

Student motivation in choosing learning at UIN Raden Intan Lampung

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ABSTRACT

Entering the 4.0 industrial revolution, the number of Indonesians who consider it important to education is increasing. This is evidenced by the increasing number of students and the increasing number of university choices. However, what actually motivated the students to choose the college? This study aims to determine the factors that influence the decisions of students (motivation) who choose to study at Raden Intan Lampung State Islamic University. This study uses an anthropological approach with ethnography method. The subject of the study was students of UIN Raden Intan Lampung with a sample of class A UIN students (Class Chair and Secretary) of 2015 from 5 faculties. The results showed that there were 6 factors that influenced students to choose to study at UIN Raden Intan Lampung, with the most dominant factor is respondents' self motivation who think that UIN Raden Intan Lampung is an Islamic based institution, so that students would get world knowledge (academic) and the Hereafter (Islamic).

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1. INTRODUCTION

The main text format consists of a flat left-right columns on A4 paper (quarto). The margin text from The era of the Industrial Revolution 4.0 that is underway forces us to continue to pursue rapid technological development. In order to maximize the existing technology, qualified human resources are needed. One way that is still believed to be most appropriate for improving the quality of human resources is through education. Education is a series of learning processes that are important and inherent in every human life, starting from children to adulthood and continuing throughout life [1]. Education is very important for the future because education is a means of social empowerment to prepare individuals to face global challenges [2]. Therefore in this era, the community is incessantly pursuing higher education in order to improve their quality as a human resource. This statement is supported by statistical data from the Indonesian education statistics book, which states that the increasing number of years, the number of college students and the number of university also increase. This is of course a proof that the public is increasingly paying attention to education [3].

The terms 'codes of conduct for scientists', 'academic integrity code' and 'ethic of science' led humans to reflect on the process of determining scientific institutions [4]. The selection of higher education is still a confusing thing for high school students of class XII who want to continue their education to the college level. Based on research conducted by Ansoff, I. and McDonnell, H. there are eight factors that need to be considered when evaluating college choices. These factors are academic reputation, college size, geographical conditions, college selectivity, availability of financial assistance (like scholarship), availability of academic programs, student population and social atmosphere [5, 6]. Furthermore, Hooley and Lynch's

research on prospective students in the UK, identifying the suitability of university locations, academic reputation, distance from home, type of university (modern/traditional), and advice from parents and teachers, is a determining factor in their choice for a particular university [7–9].

Raden Intan Lampung State Islamic University or UIN Raden Intan Lampung is the only State Islamic College in Bandar Lampung. With its vision of becoming a center of superior and competitive multidisciplinary Islamic sciences development, UIN Raden Intan Lampung succeeded in attracting the interest of many high school graduates to continue their studies at UIN Raden Intan Lampung. In 2018 UIN Raden Intan Lampung even became the State Islamic College with the highest number of applicants in the national entrance selection test (in Sumatera) and the third most national level [10].

Several studies that have been conducted at other universities show there are different factors from each student in choosing the destination campus. Based on Endang Ruhayat's research at Pamulang University, it was shown that product factors (costs, facilities and campus image) were the dominant factors influencing students' motivation to study at Pamulang University [11]. And in the research of Hadiyati Fitria shows that the dominant factors that influence students to choose a course at STEI SEBI are motivational promotion to study Islamic Economics [12]. Maxsi Ari also examined the factors that influence the decisions of students who enroll in AMIK BSI Bandung and got results: academic reputation and the availability of financial assistance became the dominant factor [9]. Different to the previous studies which examined quantitative method, in this study the motivation of students who chose to continue their studies at UIN Raden Intan Lampung was viewed based on anthropological perspective, so this study would reveal the factors that led UIN Raden Intan Lampung becoming an Islamic College with the highest number of registrants in Sumatra.

Literature review: Motivation is a driver that converts the energy in a person into real activities to achieve certain goals [13–16]. The term motivation comes from Latin (*movere*), which means moving (to move) all human behavior which essentially has the lowest motive, motive is an understanding that complements all the movers, reasons or impulses in humans that cause humans to do something [17, 18].

According to Ansoff, I. and McDonnell, H., there are eight factors that need to be considered when evaluating college choices. These factors are academic reputation, college size, geographical conditions, college selectivity, availability of financial assistance, availability of academic programs, student population and social atmosphere [19]. Furthermore, Hooley and Lynch's research on prospective students in the UK, identifying the suitability of university locations, academic reputation, distance from home, type of university (modern/traditional), and advice from parents and teachers is a determining factor in their choice for a particular university. Lin also conducted a study to find out the students' reasons in choosing educational institutions in Netherlands, and the results revealed that the most significant reason for student choice was the quality of the institution, the education system, career opportunities for graduates, university reputation, opportunities for traineeships, faculty qualifications, academic standards, availability of modern facilities, curriculum emphasis, and students life [7–9]. Similarly to Sanders' research at Washington State University found that employment opportunities for alumni, various courses, attendance costs, faculty reputation, special academic programs, career counseling, colleges reputation and location were the main factors influencing their choice to choose a university [20].

Anthropology is defined as the science of humans. In terms of terminology, anthropology is defined as the knowledge of humans, especially about the origins, various colors of physical forms, customs and beliefs in the past [21–23]. Anthropology comes from the English language 'Anthropology', this term subsequently becomes a field study in social knowledge that studies about an event and the origin of the events [24, 25]. According to Kuncaraningrat, Anthropology is divided into two types, namely Physical Anthropology and Cultural Anthropology [21].

Physical Anthropology (or Paleontology) is the study of human origin and human evolution by examining fossils [21, 26, 27]. Cultural Anthropology is divided into three types, Archeology, Ethnology and Ethnography. Archeology is the study of past culture through a systematic study of the data left behind, this systematic study includes the discovery, documentation of analysis and interpretation of artifact data [21]. Ethnology is the study of the principles of human culture in the life of ethnic groups throughout the world, such as ways of thinking and behaving [21]. Ethnography is a research method that uses direct observation of human activities in a social context and everyday culture [21, 28, 29].

2. RESEARCH METHOD

This study uses a cultural anthropology approach with ethnographic methods. Furthermore, field study is the backbone of ethnographic anthropology. Through field studies all anthropological information is

obtained. Field studies provide data needed to test theories or explain theories. In this study researchers immediately examined the real dynamics of the field.

This research originated from the curiosity of the researchers regarding the increasing interest of high school graduates who chose UIN Raden Intan Lampung as the chosen university in the last 3 years. Then the researcher determined a hypothesis, "The fact that UIN Raden Intan Lampung as the only Islamic-based State University in Lampung was the strongest factor in the increasing interest of high school graduates to continue their studies at UIN Raden Intan Lampung".

The research subjects in the anthropological approach must be in a social environment where the community to be studied is located [23], so that in this study the subject of the research was students of UIN Raden Intan Lampung. The chosen respondents are the students of class A (Class leader and Secretary) who are in the second semester. Because UIN Raden Intan Lampung has 5 (five) faculties, they are tarbiyah and teacher training faculties, ushuluddin faculties, sharia faculties, da'wah and communication faculties, and islamic economic and business faculties with 25 majors and 4 concentrations, total selected respondents interviewed are 58 students of the 2015/2016 class.

There are 3 methods of data collection in Anthropological research with Ethnographic methods, through observation, documentation and interviews [29]. Observations were made to gather information about the number of faculties, the number of students, the interest of students towards UIN Raden Intan Lampung based on the number of registrants, the cost of UKT and observing student activities at UIN Raden Intan Lampung everyday. Documentation is carried out to collect the photographs relating to the research and files of the respondents' biographies. Interviews were conducted with respondents within a few weeks. The research data is qualitative data collected from the answers of several respondents during the interview session with questions that have been determined by the researcher, these are questions about the motivation of respondents to enter Raden Intan Lampung UIN, whether UIN Raden Intan Lampung is the first choice in the entrance examination test, student stability when deciding to choose to register at UIN Raden Intan Lampung, and students' perceptions of lecture activities at UIN Raden Intan Lampung. From the data that has been collected through interviews, then the data is analyzed by filtering the results of interviews regarding the factors that influence student decisions in choosing to study at UIN Raden Intan Lampung. Furthermore, the research design in this study is illustrated in the following chart as shown in Figure 1.

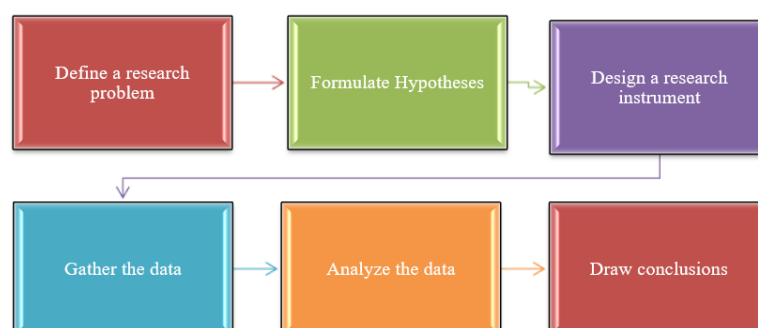


Figure 1. Chart of ethnographic anthropology research designs

3. RESULTS AND ANALYSIS

The discussion can be made in several sub-chapters. Based on the results of interviews with 58 respondents regarding the factors that influence student decisions (motivation) to choose to study at UIN Raden Intan Lampung, it was found that there were six influencing factors. The six factors are shown in the following Table 1.

Table 1. Factors that influence students' decisions in choosing learning in UIN Raden Intan Lampung

No	Factors	Number of respondents
1	Respondents' self-motivation who considered UIN Raden Intan Lampung as an islamic based institution	20
2	Encouragement from parents who want respondents to study in Islamic-based institutions	14
3	Suggestions from relatives and friends who also study at UIN Raden Intan Lampung	8
4	Recommendations from teachers in high school	7
5	Good alumni image and low tuition fees	6
6	Because they're not accepted at their favorite universities (UIN Raden Intan Lampung as the 2nd choice)	3

The most dominant factor that influenced students' decision in choosing to study at UIN Raden Intan Lampung is the respondents' self-motivation who considered UIN Raden Intan Lampung as an Islamic-based institution, so students will get world knowledge (academics/science) and the Hereafter (Islam) at once. This most dominant factor answers the hypothesis of this research, "The fact that UIN Raden Intan Lampung as the only Islamic-based State University in Lampung was the strongest factor in the increasing interest of high school graduates to continue their studies at UIN Raden Intan Lampung". The second most influential factor is the encouragement from parents who also argue that studying in Islamic-based institution is a good thing. The third and fourth factors are suggestions from relatives, friends and teachers who recommend to respondents to continue their studies at Raden Intan UIN Lampung. The fifth factor is due to the good image of UIN Raden Intan Lampung's alumni in their villages, and the tuition fees are very cheap compared to other universities in Bandar Lampung. The sixth factor is because respondents were not accepted in their favorite universities which were their main choices.

Entering the 4.0 era of the industrial revolution, which all depends on technology, all information from various parts of the world is very easily accessible anywhere and anytime, so that the influence of foreign cultural freedom and radicalism will be easier to ensnare individuals in this era. The values contained in religion can be a solution to fortify themselves from all the bad influences of the outside world. Some individuals who are 'literate' about the importance of religion choose to study at a university that has a religious basis. As stated by one of the respondents when asked about respondent's motivation to study in UIN Raden Intan Lampung, the respondent with the initial FA answered wisely:

"Setiap individu manusia pasti memiliki motivasi, seperti halnya saya, motivasi saya masuk ke UIN Raden Intan Lampung adalah ketika saya mulai sadar bahwa pendidikan yang disertai dengan tuntunan agama yang baik di suatu Universitas akan baik untuk ke depannya baik dalam ilmu akademik maupun setiap tambahan ilmu kerohanian Islam yang melekat pada semua siswa yang diperjelas dengan simbol UIN sendiri. Oleh karena itu saya memilih Perguruan tinggi yang baik dalam agama maupun akademiknya. Saya memilih UIN Raden Intan Lampung bukan karena ajakan atau ikut-ikutan teman".

Which means: Every people must have motivation, like me, my motivation to study in UIN Raden Intan Lampung was because I began to realize that education accompanied by a good understanding of religion (taught in a university) would be good for the future, both in academic (science) and in any additional Islamic spiritual knowledge inherent in all students who were clarified with their own UIN symbol. Therefore I chose the college that is good in both, religion and academics. I chose UIN Raden Intan Lampung not because of an invitation or joining a friend.

At UIN Raden Intan Lampung students can get religious lessons to foster faith and increase knowledge about Islam which is also supported by an Islamic environment. Students are taught to say salam "Assalamu 'alaykum" anywhere, anytime. The lecture system in this Islamic College allows students to bring together religion with science in the context of good cooperation to help increase the insight into general knowledge and religion.

UIN Raden Intan Lampung wants to make its students as intelligent person, and also have faith, commonly referred to as *Ulil Albab*. *Ulil Albab* is a privileged group and is called by Allah in the Qur'an 16 times. *Ulil Albab* uses their mind to reflect on every phenomenon in this universe. Al-Qur'an praises a group of people they call *ulil albab*. Their characteristics, among others, are mentioned in Ali-Imran's 190-191:

"Indeed, in the creation of the heavens and the earth and the alternation of the night and the day are signs for those of understanding (Ulil Albab). Who remember Allah (dzikr) while standing or sitting or (lying) on their sides and give thought to the creation of the heavens and the earth, (saying) "Our Lord, You did not create this aimlessly; exalted are You (above such a thing); then protect us from the punishment of the Fire" [30]

The meaning of the verse above illustrates two main characteristics of *ulil albab*, namely tafakur and dzikir. According to some scholars, there are no less than 750 verses of the Koran that talk about the material nature and its phenomena, which instructs humans to know and utilize this realm.

Relatively inexpensive tuition fees are also one of the factors considered by the respondents, the details of the tuition fees each semester at Raden Intan Lampung UIN (last 5 years) can be seen in Table 2 below.

Table 2. Tuition fees at UIN Raden Intan Lampung

No	Class year	Cheapest fee	Most expensive fees
1	2015/2016	Rp. 400.000,00	Rp. 1.500.000,00
2	2016/2017	Rp. 400.000,00	Rp. 2.500.000,00
3	2017/2018	Rp. 400.000,00	Rp. 3.000.000,00
4	2018/2019	Rp. 400.000,00	Rp. 3.900.000,00
5	2019/2020	Rp. 400.000,00	Rp. 3.900.000,00

Source: processed from UIN Raden Intan Lampung's official website (tuition fees) and observations on UIN Raden Intan Lampung students [31]

This fee is considered quite cheap compared to the tuition fees at other universities in Bandar Lampung, so this thing is also being one of the factors that many students consider. As a comparison, the following are shown in Table 3.

Table 3. Tuition fees at other universities in Bandar Lampung 2019/2020

No	Name of the University	Cheapest Fee	Most expensive fees
1	Universitas Lampung	Rp. 2.400.000,00	Rp. 17.550.000,00
2	Universitas Teknokrat Indonesia	Rp. 4.100.000,00	Rp. 5.550.000,00
3	IIB Darmajaya	Rp. 5.750.000,00	Rp. 6.550.000,00
4	Universitas Tulang Bawang	Rp. 2.850.000,00	Rp. 8.850.000,00

Source: processed from Universitas Lampung, Universitas Teknokrat Indonesia, IIB Darmajaya and Universitas Tulang Bawang official website (tuition fees)[32–35]

Price is one of the factors that is considered by consumers in choosing product (goods/services). According to Kotler there are several factors that can influence consumer decisions (in this case students) in choosing goods and services for personal consumption, they are product, price, physical evidence, people, references group, motivation, economic situation and competitive advantage [36–38].

The product offered by UIN Raden Intan Lampung is the overall concept of an object or process that provides various values for students. Griffin gave his opinion on two keys that lead to consumer confidence in the product, the value of product quality (value) and the relationship that exists between producers/distributors to consumers [39]. Sub-sub factors related to educational service products that can influence students in their decision to choose to study in UIN Raden Intan Lampung are: Curriculum, Image/image of alumni, and Accreditation status.

Price is the value of goods or services determined by state universities in the form of nominal amounts offered. Price is an important component in marketing, as Morris notes “one of the more basic, yet critical decisions facing a business is what price to charge customers for products and services” [40]. Raden Intan Lampung State Islamic University managed to provide an attractive offer regarding prices, with prices that are relatively cheap and suitable for all people (UIN Raden Intan Lampung implements an UKT system with 5 levels of payment each year, where UKT is reviewed from the amount of income and expenses of parents every month).

Physical evidence of the college (physical evidence), actual evidence in services as a consideration in assessing a product from the University, in this case the evidence of Alumni welfare greatly affects. People, the role of people in serving services greatly affects consumers, as well as influencing students in choosing public universities. Reference group, reference group is a group that has a direct and indirect influence on a person's attitude or behavior. Motivation, is an impulse that arises in a person consciously or unconsciously to carry out an action with a specific purpose. Economic conditions, economic conditions can be seen from a person's ability through large income. Competitive Advantage, there are two main types of competitive advantage, comparative advantage and differential excellence [41]. Competitive advantage or cost advantage is the ability of a company to produce goods or services at a lower cost than its competitors, which gives companies the ability to sell goods or services at a price lower than competition or to generate greater margins on sales [42]. Its relationship with higher education as a service is that universities try to provide excellence in terms of costs, strategic campus locations, easy access, scholarships and other facilities.

Some researchers in Indonesia have also conducted research on the factors that motivate students to enroll in their universities, such as what has been done at the University of Pamulang by Endang Ruhayat showing that the product factor (campus costs, facilities and college image) is a dominant factor affecting the motivation of students to study at Pamulang University [11]. And Hadiyati Fitria's research shows that the dominant factors that influence students to choose study at STEI SEBI are motivational promotion factors to study Islamic Economics [12]. Maxsi Ari also examined the factors that influence the decisions of students who enroll in AMIK BSI Bandung and get academic reputation results and the availability of financial

assistance which is the dominant factor [9]. Furthermore, research at Telkom University conducted by Mahendra Fakhri, Alini Gilang and Nining Ratnayu showed that there were 5 influencing factors, they are: campus profile, campus promotion, family influence, friend influence and campus location, with university image having the greatest variance value (dominant factor) [43]. Besides Indonesia, research on the factors that motivated students to enroll in their universities was also held at Kafkas University, Turkey conducted by Ali Caglar Gulluce, Tuncer Yilmaz and Erdogan Kaymin. According to the result of the factor analysis carried out, six dimensions consisting of prestige, opportunity, campus, knowledge, location, and economy were obtained. Besides, it was established that these factors differ in demographic properties.

4. CONCLUSION

There are 6 factors that influence student decisions (motivation) so that they choose to continue higher education in UIN Raden Intan Lampung, the six factors are: Respondents' self-motivation who considered UIN Raden Intan Lampung as an Islamic based institution, Encouragement from parents who want respondents to study in Islamic-based institutions, advice from relatives and friends who also study in Raden Intan UIN Lampung, recommendations from teachers in high school, Good alumni image and low tuition fees, because they are not accepted at their favorite universities. Of the six factors mentioned, the most dominant factor was respondents' self-motivation who considered UIN Raden Intan Lampung as an Islamic based institution.

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