

## ABSTRAK

**AYU NOVITASARI TAMBUNAN, NIM 7163142006. Faktor-faktor Yang Mempengaruhi Keputusan Mahasiswa Dalam Memilih Program Studi Pendidikan Akuntansi Fakultas Ekonomi Universitas Negeri Medan Dari Perspektif Teori Atribusi. Skripsi, Jurusan Akuntansi, Program Studi Pendidikan Akuntansi, Fakultas Ekonomi, Universitas Negeri Medan Tahun 2020.**

Permasalahan dalam penelitian ini adalah faktor-faktor yang mempengaruhi keputusan mahasiswa dalam memilih program studi pendidikan akuntansi FE UNIMED. Penelitian ini bertujuan untuk mengetahui: (1) pengaruh potensi diri terhadap keputusan mahasiswa memilih prodi; (2) pengaruh minat terhadap keputusan mahasiswa memilih prodi; (3) pengaruh dukungan orangtua terhadap keputusan mahasiswa memilih prodi; (4) pengaruh biaya pendidikan terhadap keputusan mahasiswa memilih prodi; (5) pengaruh citra prodi terhadap keputusan mahasiswa memilih prodi; (6) pengaruh fasilitas pendidikan terhadap keputusan mahasiswa memilih prodi; (7) pengaruh prospek kerja terhadap keputusan mahasiswa memilih prodi; (8) pengaruh potensi diri, minat, dukungan orangtua, biaya pendidikan, citra prodi, fasilitas pendidikan dan prospek kerja terhadap keputusan mahasiswa memilih prodi.

Populasi dalam penelitian ini adalah seluruh mahasiswa angkatan 2019 prodi pendidikan akuntansi FE UNIMED yang berjumlah 70 mahasiswa dengan teknik penentuan sampel menggunakan total sampling. Teknik pengambilan data menggunakan angket (kuesioner). Uji validitas dengan menggunakan teknik analisis product moment dan reliabilitas angket menggunakan rumus Alpha Croanbach.

Hasil penelitian ini menunjukkan bahwa: (1) potensi diri berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (2) minat berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (3) dukungan orangtua berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (4) biaya pendidikan berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (5) citra prodi berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (6) fasilitas pendidikan berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (7) prospek kerja berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi; (8) secara simultan, potensi diri, minat, dukungan orangtua, biaya pendidikan, citra prodi, fasilitas pendidikan dan prospek kerja berpengaruh secara signifikan terhadap keputusan mahasiswa memilih prodi. Hasil uji koefisien determinasi ( $R^2$ ) sebesar 0,991 atau 91,1 % dan sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

**Kata Kunci: Potensi Diri, Minat, Dukungan Orangtua, Biaya Pendidikan, Citra Prodi, Fasilitas Pendidikan, Prospek Kerja, Keputusan Memilih Prodi Pendidikan Akuntansi.**

## ABSTRACT

**AYU NOVITASARI TAMBUNAN, NIM 7163142006. Factors That Influence Student Decisions in Choosing Accounting Education Study Programs, Faculty of Economics, State University of Medan From the Perspective of Attribution Theory. Thesis, Accounting Department, Accounting Education Study Program, Faculty of Economics, Medan State University in 2020.**

The problem in this study is the factors that influence the students decision in choosing a study program of accounting education FE UNIMED. This study aims to determine: (1) the effect of self potential on the students' decision to choose study programs; (2) the influence of interest in students' decision to choose study programs; (3) the influence of parental support on the decision of students to choose study programs; (4) the effect of education costs on the decision of students to choose study programs; (5) the effect of the study program's image on the student's decision to choose study program; (6) the effect of educational facilities on the decision of students to choose study programs; (7) the effect of job prospects on the decision of students to choose study programs; (5) the effect of self potential, interest, parental support, education costs, image of study programs, educational facilities and job prospects on the decision of students to choose study programs.

The population in this study were all students of the class of 2019 accounting study program FE UNIMED, amounting to 70 students with a sampling technique using total sampling. Data collection techniques using a questionnaire (questionnaire). Test the validity of using product moment analysis techniques and questionnaire reliability using the Alpha Croanbanch formula.

The results of this study indicate that: (1) self potential has a significant effect on students' decision to choose study programs; (2) interest significantly influences the decision of students choosing study programs; (3) parental support significantly influences the decision of students choosing study programs; (4) the cost of education significantly influences the decision of students to choose study programs; (5) the image of study programs significantly influences the decision of students choosing study programs; (6) educational facilities significantly influence the decision of students to choose study programs; (7) job prospects significantly influence students' decision to choose study programs; (8) simultaneously, self potential, interest, parental support, education costs, image of study program, educational facilities and job prospects significantly influence the decision of students choosing study programs. The results of the coefficient of determination ( $R^2$ ) of 0.991 or 91.1% and the rest are influenced by other factors outside this study.

**Keywords: Self Potential, Interest, Parental Support, Education Costs, Imagery Study Program, Educational Facilities, Job Prospects, Decision to Choose Study Program Accounting education.**