

Analisis faktor-faktor yang mempengaruhi minat mahasiswa S1 ekonomi manajemen universitas “x” untuk melanjutkan studi ke program pascasarjana magister manajemen universitas “x”

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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 test SEM (structural equation modeling). Those factors are from 'service marketing mix' (nature of service performance). and will affect the itention of “X” University undergraduate 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 theirs study to 'master of management program' in the similar university is 'Promotion & Education'. Then “X” University, undergraduate Business program student's satisfaction is derived from 'Physical Environment' and 'Process'.