The Source of Communication Influences the Students' Attitude of Deciding Study

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Abstract—**The competition in education field is tight. Sustainability of private college in Indonesia depends on the number of students obtained. Universitas Komputer Indonesia (UNIKOM) is one of a private college offering several majors, one of them is Management Major. Management Major of UNIKOM Bandung developed well in student increment for each period, which exactly the reason for people to choose studying for higher education. The background problem of this research is the competition condition between each major in a college. This research aims to determine the communication source, which used explanatory survey method. The respondents in this research are sampling's cluster by taking it gradually. From the values mentioned above, credibility is the most dominant indicator in explaining the source /communicators, while forced indicator is the least dominant, but the difference when compared to the attracted indicator is relatively small by only 0.12. In general, it said that the difference of the three indicators, credibility, attracted, and forced is not too big in making decision. The attitude variable will decide itself by giving contribution, such as affection indicator followed by conation indicator and cognition indicator**

Keyword—Communicator, Credibility, Attraction, Power, Cognition, Affection, Conation.

I. INTRODUCTION

The competition in education is tight. Sustainability of private college in Indonesia depends on the number of students obtained. Unikom is one of private college offering several majors, one of them is Management Majors. Management Majors UNIKOM Bandung developed well in student increment for each period. What exactly the reason for people to choose studying for higher education. As references, the society choose private college based on various criteria such as experience, quality of teachers, facilities given by institution, graduates are able to compete in job field, and other advantages. Cebula and Lopes examined factors influencing students' choice of college major and others have found evidence that the college experience itself exerts an effect on students' choice of majors" [1,2].

The background problem of his research is the competition condition between majors in a college. This condition impacts non-favorite majors having problem to select the students. This happens to Management Majors UNIKOM Bandung. Every year the amount of the students who register is getting higher, especially an increase in the

number of students occurred in the 2016/2017. In the process to inform the strength and advantages of the institute, communication is the key. Persuasive communication, which seen from communicator variable consists of credibility of communicator (source), the appeal of communicator (source), and the strength of communicator (source) owned by the institution, and seen from message variable and media used by the institution. Previous research have analyzed the relationship between students' motivations for choosing academic majors and their satisfaction as well as sense of belonging on campus [2]. "Persuasion is a change in attitude due to exposure information from others" [3]. Credibility, attractiveness, and conversation influence students in making decisions, especially in the Management study program. It relates to communication has credibility and attractiveness that can attract listeners and can convey more appropriate messages [4]. Besides, the role of the social environment is also very influential on the delivery of communication in changing the attitudes of students [9].

II. METHODS

The method used in this research was descriptive, quantitative, and verificative method through explanatory survey research with hypodermic model. The respondents in this research are sampling's cluster by taking it gradually. The population of this research was 346 student from 2016/2017 class majoring in Management. We used cluster sampling using group as a sample consist of 11 class. The data's collection done with observation, interview, and questioner given to 80 respondents in each class the analysis in this research is using Structural Equation Modeling (SEM). There were two types of data used by researchers, namely primary data and secondary data. "Primary data was obtained directly from the object under study such as the respondents and data from direct interviews with student of Management Majors. While Secondary data is a complement to the primary data. It was obtained by reading, studying, and understanding literature and books" [5].

III. RESULTS AND DISCUSSION

3.1 The Characteristic of the Respondent

Characteristics of Respondent Based On:
- Gender: 45% Male; 55 % Female
- Place Origin: West Java 85%; Other parts of Java 5%, Sumatra 6%; Sulawesi 4%;
- School Origin: SMU 85%%; SMK 9%; Madrasah 3%;(Pesantren/Boarding school) 2%.
- Parents Occupation: PNS 35%; Entrepreneur 28%; Private Employer 26%; ABRI 5%; Pensionary 4%; BUMN 2%.
- Average Parents Income: ≤1.000.000 13%; 1.000.000-1.999.999 35%;2.000.000-2.999.999 30%; ≥3.000.000 22%

3.2 Verificative Analysis

Source or communicator has a path coefficient of 0.986206 and coefficient of determination (R^2) of 97.26%. This shows that for 97.26% of the variance in student attitudes deciding enrolled in Management Majors explained by the source or communicator. Source or communicator itself is described by the credibility of 43.68%, 42.81% of the attraction, and 42.69% of the force. From the values mentioned above, credibility is the most dominant indicator in explaining the source or communicators, while power indicator is the least dominant, but the difference when compared to the attractiveness indicator is relatively small by only 0.12. The other research conducted "Furthermore, not only is source credibility measured, but source attractiveness and expertise are also measured and combined in a new model integrating these three theories. The model shows direct and indirect effects of credibility and congruency on attitudes and purchase intentions. Product fit, in contrast to congruency, has a positive effect on attitude towards the ad and in turn influences attitude towards the brand, affecting purchase intention. Credible testimonials strongly influence this effectiveness, with trustworthiness being a main driver".[10] In general, it can be said that the difference of the three indicators, credibility, attractiveness, and power is not too big in making decision." Prior attitudes had no influence on tag selection only when source credibility was high, and when source credibility was low, participants with increasingly positive attitudes towards a treatment selected that respective treatment tag more often."[8]

For the student attitude variable is explained by cognitive indicator of 33.71%, affection indicator of 44.71%, and conation indicator of 36.49%. From these data, it shows that the most dominant is affective indicators describe the attitude of students in deciding to study at Majors of Management at UNIKOM, while the least dominant is cognition indicator. Sources influenced on student attitudes of class of 2016/217 in deciding to study at Majors of Management UNIKOM by path coefficient of 0.986206 where t count equal to 9.293 greater than t table 1.658, means that it is significant and acceptable hypothesis. [7]"a student's intention to work in a particular field (based on their major) is rooted in his or her attitude toward the major as well as Subjective Norm, the relevant beliefs of those individuals important to the student (such as family, friends, other students, professors, and high school teachers/advisors)."

Source or communicator itself is described by the credibility of 43.68%. The result of interviews with student conducted that is due to students choosing management majors having a good accreditation value.

IV. CONCLUSION

The Source communication's influence toward student's behavior in making decision to study at Management Majors UNIKOM Bandung which supposed to push UNIKOM especially Management Majors. It is to give superior services to the student by improving the quality of lecturer, administration's staffs and facilities supporting the education."The success of marketing communication is influenced by many variables such as the ability of the message source to encode the purpose of communication to be an attractive and effective message for the communicant, the accuracy of the message delivery credibility.'The other research conducted "Academic advisors play vital roles in meeting the diverse needs and concerns of an increasingly diverse college student population. College students often receive mixed messages about how to make choices related to major and career exploration.

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