THE INFLUENCE OF MOTIVATION, PERCEPTIONS AND ATTITUDES ON STUDENT DECISIONS IN CHOOSING A MAJOR (STUDY OF MANAGEMENT STUDENTS, FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF RIAU)

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Abstract. *The purpose of this study was to determine the effect of Motivation, Perceptions and Attitudes on Student Decisions in Choosing Majors. This research took place at the Faculty of Economics and Business, University of Riau, with a total of 163 respondents. In this study consists of four variables. These variables are Motivation (X1), Perception (X2), Attitude (X3) and Decision to Choose Major (Y). The data analysis method uses the Quantitative Descriptive method with the Multiple Regression analysis tool, with the help of using a statistical application, namely SPSS version 23. The results of the study show that: 1) Motivation has a significant effect on the decision to choose a major. 2) Perception has a significant effect on the decision to choose a major. 3) Attitude has a significant effect on the decision to choose a major. 4) Motivation, Perceptions and Attitudes together have a significant effect on the Decision to Choose a Major.*

Keywords: *Motivation, Perceptions, Attitudes, Decisions to Choose Majors*

1. INTRODUCTION

Educational institutions are one of the business fields engaged in services, namely education, which is oriented to the development of human resources. With education, a person can develop their potential and develop their mindset, through guidance and guidance. So that it can be used as capital in competing in the world of work later. The level of education that is concentrated and focused on facing the world of work is higher education.

Higher education is the last level in the world of education. Which aims to be able to prepare and give birth to human resources who have academic and professional abilities, and are expected to reduce unemployment. According to Alma and Hurriyati in Lu'lu and Fandi (2020) based on the National Education System Law (Sisdiknas) No.20 Article 19 of 2003, higher education includes diploma, bachelor, master, specialist, and doctoral education organized by universities. In the implementation of higher education such as academies, polytechnics, universities, high schools and institutions.

Higher education provides many fields of science or majors that prospective students can choose from, here are the five majors most interested in Indonesian students in 2022.

Picture 1 Most Popular Majors of Indonesian Students

Source: *Ministry of Education and Culture (Kemendikbud)*

The Department of Management is one of the majors that are most in demand by prospective students. During the new student admission period, one of the registration and selection paths that prospective students can follow is the SBMPTN pathway, Sefiana (2022) wrote in an article entitled "Capacity & Enthusiasts of SBMPTN UNRI Pekanbaru 2022", the number of applicants for the management department in 2021 is 2147 people and the capacity in 2022 is 112 students.

Terry (2016) suggests that decision making is usually based on certain criteria for two or more alternatives that may be options. Decision making is a form of thinking and the result of an action is called a decision.

According to Machfoedz *in* Sunyoto (2012), choosing student majors can be influenced by several factors, namely social factors, cultural factors, personal factors and psychological factors. This study focuses on psychological factors, namely motivation, perception and attitude.

Motivation comes from the word *movere* which means drive, and the mover or force that causes an action or deed. Motivation is an impulse that influences a person to take action or behave. Motivation can also be interpreted as the will to achieve higher status, power and recognition for each individual. A person also needs motivation in making a decision. For example, someone is encouraged to choose a management major because he wants to become a leader in the world of work later, because management learns about human resource management so that he can more easily fulfill his desires. Several studies that state that the choice of majors is influenced by motivation: Riadi (2016), Lu'lu and Fandi (2020), Saputri and Finthariasasi (2020), Hikmah, at all. (2018), Setiyanti, at all. (2018).

Another factor is Perception, according to Walgito (2004), perception is a series of processes preceded by sensing, which is the process of receiving stimuli by individuals through sensory devices called sensory processes. which is passed on and continued by a process called perception. For example, a prospective student thinks that if he chooses to continue his studies by choosing a management major, it will be easier for him to get a job later because management is needed in various fields of work. Several studies that state that the choice of majors is influenced by perception: Lu'lu and Fandi (2020), Riadi (2016), Riadi (2016).

Furthermore, the choice of majors is influenced by attitude factors, according to La Pierre quoted by Azwar (2013) attitude is a pattern of behavior, tendency or anticipatory readiness, predisposition to adjust in social situations, or simply. Attitude is a response to social stimuli that have been conditioned. In addition, according to Tursione in Ahmadi (2012) states, attitude as a level of tendency that is positive or negative related to the object of psychology. An example is a prospective student choosing a management major because he likes to think and innovate, likes to do business and likes to solve problems, so that what he likes can be channeled if he chooses the management major. Several studies state that the choice of majors is influenced by attitudes: Lu'lu and Fandi (2020), Hikmah *at all* (2018).

Based on the background described above, the author formulates the problem as follows:

1. Does Motivation Influence Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?
2. Does Perception Influence Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?
3. Does Attitude Influence Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?

4. Does Motivation, Perception and Attitude Influence Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?

   The objectives of this study are:
a. To find out the motivation to influence student decisions in choosing a major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau).
b. To Know Perceptions of Influencing Student Decisions in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau).
c. To Find Out the Attitude of Influencing Student Decisions in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau).
d. To Know Motivation, Perceptions and Attitudes Influence Student Decisions in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau).

2. LITERATURE REVIEW
2.1 Decision
According to Nitisusastro (2012) decision making is a process of interaction between effective attitudes, cognitive, and *behavioral* attitudes with environmental factors in which humans consider all aspects of life. Effective attitudes reflect attitudes, beliefs and *behavioral* attitudes reflect attitudes of concrete action. The decision to choose or not to choose is part of an inherent element in the individual consumer called *behavior* where it refers to real physical actions that can be seen and measured by others. Philip Kotler states that Decision Making is the stage and process of making a choice decision where a person actually makes a choice. Decision making is an activity of individuals who are directly involved in obtaining and using the products offered.

According to Machfoedz *in* (Sunyoto 2012) the factors that influence decisions can be described as follows:
a. Cultural Factors
b. Social Factors
c. Personal Factors
d. Psychological Factors

2.2 Motivation
According to the *American Encyclopedia*, motivation is a tendency (a trait that is the subject of opposition) in a person that generates support and action. Motivation includes factors of biological and emotional needs that can only be predicted from observations of human behavior. According to *Moskowits*, motivation as initiation and direction of behavior and motivational lessons are actually lessons about behavior (Setiadi, 2013). So overall motivation can be interpreted as an enabler and mover that creates a desire within a person that makes them make choices about something. Motivated behavior is influenced by activating needs or recognizing needs. Need or motive is defined when there is an adequate mismatch between the actual state and the desired state. As this mismatch increases, the result is the activation of a state of desire defined as drive. The stronger the impulse, the greater the urgency of the perceived response.

Factors that influence motivation according to Siswanto (2005) suggest that a person's motivation will be generated by his stimulus. The stimulus in question is the engine driving a person's motivation so that it affects the behavior of the person concerned. According to Panuntun (2016) Motivational drivers include:

a. Performance (*Achievement*)
b. Award or *Recognition*
c. *Challenge*
d. *Development*
e. *Engagement (Involvement*)
f. *Opportunity*

2.3 Perception

Basically, perception is the process of how stimuli or stimuli are selected, organized and interpreted or given names / meanings. According to Staton: "Perception can be interpreted as the meaning that we relate based on past experiences, stimuli that we receive through the 5 senses." (Supranto and Limakrisna, 2011) . While Usman (2016) states that consumer perception is a process that makes a person choose, organize, and interpret the stimuli received into a meaningful and complete picture of his world. Therefore, understanding perception is very important in understanding the process of acquisition, consumption and after-use treatment of goods and services. The stimuli to be given, for example in the form of colors, packaging, situations in various forms are a reference to perception (Amir, 2005).

Factors influencing the development of perception according to Thoha (2007) as for the factors that affect the development of one's perception are:
a. Psychology
b. Family
c. Culture

2.4 Attitude

Schiffman and Kanuk *in* Sangadji and Sopiah, (2013), attitude is a person's feeling of liking or disliking something. Student Attitude is a response to student feelings that can be in the form of feelings of liking or disliking a particular object, for example how student attitudes towards the quality of a university, how student attitudes towards the *image* of a university, how student attitudes towards the cost of education at a high school and so on.

Factors Influencing Attitude Formation through can be formed due to learning or experience carried out by individuals. Therefore, the formation of attitudes cannot be separated from the surrounding environment where students grow and learn. According to Suryani (2008).
a) Hands-on Experience
b) Family Influence
c) Peers
d) Direct Quote
e) Mass Media Impressions

2.5 Research Hypothesis

From the formulation of the problem above and associated with existing theories, the formulation of hypotheses is as follows:
1. Motivation, Perception and Attitude Have a Significant Influence on Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?
2. Motivation Has a Significant Influence on Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?

3. Perception Has a Significant Influence on Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?
4. Attitude Has a Significant Influence on Student Decision Making in Choosing a Major (Study on Students of the Department of Management Class of 2022, Faculty of Economics and Business, University of Riau)?

2.6 Research Model
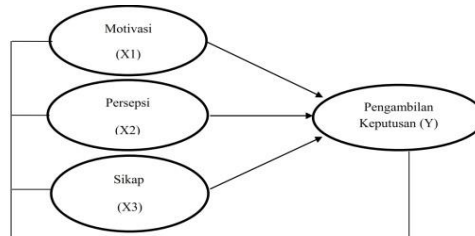
Figure 2 Research Model

3. RESEARCH METHODS

This research was conducted at the Department of Management, Faculty of Economics and Business, Riau University, Pekanbaru.

Population is the whole object that we will examine. Where in this study the population is all students of the class of 2022. The number of students is 276 students. To find out the number of samples used in this study, you can use the Solvin formula.

$$n = \frac{N}{1 + N.e^2}$$

$n = \frac{276}{1+276(0,05)^2}$ = 163.31 = 163 (rounded)

Where:
n = Sample size
N = Total population
e = Confidence level used 5%

The sources and types of data used in this study are:
a. Data Primer
    Data obtained directly from the object of research or data obtained from interviews with employees in the form of respondents' response data regarding activities within the agency in the form of a list of questions regarding Work Motivation, Work Discipline, and Organizational Competence and Commitment.
b. Data Skunder
    Data obtained from other sources that have been processed, such as work discipline data, competency data and organizational commitment. To complete the primary data obtained to support explaining the problem.
The data collection techniques of this study are as follows:
a. Observation
b. Documentation
c. Interview
d. Questionnaire or Questionnaire

4. RESULTS AND DISCUSSION
4.1 Data Analysis Results
Validity Test Results

Table 1 Validity Test Results

Variable	Statement	r calculate	r table	Decision
Motivation (X1)	X1.1	0,586	0,1538	Valid
	X1.2	0,625	0,1538	Valid
	X1.3	0,682	0,1538	Valid
	X1.4	0,581	0,1538	Valid
	X1.5	0,623	0,1538	Valid
Perception (X2)	X2.1	0,720	0,1538	Valid
	X2.2	0,788	0,1538	Valid
	X2.3	0,734	0,1538	Valid
Attitude (X3)	X3.1	0,701	0,1538	Valid
	X3.2	0,773	0,1538	Valid
	X3.3	0,729	0,1538	Valid
Decision to Choose a Major (Y)	Y1.1	0,565	0,1538	Valid
	Y1.2	0,574	0,1538	Valid
	Y1.3	0,614	0,1538	Valid
	Y1.4	0,725	0,1538	Valid
	Y1.5	0,723	0,1538	Valid

Source: *SPSS Processed Data 2023*

If r counts ≥ r table, then *the statement items* are valid. The r value of the table can be seen in the r table with the equation N-2 = 163 – 2 = 161 = 0.1538 (see r table at df 161). And from the table above obtained the value of r calculate all statements > r table (0.1538). This means that the measuring instrument used is valid.

Reliability Test

Table 2 Reliability Test

Variable	Cronbach's Alpha	Limitation	Decision
Motivation (X1)	0,697	0,60	Reliable
Perception (X2)	0,702	0,60	Reliable
Attitude (X3)	0,632	0,60	Reliable
Decision to Choose a Major (Y)	0,770	0,60	Reliable

Source: *SPSS Processed Data 2023*

A measuring instrument is said to be reliable if it gets a *Cronbach's Alpha* value above 0.6. From the table above, it is known that the reliability value of all variables > 0.6. What this means is that the measuring instruments used in this study are reliable or trustworthy.
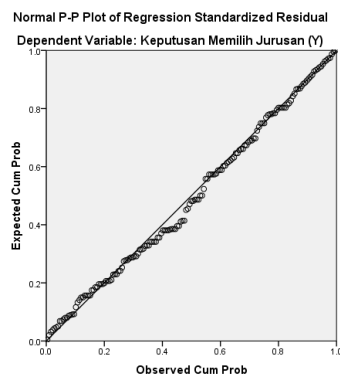
Normality Test
Residual Normality Test

Figure 3 Histogram
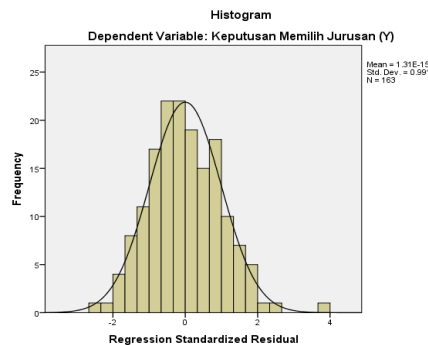
Based on the histogram curve above, it can be seen that the data spreads across all areas of the normal curve in a symmetrical shape. So it can be concluded that the data has a normal distribution.

Figure 4 Normal p-p plot graph

From the Normal P-P Plot image above, it can be seen that the points spread around and follow diagonal lines, so it can be stated that the data is normally distributed.

Tabel 3 *One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		163
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.40292114
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.031
Test Statistic		.065
Asymp. Sig. (2-tailed)		.085[c]

Then from the *Kolmogorov Smirnov* test above, a significance value was obtained (*Asymp. Sig.*) of 0.085 > 0.05. Thus, it can be interpreted that the regression model satisfies the assumption of normality.

Heteroskedasticity test

Figure 5 Scatterplot
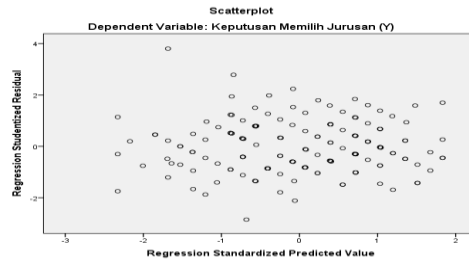
Based on the figure above, it can be seen that the points do not form a certain pattern and also spread above and below on the Y axis. It can be concluded that the regression model in this study does not have heterokedasticity.

Multicollinearity Test

Table 4 Multicollinearity Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	(Constant) Motivation	0.573	2.113
	Perception Attitude	0.592	2.924
	Decision to Choose a Major	0.654	3.111

a. Dependent Variable: The Decision to Choose a Major

From Table 4, tolerance values on the three independent variables were obtained (0.573), (0.592) and (0.654) which > 0.05 and VIF of (2.113), (2.924), and (3.111) which < 10. It can be interpreted that there are no symptoms of multicollinearity in the regression model.

Determinance Coefficient Test (R^2)

Table 5 Determinance Coefficient Test Test (R^2)
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815[a]	.664	.658	1.416 09

a. Predictors: (Constant), Attitude (X3), Motivation (X1), Perception (X2)
b. Dependent Variable: Decision to Choose Major (Y)

From Table 5 obtained the value of R^2 of 0.664 or 66.4%. This means that 66.4% of the variables of the Decision to Choose a Major are influenced by Motivation, Perception and Attitude.

Multiple Regression Results
Simultaneous Test (Test F)

Table 6 Simultaneous Test (Test F)
ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Itself.
1 Regression	636.389	3	212.130	107.557	.000[b]
Residual	313.587	159	1.972		
Total	949.975	162			

a. Dependent Variable: Decision to Choose Major (Y)
b. Predictors: (Constant), Attitude (X3), Perception (X2), Motivation (X1)

From Table 6 obtained a calculated F value of 107.557 with a significance of 0.000. While the F value of the table is at the significance level of 5% with the equation:
F table = n – k – 1 ; k
     = 163 – 3 – 1 ; 3
     = 159 ; 3
     = 2.66 (see table F with df1= 3 and df2=159)
Information:
n = Number of samples
k = Number of independent variables
1 = Constant.

Thus, the result of F count (107.557) > F table (2.66) or significance (0.000) < 0.05. Thus, it can be seen that Motivation, Perception and Attitude together have a significant influence on the Decision to Choose a Major.

Partial Test (Test t)

Table 7 Partial Test (Test t)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Itself.
	B	Std. Error	Beta		
1 (Constant)	2.912	.810		3.593	.000
Motivation (X1)	.601	.069	.602	8.728	.000
Perception (X2)	.730	.091	.601	7.995	.000
Attitude (X3)	.640	.085	.619	8.936	.000

a. Dependent Variable: Decision to Choose Major (Y)

From Table 7 can be seen each calculated t value and the significance of the independent variable. Known table t values (2-sided test at alpha 5%) with the equation:
t table = n – k – 1: alpha/2
　　　　= 163 – 3 – 1: 0,05/2
　　　　= 159 : 0,025
　　　　= 1.654 (see table t with df= 159 at *significance level* 0.05)
Information:
n = Number of samples
k = Number of independent variables
1 = Constant.

4.2 DISCUSSION
The Influence of Motivation on the Decision to Choose a Major
The test results using *SPSS 23 software* show that Motivation has a significant effect on the Decision to Choose a Major in active management students of the class of 2022. This led to the acceptance of H1 which states that Motivation influences the decision to choose a major. This indicates that students are influenced by motivations both from within and from outside to choose the Management Department.

The influence of perception on the decision to choose a major
The results of testing using *SPSS 23 software* show that Perception has a significant effect on the decision to choose a major in active management students of the class of 2022. This led to the acceptance of H2 which states that Perception influences the

decision to choose a major. This indicates that students are influenced by perceptions owned by students themselves.

The Influence of Attitudes on the Decision to Choose a Management Major

The results of testing using *SPSS 23 software* show that attitudes have a significant effect on the decision to choose a major in active management students of the class of 2022. This led to the acceptance of H3 which states that Attitude influences the decision to choose a major. This indicates that the attitude of students influences their decision to choose a management major.

The Influence of Motivation, Perception and Attitude on the Decision to Choose a Management Major

The results of testing using *SPSS 23 software* show that Motivation, Perception and Attitude together have a significant effect on the decision to choose a major in active management students class of 2022. This has led to the acceptance of H4 which states that motivation, perception, and attitude influence the decision to choose a major. This indicates that the motivation, perceptions and attitudes of students influence their decision to choose a management major.

CONCLUSIONS AND ADVICE
Conclusion

Based on the results of research that has been carried out through the stages of data collection, data processing and data analysis regarding the overall analysis, this study examines the influence of Motivation, Perception and Attitude on the Decision to Choose a Management Major, so that the following conclusions are obtained:

1. Motivation has a significant influence on the decision to choose a management major. The greater the drive or motivation possessed by students, the greater their desire to decide to choose a management major. This is because the existence of motivation will make someone have a reason so that they are encouraged to make choices for management majors.
2. Perception has a significant influence on the decision to choose a management major. The better a student's perception of a management major, the more likely it is to decide to choose a management major. This is because the existence of a good perception will make someone more interested in making choices for management majors.
3. Attitude has a significant influence on the decision to choose a management major. The better the attitude shown by students towards the Department of Management, the more likely it will be to decide to choose the Department of Management.
4. Motivation, Perception and Attitude together have a significant influence on the decision to choose a Management major. The more a student has the motivation, perception and attitude that the Department of Management is the right major, the more likely it will be to decide to choose the Department of Management. because they have the field of knowledge they need to be used as a support in achieving their goals and believe that they can succeed in the field of Management.

Suggestion

Based on the results of research and discussion, several conclusions can be drawn as follows:

1. The Department of Management, should show more of the advantages possessed such as Accreditation, good and complete facilities and so on, so that prospective students are more motivated, and have a more positive perception of the management department, will cause a good attitude in prospective students, so they make a decision to choose the management department as a place to study.

2. Increase the motivation of prospective students to choose management majors by providing clear and attractive information about career prospects and job opportunities in the field of management.
3. Change the negative attitude of prospective students towards the management department by providing interesting and useful learning experiences, through seminars, *workshops* and so on.
4. Improve the perception of prospective students towards the management department by actively promoting the success of alumni in building careers in management and their contributions in the business and industrial world.

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