

ANALYSIS OF FACTORS INFLUENCING STUDENTS' INTEREST IN CHOOSING THE CULINARY EDUCATION PROGRAM AT UNY

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ABSTRACT

This study aims to determine: (1) the factors influencing students' interest in becoming culinary teachers in the Culinary Education Program at UNY, (2) the extent of students' interest in becoming culinary teachers in the Culinary Education Program at UNY, and (3) the dominant factors influencing students' interest in becoming teachers in the Culinary Education Program at UNY.

This study is a quantitative research with a survey method. The research was conducted from February to July 2023 with students from the Culinary Education Program at UNY as the subjects. The sampling technique used was purposive sampling. Data collection techniques involved the use of questionnaires, and the data analysis technique used was descriptive statistics. The results of the study show that: (1) The factors influencing students' interest in becoming culinary teachers in the Culinary Education Program at UNY are (a) cost (economic ability), (b) prospects (job opportunities), (c) reputation, (d) accreditation status (indicating the excellence of a Program), (e) educational facilities, (f) quality and quantity of lecturers. (2) The influence of each factor on students' interest in choosing the Culinary Education Program at UNY is as follows: (a) cost (economic ability) 14.8%, (b) prospects (job opportunities) 16.3%, (c) reputation 17.3%, (d) accreditation status (indicating the excellence of a Program) 6.4%, (e) educational facilities 6.5%, (f) quality and quantity of lecturers 8.2%. (3) The dominant factors influencing students' interest in becoming teachers in the Culinary Education Program at UNY are reputation, prospects, cost, quality and quantity of lecturers, educational facilities, and accreditation status.

Kata Kunci: *interest, career, teacher, program of study*