

**ABSTRAK**

**KONTRIBUSI MOTIVASI MAHASISWA, PERSEPSI TERHADAP PROGRAM STUDI DAN KELOMPOK REFERENSI TERHADAP KEPUTUSAN MAHASISWA MEMILIH PROGRAM STUDI DI UNIVERSITAS SANATA DHARMA**

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Penelitian ini bertujuan untuk mengetahui kontribusi motivasi mahasiswa, persepsi terhadap program studi, dan kelompok referensi terhadap keputusan mahasiswa memilih program studi di Universitas Sanata Dharma.

Penelitian ini termasuk dalam jenis penelitian asosiatif kausal dan dilaksanakan di Universitas Sanata Dharma Yogyakarta pada bulan Mei 2012. Populasi dari penelitian ini adalah mahasiswa Jurusan Pendidikan Ilmu Pengetahuan Sosial (JPIPS) angkatan 2011 yang berjumlah 136 mahasiswa. Pengambilan sampel dengan teknik sampel jenuh. Teknik pengumpulan data dengan menggunakan kuesioner. Analisis data dengan menggunakan regresi.

Hasil penelitian menunjukkan bahwa : (1) Motivasi mahasiswa memberikan kontribusi secara signifikan terhadap keputusan mahasiswa memilih program studi di Universitas Sanata Dharma sebesar 72,58% (Sig = 0,000 < 0,05). (2) Persepsi terhadap program studi memberikan kontribusi secara signifikan terhadap keputusan mahasiswa memilih program studi di Universitas Sanata Dharma sebesar 26,17% (Sig = 0,021 < 0,05). (3) Kelompok referensi tidak memberikan kontribusi secara signifikan terhadap keputusan mahasiswa memilih program studi di Universitas Sanata Dharma karena hanya berkontribusi sebesar 1,26% (Sig = 0,906 > 0,05). (4) Motivasi mahasiswa, persepsi terhadap program studi dan kelompok referensi secara bersama-sama memberikan kontribusi sebesar 33% sedangkan sisanya diberikan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

**ABSTRACT**

**THE CONTRIBUTION OF STUDENT MOTIVATION, PERCEPTION TOWARD STUDY PROGRAM, AND REFERENCE GROUP TOWARDS STUDENTS DECISION TO CHOOSE STUDY PROGRAMS IN SANATA DHARMA UNIVERSITY**

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The purpose of this research is to know the contribution of students motivation, perception of the study programs, and the reference group toward students decision to choose study programs in Sanata Dharma University.

This research is an asosiative causal research and was conducted in Sanata Dharma University in May 2012. The population of this research were 136 university students of the Faculty of Social Education, of 2011 academic year. The samples were taken by using saturated sample technique. The technique of collecting data was questionnaire. The data analysis technique was regression.

The result of this research shows that : (1) About 72,58% of the student motivation gives contribution significantly toward the students decision to choose study programs in Sanata Dharma University (Sig = 0,000 < 0,05). (2) About 26,17% of the perception toward study program gives contribution significantly toward university students decision to choose a study programs in Sanata Dharma University (Sig = 0,021 < 0,05). (3) Only about 1,26% of the reference group does not give contribution significantly toward students decision to choose a study programs in Sanata Dharma University (Sig = 0,906 > 0,05). (4) About 33% of the students motivation, perception toward study program, and reference group simultaneously give contribution while the rest is given by the other variables that are not included in this research model.