

**ABSTRAK**

**FAKTOR-FAKTOR YANG MENJADI ALASAN MAHASISWA/I MEMILIH  
PRODI MANAJEMEN, FAKULTAS EKONOMI, UNIVERSITAS SANATA  
DHARMA**

Studi Kasus pada Mahasiswa/i Prodi  
Manajemen, Fakultas Ekonomi,  
Universitas Sanata Dharma

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PROGRAM STUDI MANAJEMEN  
JURUSAN MANAJEMEN  
FAKULTAS EKONOMI  
UNIVERSITAS SANATA DHARMA  
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Penelitian ini bertujuan untuk mengetahui, faktor-faktor yang menjadi alasan mahasiswa/i Fakultas Ekonomi, Prodi Manajemen, Universitas Sanata Dharma, memilih Jurusan Manajemen, Universitas Sanata Dharma.

Penelitian ini dilakukan di Fakultas Ekonomi, Prodi Manajemen, Universitas Sanata Dharma. Responden berjumlah 100 orang yang terdiri dari mahasiswa/i angkatan 2012-2013 jurusan manajemen. Teknik pengumpulan data yang dilakukan dengan menyebarkan kuisioner. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Teknik analisis yang digunakan adalah Analisis Deskriptif dan Analisis Cochran. Teknik analisis Cochran digunakan untuk mengetahui alasan mahasiswa/I Prodi Manajemen, Fakultas Ekonomi, Universitas Sanata Dharma memilih Program Studi Manajemen.

Pada analisis deskriptif berdasarkan jenis kelamin adalah pria yaitu sebanyak 77 orang (77.0%), mayoritas rentang usia 23 – 25 tahun yaitu sebanyak 39 orang (39.0%), mempunyai jenis kendaraan motor sebanyak 64 orang (64.0%), bertempat tinggal kost sebanyak 64 responden (64.0%), jarak antara tempat tinggal dengan kampus biasa sebanyak 53 responden (53.0%) dan uang saku bulanan Rp. 500.000 – Rp. 750.000 sebanyak 31 responden (31.0%)

Dari analisis Cochran Q-test, bahwa alasan mahasiswa/i jurusan manajemen memilih Fakultas Ekonomi, Prodi manajemen, Universitas Sanata Dharma, yaitu suasana, fasilitas, tempat tinggal, mengikuti teman, usulan dari keluarga, sistem perkuliahan, biaya kuliah, alternatif pilihan kuliah, motto, lingkungan dan memperoleh beasiswa.

**ABSTRACT**

**THE STUDENTS' REASONS CHOOSING MANAGEMENT STUDY PROGRAM, FACULTY OF ECONOMICS, SANATA DHARMA UNIVERSITY**  
A Case Study at the Students of Management Study Program,  
Faculty of Economics,  
Sanata Dharma University

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MANAGEMENT STUDY PROGRAM  
DEPARTMENT OF MANAGEMENT  
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This research was aimed to discover the reasons why the students of Faculty of Economics, Management Study Program, Sanata Dharma University, chose Department of Economics, Sanata Dharma University.

This research was conducted in Faculty of Economics, Management Study Program, Sanata Dharma University. There were 100 students as the respondents that consisted of students of Department of Management, class 2012-2013. The data were collected by distributing questionnaires. The sample was selected using accidental sampling technique. The data were analyzed using Descriptive Analysis and Cochran Analysis techniques. Cochran analysis technique was used to discover the reasons of the students of Management Study Program, Faculty of Economics, Sanata Dharma University choosing Management Study Program.

The results of the Descriptive Analysis showed that: based on the sexes, there were 77 male students (77.0%), there were 39 students (39.0%) as the majority at the ages of 23-25, there were 64 students (64.0%) who owned motorcycles, there were 64 students (64.0%) who stayed in boarding houses, there were 53 students (53.0%) who stayed within a regular distance, and there were 31 students (31.0%) who got monthly pocket money as much as Rp. 500.000 – Rp. 750.000.

The results of the Cochran Q-Test analysis technique indicated that the reasons of the students of Management Department choosing Faculty of Economics, Management Study Program, Sanata Dharma University were the atmosphere, facilities, residence, friends, family's advice, teaching-learning system, tuition, alternative subject, motto, environment, and scholarship.