

Analisis faktor-faktor yang mempengaruhi minat mahasiswa S1 ekonomi manajemen universitas "X" untuk melanjutkan studi ke program Pascasarjana magister manajemen Universitas "X"

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=132793&lokasi=lokal>

Abstrak

Today education has an important role in communities. Master of management program is a field of social science that would be needed in the labor market in various parts of life, viz, social, cultural, political and economic. "X" University has a program that offered in post graduate study, i.e. master of management program . This program is popular in Indonesia. Some factors can be seen, by using the LISREL program, to tests SEM (Structural Equation Modeling). Those factors are from 'service marketing mix' (nature of service performance) and will affect the intention of "X" University graduate Business program student, to continue their study to post graduate, master of management program in the similar University. The results showed factor that make they continue their study to 'master' of management program' in the similar university is 'Promotion' & Education'. Then "X" University, undergraduate Business program student's satisfaction is devided from 'Physical Environment' and 'Process'.