THE ROLE OF THE INTENTION OF THE REGISTRATION OF NEW PROSPECTIVE STUDENTS ON THE DECISION TO RE-REGISTER BECOME A STUDENT OF INDONESIAN POS POLYTECHNIC, BANDUNG

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Abstract: The study wanted to prove the role of the intention of the list of prospective new students on the decision to re-register as a student at the Bandung Pos Indonesia Polytechnic. The total population of 800 new students in 2020-2021, the sample was determined using the Slovin formula with a total of 100 people. The results showed that all data from the variable intention to register new students and the decision to re-register as a student were declared valid and reliable. The corrected item-total correlation data for the variable data of intention to register new students is between 0.310 -0.645 smaller than 0.300. So it is declared valid. so declared valid. The Cronbach's Alpha value for the variable intention to register new students and the variable for the decision to re-enroll as a student is 0.802 and 0.929, respectively, which is greater than 0.700, so it is declared reliable. This means that the questionnaire used to collect data is a quality questionnaire and meets the requirements to collect data. The data proved to be normally distributed with asymp.sig values of 0.144 and 0.079. The simple linear regression equation is $Y = a + b X$.$Y = 44.145 + 2.817 X$. The meaning of this simple linear regression equation is: If without Intention to register a prospective new student, the value of Decision to register as a student is only 44.145. If plus one unit of Intention to register a prospective new student, then the value of Decision to register as a student which was originally only 44.145 will increase to $44.145 + 2.817 = 46.962$.. So to increase Decision to register as a student it is necessary to increase Intention to register prospective new students. The author has proven that the Intention to register a prospective new student affects the Decision to register as a student positively and significantly, the t-test value is 20,581 > the t-table value for 100 respondents according to Junaidi (2020:8) of 0.67. The calculated significance value is 0.67. $0.000 < 0.05$

Keyword: Intention to register prospective new student, Decision to register as a student

INTRODUCTION

The city of Bandung in 2018 there were still 178,000 unemployed. Suharsaputra in Waskito (2019:9) explains that the education possessed by job seekers is the cause of a person becoming unemployed. The level of educational institutions that contributes the most to the

number of unemployed in the city of Bandung is the Polytechnic in the city of Bandung with the number of Polytechnic graduates who have not worked as many as 43,627 people or 24.51%. The research location chosen is the Pos Indonesia Polytechnic in Bandung because it has a total of 2,731 students and is a private university with the highest number of students among 58 private universities in the city of Bandung (Panggih Rahardjo, 2021: 4-5). The number of people who intend to register as prospective new students for the 2016-2017 school year is 3,171, but in the 2019-2020 school year it has decreased to 3,134 people. This information shows that there is a problem with the intention to register as a prospective new student at the Pos Indonesia Polytechnic (Panggih Rahardjo, 2021: 6). The author observes that the number of new students at the Pos Indonesia Polytechnic in 2016-2017 was 994 people, while in the 2019-2020 academic year decreased to 816 people (Panggih Rahardjo, 2020: 6). This information shows that there is a problem with the decision to re-register as a Pos Indonesia Polytechnic student. The author conducted research on new students for the 2020/2021 academic year in the study program at the Pos Polytechnic with population details as follows: D3 Accounting Study Program 41 people, D3 Logistics Administration 127 people. D3 Management in Informatics as many as 21 people, D3 Marketing Management 41 people, D3 Informatics Engineering 43 people, D4 Accounting 70 people, D4 Business Logistics 230 people, D4 Business Management 122 people. Total 800 people. Prasad (2018:8) expressed his opinion that the intention to become a student affects the decision to re-register as a new student. Using Prasad's opinion (2018:8) the author wants to prove the role of prospective new student intentions in the decision to re-register as a student at the Indonesian Postal Polytechnic in Bandung.

LITERATURE REVIEW

Intention of New Student Candidate List

Kusumawati (2013: 315) explains the intention of registering new students as the intention of higher educational student as showing strong interest and attention to attend became a higher educational student. The intention to become a new student is a strong and attentive desire to attend college. Kusumawati explained that the intention to become a new student is a persistent desire to become a student at a university.

Since there is currently no definition of the intention of the list of prospective new students, the researcher uses the notion of the intention of the list of prospective new students which refers to Kusumawati's opinion about the intention to become a student. So that the understanding of the intention of the list of prospective new students is a strong and attentive desire to attend as a new student. (Kusumawati, 2013: 315). In this study, the researcher determined the dimensions of intention to register prospective new students referring to Wang in Tantan (2017: 40) regarding the dimension of purchase intention (purchasing intention). According to Wang (Tantan, 2017: 40) the purchase intention dimension consists of 7 (seven) dimensions, namely: Prospective students consider becoming university students, if they have money, the minimum required certificate is. Indicators: Prospective students consider college if they have money. Prospective students consider college if their high school diploma meets the requirements. Prospective students plan to become college students. Indicators: Prospective

students plan to become university students. Prospective students plan to become Poltekpos students. Prospective students will become students at universities. Indicators: Prospective students will become students in Higher Education. Prospective students register themselves as participants in the entrance examination. Prospective students will become students at certain universities. Indicators: Prospective students will become Vocational College students. Prospective students will become students of the Vocational Logistics College. Prospective students will become students if the tuition fees are right according to the wishes of the prospective students. The indicator: Prospective students will become Poltekpos students if the fees are in accordance with the wishes of the prospective students.

Prospective students will become Poltekpos students if the fees can be paid in installments. Prospective students want to become students in certain study programs from certain universities. The indicator is that prospective students want to become Study Programs certain from Poltekpos. Prospective students will become students in certain study programs someday. The indicator is that prospective students will become students in certain study programs at Poltekpos someday.

The Decision to re-register as a Pos Indonesia Polytechnic Student

Aziz (2016: 50) explains that the decision to re-register is the decision of prospective students to register themselves with universities that accept them as prospective new students and fulfill all the requirements to become new students. The decision to re-enroll in consumer behavior is referred to as a purchase decision, in the consumer behavior of higher education services, the decision to re-register is referred to as a decision to become a student. In terms of re-registration decisions, it can be explained further that prospective students who want to be designated as students must decide to register themselves by submitting registration as a new student to the Academic and Student Administration Agency (BAAK), paying tuition fees to the Finance Department, and filling out the program. application of courses to be studied in 1 (one) semester. In connection with the decision to re-register as a student, it can be equated to a purchase decision (Aziz, 2016: 50) and until now Aziz has not stated the dimensions of the re-registration decision, the dimensions of the decision to re-register as a student refer to the opinion of Kotler and Armstrong (2014: 179) about the dimensions of the decision to re-register as a student. purchase decision which includes several stages, namely the stages: need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. An introduction to the need to become a Poltekpos student. According to Kotler and Armstrong (2014: 179) there is a process where buyers are aware of a problem or need that is not being met. Indicators of the need to become a Poltekpos student consist of: wanting to be a college graduate who quickly gets a job. Wanting to work in logistics services and the like, wanting to be a Poltekpos student. Information Search. According to Kotler and Armstrong (2014: 180) is the activity of consumers looking for more information about products / services related to consumer needs. Indicators of seeking information are: Looking for information from the radio, looking for information from brochures that are installed in schools. seeking information from social media and the internet, seeking information from counseling guidance teachers, seeking information from parents, seeking information from

relatives, seeking information from neighbors, seeking information from friends, seeking information from educational exhibitions (edufair), seeking information from business organizations .Evaluation of alternatives. According to Kotler and Armstrong (2014: 180) it is the activity of consumers to process information to the act of choosing a product/service or brand that is evaluated. Alternative evaluation indicators: comparing the advantages of types of higher education institutions (Universities, Institutes, Colleges, Polytechnics, and Academies), comparing the weaknesses of types of higher education institutions (Universities, Institutes, Colleges, Polytechnics, and Academies), comparing the advantages of Poltekpos with other Polytechnics, comparing the weakness of Poltekpos with other Polytechnics, choosing to be a student of Poltekpos. The decision to become a student. according to Kotler and Armstrong (2014: 181) is the activity of consumers buying products / services. In this case the decision to become a Poltekpos student. Indicators of the decision to become a student include: re-registering as a Poltekpos student, choosing one of the Study Programs at the Poltekpos, fulfilling all administrative requirements, paying tuition fees for the first semester, receiving a receipt as a new Poltekpos student. Post Purchase Behavior / Becoming a Polytechnic Student. According to Kotler and Armstrong (2013: 181) is a consumer activity comparing the realization of the usefulness of the product with the usefulness of the promised product. Post-purchase behavior indicators / becoming a Poltekpos student consist of: students are satisfied with the over head projector in the classroom, students are satisfied with the stationery provided in the classroom, students are satisfied with the white board / glass board in the classroom, students are satisfied with the air conditioner in the classroom. classrooms., students are satisfied with the building and sports facilities, students are satisfied with the library, students are satisfied with the parking space, students are satisfied with the canteen, students are satisfied with the place of worship/mosque, students are satisfied with the toilet/water closet (wc) ., students are satisfied with the practical work laboratory., students are satisfied with the computer laboratory, students are satisfied with the services of the course tutors, students are satisfied with the service of the guardian lecturer, students are satisfied with the services of the Head of the Study Program., students are satisfied with the services of the study program staff., students are satisfied with the service of the cleaners. students are satisfied with the services of BAAK officers, students are satisfied with the services of officers in the Finance department (BAUK), students are satisfied with the class leader's service, students are satisfied with the closeness of their classmates.

The Role of the Intention of the List of Prospective New Students in the Decision to Re-enroll as a Student of the Indonesian Postal Polytechnic

Nurhayati (2017: 28) explains that the intention to become a student influences the decision to become a student at the Muhammadiyah University of Sukabumi. Prasad (2018: 8) explains that the intention to become a student influences the decision to become a student in India. The author wants to prove the opinion of Nurhayati (2017: 28) and Prasad (2018: 8) by using Indonesian Postal Polytechnic students as respondents.

RESEARCH METHODS

This study uses quantitative, descriptive, verification research methods. Quantitative research is research whose data is in the form of numbers that describe the respondent's perception of something asked to the respondent. Descriptive research is research that explains, describes the average value of a variable and groups the average value into groups that are very bad, not good, quite good, good, very good. the average is not good, so it deserves to be researched. Verificative research is research that wants to prove the hypothesis that there is an influence of independent variables on the dependent variable. In this study, verification research was carried out by proving that there was a role for the Intention of the New Student Candidate List in the Decision to Re-enroll as a Student at the Indonesian Postal Polytechnic.

Types and Sources Of Data

The data used in this study is interval data with reference to the Likert scale (Waskito, 2020: 15). The scores of 1 (strongly disgree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree). The data is taken from a questionnaire that has been filled in by the respondents who have been assigned
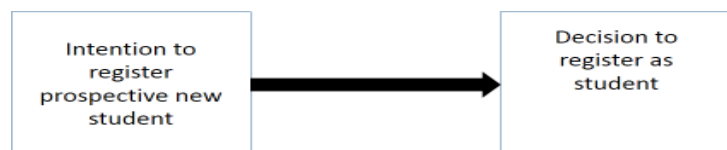
Concept Of Frame Work

Figure 1. Research Frame Work

The Hypothesis:

The Intention of the Prospective New Student List affects the Decision to Re-register as a Student

Identifying Variables

1. Independent Variable is Intention of New Student Candidate List
2. Dependent Variable is the Decision to Re-register as a Student

Operational Definition

1. Intention to register new students as intention of higher educational student as showing strong interest and attention to attend became a higher educational's student
2. The decision to re-register as a student is the decision of a prospective student to register with a university that accepts him as a prospective new student and fulfills all the requirements to

become a new student.

Sampling Tecnique

The study used the proportionate stratified simple random sampling method, meaning that all lecturers were given the same opportunity to become respondents regardless of the level of position they had. The researcher applies the proportion of the number of respondents for each study program in accordance with the total population of new students. Sugiyono (2018: 128) explains that the number of samples is determined by the formula: n = N: {1+ N (e) 2 with the information that n is the number of samples, N is the number of population (800) , e the level of sample error that can be justified is 0.05. Referring to the opinion of Sugiyono (2018: 128), it can be determined that the number of samples is 100 respondents

Data Analysis Techniques

Data was analyzed by regression equation and path analysis on SPSS version 23 Regression Equation is :

Y = a + b X

Description

1. X = Intention of New Student Candidate List

2. Y = Student Registration Fee Decision

3. a = constant

4. b = regression coefficient

FINDING AND DISCUSSION

The results of this study will present the validity test, reliability test, normality test, description test, regression equation , , hypothesis testing calculated by simple linear regression equations

Validity Test

Table 1.Validity Test

No	Variable	Question Number	Corrected Item-Total Correlation	Standard	Decision
1	Intention to Register Prospective New Students	P1-P12	0,310-0,645	0,300	Valid
2	Decision to Register as Student	P13-P56	0,308-0,738	0,300	Valid

Source: Questionnaire (2020)

Waskito (2020: 38)) explains that if the value of Corrected Item - Total Correlation > 0.300, then all indicators in the variable are declared valid. The information in table 1 explains that all the values for the Corrected Item - Total Correlation > 0.300. Paying attention to the

information above and referring to Waskito's opinion (2020: 38) it can be explained that the data on the indicators of all variables are declared valid. The meaning of data that has been declared valid is that the questionnaire has provided the respondent with an opportunity to strongly disagree, disagree, quite agree, agree, strongly agree and the respondent has given the answer according to the respondent's perception

a questionnaire is designated as a quality questionnaire to collect data for this research

Reliability Test

Table 2. Reliability Test

No	Variable	Cronbach's Alpha	Standard	Decision
1	Intention to Register Prospective New Students	0,802	0,700	Reliable
2	Decision to Register as Student	0,929	0,700	Reliable

Source : Questionnaire (2020)

   Information in table 2 of Cronbach's Alpha column explains that the Cronbach's Alpha value for all variables is above 0.700. Waskito (2020: 64) explains that if a variable has a Cronbach's Alpha value above 0.700 then the data on all variables are declared reliable. The meaning of reliable information is that the respondent will give the same answer whether the question was stated yesterday, today and forever.

Because all the data is called reliable, then the questionnaire can be determined that the quality of the questionnaire is to collect this research data

Normality Test

Table 3. Normality Test

		Intention to register prospective new student	Decision To Register As A Student
N		100	100
Normal Parameters[a,b]	Mean	38,1600	151,6600
	Std. Deviation	6,72358	21,02102
Most Extreme Differences	Absolute	,078	,104
	Positive	,078	,060
	Negative	-,074	-,104
Test Statistic		,078	,104
Asymp. Sig. (2-tailed)		,144	,079

a. Test distribution is Normal.
b. Calculated from data.
Source : Quitionnaire (2020)

   The information in table 3 explains the asymp.sig value for the intention to register prospective new student variable of 0.144, for the Decision to register as student variable of 0.066, Waskito (2020: 72) explains that if each variable has an asymp.sig value above 0.050 then all data on that variable has been declared to have been normally distributed. Paying attention to the information in table 3 which states that the asymp.sig value of all variables is more than 0.050 and referring to Waskito's opinion (2020: 72) it can be explained that data on intention to register prospective new student variable, Decision to registers as student variables

are normally distributed. The meaning that has been normally distributed is that the respondent has given an opinion that strongly agrees, agrees, quite agrees, disagrees and strongly disagrees according to the respondent's perception.

Test Description

Table 4. Description Test

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Average of Intention To Register Prospective New Students	100	2,829	3,949	3,389	,56
Average Decision to register as a student	100	2,890	3,830	3,360	,47
Valid N (listwise)	100				

Resources : Questionnaire (202)

Information in table 4 explains that the mean value of Intention to register prospective new students is 3.389, the mean of Decision to register as a student is 3.360,. Waskito (2020: 91) the mean of an ideal variable to be researched should be below 3,400 because the value of 3,400 is a fairly good interpretation of the state of the variable. A fairly good variable is a variable that is not good enough, so it deserves to be researched. Variables that have a mean value above 3.400 are not suitable for research because they have been interpreted as good variables. Taking into account the information in table 4 and Waskito's opinion (2020: 91) it can be explained that all variables in this research are worthy of being researched because they still get an average value. the average is less than 3,400 and is classified as an unfavorable variable.

In the variable intention to register prospective new students, there is 1 indicator that gets the greatest value, namely P6. Students become Poltekpos students if the tuition fees are in accordance with the wishes of prospective students with an average value of 4.02. This means that the fees set by Poltekpos are not exactly in line with student expectations. That is why many students who are interested in becoming Poltekpos students do not register to become Poltekpos students. there is 1 indicator that has the smallest average value, namely P 9. Students want to become students of the Logistics Vocational College with an average value of 2.29 (not good). This information shows that respondents actually do not want to study at Poltekpos.

The Decision to register as student variable has 1 indicator that has the largest value, namely P 15. Students are satisfied with the services of guardian lecturers at Poltekpos with an average value of 3.85 (good). there is 1 indicator that has the lowest average value is P 22. Students are satisfied with the parking lot at Poltekpos with an average value of 3.01 (good enough). This information shows that students are not satisfied with the parking lot of Poltekpos

Regression Equation

The Similarity in Regression Equation for the Influence of Digital Competence on Job Satisfaction as follows:

Y = a + b X

Y = Decision to register as student

a = constant

b= regression coefficient

X = Intention to register prospective new student

Table 5. Regression Components

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	44,145	5,30	
	Intention to register prospective new student	2,817	,13	,90

Source : Questionnaire (2020)

The information in table 5 explains that the constant value is 44.145, the regression coefficient value is 2.817 so that the Multiple Linear Regression Equation is:

Y = a + b X

Y = 44.145 + 2.817 X

The meaning of this simple linear regression equation is:

If there is no Intention to register a prospective new student, then the value of Decision to register as a student is only 44.145. If you add one unit of Intention to register prospective new student, then the value of Decision to register as a student was originally only 44.145, it will increase to 44.145 + 2.817 = 46.962.. So to increase Decision to register as a student, it is necessary to increase Intention to register prospective new students.

Proof of a Positive and Significant Influence

The author proves Intention to register prospective new student effects decision to register as a student

Table 9. Proof

Model		t	Sig.
1	(Constant)	8,323	,000
	Intention to register prospective new student	20,581	,000

Source: Questionnaire (2020)

The information in table 9 explains that The value of t count is 20,581 . the value of t table for 100 respondents according to Junaidi (2020:8) is0.67 . Value of t count > value of t table. According to Waskito (2020: 115) if the t-count value > the t-table value, it can be proven that there is a positive influence of the independent variable on the dependent effect. Taking into account the t-test value > the t-table value, then by paying attention to Waskito's opinion (2020: 115) it can be proven that there is a positive influence Intention to register prospective

new student, to decision to register as a student.

The calculated significance value is 0.000. Waskito (2020:116) explains that if the significance value is less than 0.05, it can be proven that there is a significant effect of the independent variable on the dependent variable. Taking into account the significance value of the research results of 0.000 <0.05 and paying attention to Waskito's opinion (2020:116) it can be proven that there is a significant effect of Intention to register prospective new student to Decision to register as a student. Taking into account the evidence, it can be proven that there is a positive and significant effect, then by paying attention to the significance value which is smaller than 0.00

FINDINGS DISCUSSION

There is a positive and significant effect Intention to register prospective new student to Decision to register as a student. This is in line with the opinion of Nurhayati (2017: 28) which explains that the intention to become a student affects the decision to become a student at the Muhammadiyah University of Sukabumi and the opinion of Prasad (2018: 8) which explains that the intention to become a student affects the decision to become a student in India.

The author has succeeded in proving the opinions of Nurhayati (2017: 28) and Prasad (2018: 8) by using Indonesian Postal Polytechnic students as respondents.

CONCLUSION

Conclusion

There is a positive and significant effect Intention to register prospective new student to Decision to register as a student

Recommendation

Since the Intention to register a prospective new student is an influencing variable, what must be corrected first is the Intention to register a prospective new student variable. Indicators that must be improved from the Intention to register prospective new student variable is P 9. The student wants to become a Logistics Vocational College student with an average score of 2.29 (not good). This information shows that respondents actually don't want to study at Poltekpos. How to fix this, Poltekpos needs to explain more often using social media and mass media, that Poltekpos graduates will find it easier to find work because there are 1700 community logistics organizations that require graduates from Poltekpos.

The next variable that was improved was Decision to register as a student by improving the indicator that obtained the smallest average value, namely P 22. Students were satisfied with the parking lot at Poltekpos with an average value of 3.01 (good enough). This information shows that students are not satisfied with the Poltekpos parking lot. The solution is that Poltekpos should rearrange the location of the parking lot, by dividing the parking space based on the study program at the Poltekpos, so that all students have the opportunity to store vehicles in the parking space provided.

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