

Research Article

Analysis of Motivation, Economic Conditions, Trends and Educational Technology on Interest in Continuing Higher Education as a Marketing Strategy for Private Universities in Karawang Regency

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ABSTRACT

Improving the quality of education is an important foundation in preparing Indonesia to face a competitive and dynamic future, one of which is by increasing the level of higher education. Several factors that influence the desire to continue to higher education are motivation, economic conditions and educational trends and technology. The purpose of this study is to analyze motivation, economic conditions, trends and educational technology on the interest in continuing to higher education as a marketing strategy for private universities in Karawang Regency. The type of research used in this study is a quantitative approach, the design of this study uses an observational type and cross-sectional research. The study uses primary and secondary data, the number of subjects is 107 subjects. The study was conducted during December 2024. Data analysis used the Chi-Square Test and the Logistic Regression Multivariate test. The results of the study showed that motivation, economic conditions, trends and educational technology have a relationship with the interest in continuing to higher education. The results of the multivariate test only showed that the economic conditions and motivation variables were related to the desire to continue to higher education, these two variables can be used as a proposal in making strategies in marketing private universities in Karawang Regency.

Keywords: Motivation; Economic Conditions; Educational Trends and Technology; Interests

1. INTRODUCTION

Improving the quality of education is an important foundation in preparing Indonesia for a competitive and dynamic future (Abels et al., 2021). Improving the quality of education can be done by continuing to higher education. Higher education has a very important role in improving the quality of human resources in a country. Nowadays, the younger generation is expected to have good knowledge and a person must have good quality in all aspects because of the increasing demands and competition in the world of work that requires quality human resources (Saputri, 2019). According to Law no. 20 of 2003, education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have spiritual strength, religion, self-control, personality, intelligence, noble morals, and skills that are treated by themselves, society, nation and state. Indirectly, education can also improve the economic conditions of a country because it can be seen in everyday life that every poverty always starts from ignorance (Supit, 2020).

Basically, building interest in something is helping to understand how the material expected to be learned relates to them as individuals, this process realizes how certain knowledge or skills affect themselves, serve their goals, and meet their needs. If realizing that learning is a tool to achieve some goals that are considered important, and if students see that the results of their learning experiences will help them develop, they are likely to be more interested and motivated to learn it (Makalang 2023).

The results of the study stated that students' interest in continuing their studies at university was influenced by their parents' economic conditions and their own potential (Rachmawati, 2017). Interest is one of the main keys to achieving success in education and work. Renninger (2014) explains that interest represents a specific orientation of personality, reference assessment, or awareness of the possibility of acting. Meanwhile, according to Sirait (2016), interest is a tendency

of the soul towards something that consists of feelings of pleasure, attention, seriousness, and the existence of motives and goals to be achieved. Setiawan (2018) states that the aspects that influence interest are the affective aspect or feeling aspect and the cognitive aspect or intellectual aspect used to find out something.

One of the things that influences interest is motivation, based on the results of Oryza's research (2021) which states that motivation greatly influences students' interest in college where motivation or encouragement to learn is an impulse from internal or external factors to students who are actively studying in order to cause changes in attitudes, actions, with appropriate parameters. In addition to factors originating from within oneself and family, requests to continue to college are influenced by trends and technologies used in the learning process, as well as the selection of promotional media in promoting their college.

The demands of intensive competition in the world of education encourage higher education institutions to be more oriented towards the concept of marketing and develop it as a strategy. A higher education institution, if it wants to achieve success in the future in facing how to get the desired number of students, must practice integrated marketing practices (Maisah et al 2020). Promotion for educational institutions is absolutely necessary because competition between educational institutions is getting tighter, this can be seen from the emergence of various educational institutions that always offer their respective advantages. Educational institutions as educational providers need to learn and have the initiative to increase the satisfaction of their students' customers because in general education is a continuous process. Every educational institution is required to have a strategy in promoting education to win the competition between educational institutions and to increase the acceleration of improving the quality of management of an educational institution (Canada 2019).

Social media promotion strategies have become an important foundation for the younger generation in making college decisions (Yuniarsih et al., 2022). Social media provides direct access to testimonials, reviews, and quality content that shape prospective students' perceptions of an educational institution. Interaction between prospective students and universities has also increased through social media, providing them with the opportunity to ask questions directly, get quick responses, and feel more involved (Rahmalinda & Jananto, 2022). Through this system, prospective students can easily access information about study programs, tuition fees, scholarships, and the registration process. Based on the problem limitations above, the formulation of the problem is how to analyze the Analysis of Motivation, Economic Conditions, Trends and Educational Technology on Interest in Continuing Higher Education as a Marketing Strategy for Private Universities in Karawang Regency.

2. RESEARCH METHOD

The type of research used in this study is a quantitative approach. According to Azwar (2011) research using a quantitative approach emphasizes its analysis on numerical data (numbers) processed using statistical methods. The design of this study uses an observational type and cross-sectional research. Cross-sectional is an observational study where the cause and effect variables on the object are carried out at the same time (Adrian 2017). The place in this study is in Karawang Regency. In this study, researchers used primary and secondary data. According to Sugiyono (2019) primary data is a source that directly provides data to data collectors, for example data selected from respondents through questionnaires or data from interviews between researchers and sources. The method used to collect primary data in this study is by using a questionnaire. A questionnaire is a data collection technique that is carried out by giving a set of written questions or statements to respondents to answer (Sugiyono, 2019). The measurement scale is used to conduct measurements with the aim of producing accurate quantitative data. The scale used in the questionnaire is the Likert scale. The questionnaire was used to obtain respondent data regarding Motivation, Economic Conditions, Educational Trends and Technology and interest in entering college (Sugiyono, 2019). The population in this study was all people living in Karawang Regency. According to Sugiyono (2019) a sample is part of the number and characteristics possessed by the population. Because the population of members is not known with certainty, the sample size is calculated using the Cochran formula (Sugiyono, 2019). The minimum number of subjects required based on this formula is 97 to anticipate the reduction of subjects during the study, the number was added by 10% of the number of subjects to 107 subjects. The study was conducted during December 2024. Data analysis was conducted after all data were collected by the researcher. Data will be analyzed using Microsoft Excel Office 16, and SPSS version 25. The bivariate analysis of this study uses the bivariate analysis of this study using the Chi-Square Test of independent variables with dependent variables individually. Multivariate analysis using logistic regression analysis with the Backward method was conducted to determine the effect of various independent variables together on the observed dependent variables, as a marketing strategy for private universities in Karawang Regency.

3. RESULTS AND DISCUSSION

3.1. Characteristics, Motivation, Economic Conditions, Educational Trends and Technology and Respondents' Interests

Karawang Regency is one of the regencies in West Java Province, Karawang Regency is located in the northern part of West Java Province which is geographically located between 107° 02' - 107° 40' East Longitude and 5° 56' - 6° 34' South Latitude, The composition of the male population in Karawang Regency in 2023 was 1,166,478 people and the number of female population was 1,107,101 people. The composition of the population of Karawang Regency based on age in 2023 consisted of a population aged 5-9 years totaling 198,205 people or around 8.72% and 10-14 years totaling 201,390 people or around 8.86%. The population of Karawang Regency of productive age or aged 15-64 years totaled 1,555,595 people or around 68.42%. Based on Susenas Data from BPS Karawang Regency, in 2023 the number of people aged 10 years and over who have less than elementary school education or equivalent to elementary school is 1,094,940 people, junior high school is 345,634 people, high school is 383,233 people and diploma is 66,619 people.

Based on the description of the Karawang Regency area profile, it is not much different from the results of the study based on gender, it was found that 57 respondents (53.3%) were female and 50 respondents (46.7%) were male. While based on age, it is categorized into 18-24 years and 25-32 years where the age category is included in the productive age. Based on the results of the study, it was found that 84 respondents (78.5%) were included in the 18-24 age group and 23 respondents (21.5%) were included in the 25-32 age group. According to the Ministry of Health of the Republic of Indonesia (2017), the population is divided into three categories, namely young people (< 15 years), productive age population (15-64 years), and non-productive population (> 65 years) where when someone enters a productive age they can do and choose according to their needs and desires and are in the stage of working or making something good for themselves and others.

Motivation is part of human psychology and behavior that influences how people choose to spend their time, how much energy they expend on a particular job, how they think and feel about the job, and how long they persist in the job (Filgona et al 2020). Meanwhile, according to Sadirman (2016) stated that motivation comes from the word "motive" and can be defined as a driving force that has become active, especially when the need to achieve goals is strongly felt and very necessary, and motivation can also be said to be a series of efforts to provide certain conditions, so that someone wants and wants to do something, and if he doesn't like it, then he will try to eliminate or avoid that feeling of liking. Based on the results of the descriptive statistical analysis of 107 respondents, motivation in this study was categorized into high motivation and low motivation, based on the results of the study it was found that 73 respondents (68.2%) had high motivation and the remaining 34 respondents (31.8%) had low motivation.

Socio-economic conditions refer to the income position of a person or family in society and efforts to produce goods and services to meet physical and spiritual needs, however, not all families' socio-economic conditions are strong enough to make a significant contribution to their children's education (Makalalag, 2023). Everyone has a different socioeconomic status, some have high, medium, and low socioeconomic conditions, measuring the socioeconomic status of parents includes the level of parental education, the level of parental income, special facilities and valuables owned and the condition of the residence (Supit 2020). The economic conditions in this study combine the type of parental work, the education of both parents and the income of both parents, where the economic conditions in this study are categorized into good economic conditions and poor economic conditions. Based on the results of the descriptive statistical analysis of 107 respondents, 67 respondents (62.6%) had good economic conditions and the remaining 40 respondents (37.4%) had poor economic conditions.

Preparing education for the future cannot be separated from technological advances. The 21st century has witnessed tremendous developments in communication and technology (Mardhiyah et al., 2021). Educational technology, such as learning software, online platforms, and mobile applications, has opened the door to access to extensive and interactive learning resources (Mukhid, 2023). This allows students to learn independently, at their own pace, and develop skills that are relevant to the ever-evolving world. In addition, digital media also provides new opportunities to create more engaging and engaging learning experiences (LD Putra & Pratama, 2023). Through the use of gamification, simulations, and interactive multimedia content, students can experience more enjoyable and motivating learning. Educational trends and technology in research responses from respondents related to the development of educational technology in higher education and its use by respondents. Educational trends and technology in this study are categorized into good and poor educational trends and technology. Based on the results of descriptive statistical analysis of 107 respondents, 70 respondents (65.4%) liked good educational trends and technology that followed developments, while the remaining 37 respondents (34.6%) did not follow developments in educational trends and technology.

Interest according to Djamaiah (2002) is a persistent tendency to pay attention to and remember some activities. Someone who is interested in an activity will pay attention to that activity consistently with a sense of pleasure, in other

words, interest is related to a sense of preference and a sense of attraction to something or an activity without anyone telling them to and is basically an acceptance of a relationship between oneself and something outside of oneself. Based on the results of the descriptive statistical analysis of 107 respondents, interest in this study was categorized into high interest and low interest in continuing to college. Based on the results of the study, 58 respondents (54.2%) had a high interest in continuing to college and the remaining 49 respondents (45.8%) had a low interest in continuing to college.

3.2. Analysis of motivation towards interest in continuing to higher education

Respondents' motivation was 85.3% low with low interest in continuing to college, based on the results of statistical tests using chi-square, it was found that there was an influence of motivation on interest in continuing to college ($p = 0.000$). This is in line with Damanik's research (2023), which states that motivation has a significant effect on interest. This is evidenced by the p-value of 0.000 ($0.000 < 0.05$). This study is also in line with the results of Learning Motivation playing an important role in influencing S1 Interest. The results of the analysis show that the higher the level of Learning Motivation, the higher the S1 Interest shown by respondents in this study. Therefore, Learning Motivation can be considered a factor that significantly influences S1 Interest (Noveli, 2023). Learning motivation is an internal drive that involves desire, motives, and drives to achieve certain goals (Uli 2022). A highly motivated student uses satisfaction and enjoyment as a driver in pursuing their interests and objects of interest in the learning process (Mirja 2022). This is in accordance with the theory of learning motivation in Uno (2011), motivation or encouragement to learn is an impulse from internal or external factors to students who are actively studying in order to cause changes in attitudes, actions, with appropriate parameters. The explanation above concludes that motivation is a student's tendency to learn which is driven by the desire for the best achievement. Learning motivation continues to develop along with their goals, one of which is to improve the quality of themselves by pursuing higher education so that the greater the motivation to learn that will increase the quality of themselves, the greater the desire to learn at a higher level.

3.3. Analysis of economic conditions on interest in continuing higher education

The economic conditions of respondents as many as 67.2% are good and have a high interest in continuing their studies, based on the results of statistical tests using chi-square, it was found that there is an influence of economic conditions on the interest in continuing their studies ($p = 0.000$). This study is in line with Fatimah (2018) that the socio-economic status of parents influences the interest in continuing their education to the faculty of economics at university. The thing that causes the significance between the socio-economic status of parents and the interest in continuing their studies to university is influenced by several factors. The socio-economic conditions of the family and learning motivation have a positive and significant effect on the interest in continuing their studies (Makalalag 2023). According to Supit (2020) there is a direct influence of a significant direct influence from Socio-Economic Status on the Interest in Continuing Education to University. However, this is not in line with Oryza (2021) that parents who have low or high socio-economic status do not affect students' inclination to continue their studies to university, this is proven through descriptive data analysis which shows that the socio-economic status of parents is still relatively low so it has no effect. Two different things based on the research results above prove that the family's economic condition is not a measure of a person's interest in continuing to college.

3.4. Analysis of educational trends and technology on interest in continuing to higher education

Educational technologies, such as learning software, online platforms, and mobile applications, have opened the door to access to extensive and interactive learning resources (Mukhid, 2023). This allows students to learn independently, at their own pace, and develop skills relevant to the ever-evolving world. In addition, digital media also provides new opportunities to create more engaging and engaging learning experiences (LD Putra & Pratama, 2023). Trends and information technology respondents as many as 61.4% have a high interest in continuing their studies, based on the results of statistical tests using chi-square, it was found that there was an influence of economic conditions on interest in continuing their studies ($p = 0.03$). Educational Technology is an applied science, Educational Technology is a discipline that focuses on the application of technology to support learning and teaching (Agustin, 2021). Buchanan (2011) highlighted that the development of digital technology has changed the way we interact with information and knowledge, thus requiring education to adapt to these changes.

3.5. Multivariate analysis of variables on interest in continuing to higher education

Multivariate test using logistic regression analysis with Backward method by entering variables that have p-value that have relationship to variable of interest in continuing college, from three variables of motivation, economic condition, trend and education technology all three have relationship to interest in continuing college, multivariate regression test is used to get the variable that is most related to interest in continuing college. Based on the results of multivariate test using logistic regression can be seen in table 1 obtained that Trend and education technology have no relationship with respondent's request in continuing college, while for the level of variables related to interest in continuing college namely family economic condition ($p = 0.009$) and motivation ($p = 0.000$) seen from the value of B which is close to the value of B constant.

Table 1. Results of multivariate analysis

Variables	B	P value
Constant	3.161	
Economic conditions	-1.318	0.009*
Motivation	-2,721	0.000*
Educational Trends and Technology	0.877	0.090

Socioeconomic conditions are socioeconomic conditions that concern the income position of a person or family in society and efforts to create goods and services in order to fulfill both physical and spiritual needs. However, not all socioeconomic conditions of families are strong enough to make a large contribution to their children's education, but some are weak (Makalalag, 2023). Based on the results of this study, economic conditions are the main important thing for respondents where respondents consider the family's economic situation in continuing their studies. Meanwhile, Sardiman (2018) stated that learning motivation is the overall driving force within students that gives rise to learning activities, which guarantees the continuity of learning activities and provides direction for learning activities, so that the goals desired by the subject of learning can be achieved. Uno (2017) said that learning motivation is an internal and external drive for students who are studying to make behavioral changes, generally with several indicators or supporting elements, based on the results of the study, motivation is the next factor related to interest in continuing their studies where respondents have good motivation to change their lives, they hope that by continuing their studies they will get a better life. Based on the results of the study using multivariate economic conditions and motivation related to the interest in continuing to college, these two variables become a strategy in marketing private colleges in Karawang Regency, where the college can focus on the economic conditions of prospective new students where the strategy that can be taken is lighter tuition fees and can use the tuition fee relief method, while the motivation of the university can provide better motivation to prospective students to convince prospective new students to continue to college.

4. CONCLUSION

Based on the results of the study, motivation, economic conditions, trends and educational technology have a relationship with the interest in continuing higher education. Motivation is part of human psychology and behavior that influences how people choose to spend their time, how much energy they spend on a particular job, how they think and feel about the job, and how long they stay in the job (Filgona et al 2020). Socioeconomic conditions refer to the income position of a person or family in society and efforts to produce goods and services to meet physical and spiritual needs, however, not all families' socioeconomic conditions are strong enough to make a significant contribution to their children's education (Makalalag 2023). Educational technology, such as learning software, online platforms, and mobile applications, has opened the door to access to extensive and interactive learning resources (Mukhid, 2023). Based on the results of the multivariate test, only the variables of economic conditions and motivation are related to the desire to continue higher education, these two variables can be used as a proposal in making strategies in marketing private universities in Karawang Regency.

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