

INTEREST OF STUDENTS IN 2021 AND 2022 TOWARDS THE SELECTION OF VOCATIONAL STUDIES AT UNY WATES CAMPUS

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ABSTRACT

This study aims to analyze the factors that influence student decisions in choosing the Vocational Study Program at UNY Wates Campus. The specific objectives of the study are to determine: (1) the factors that influence student decisions in choosing a study program; (2) the influence of these factors on student decisions in choosing a study program; and (3) the factors that have the most dominant influence on students' decisions in choosing a study program. The study used descriptive research methods with a quantitative approach. The research population is all students of the Vocational Study Program, UNY Wates Campus in 2021, a total of 2760 students in 2021 and a total of 1127 students in 2022. The research sample uses the 5% slovin formula, and the research sample obtained is 392 students in the year 2021 and a total of 352 students in the year 2021. Class of 2022. The results show that the selection of vocational study programs at the Wates UNY campus in 2021 and 2022 is influenced by academic factors, including tuition fees, study program accreditation status, study program curriculum, lecturers, employees, getting a job, the suitability of the chosen major. Facilities and infrastructure factors include: building conditions, completeness of facilities, campus environmental conditions. Supporting factors include family factors, friend factors and study program graduates. The dominant factor of students choosing study programs is due to the reasons for study program accreditation, completeness of facilities and family factors.

Kata Kunci: *interest, student, study program, vocational*