

ABSTRACT

THE PROPOSED IMPROVEMENT OF COLLEGE SERVICES BASED ON THE NEEDS OF STUDENTS IN CHOOSING A COLLEGE (Case Study in Musi Charitas Catholic University)

College is one of the important parts in the world of education that took responsibility in the effort to educate the life of the nation. The number of college that operate makes students difficult in choosing a college. Musi Charitas Catholic University (MCCU) is one of existing college in Palembang. Although it has become university, MCCU hasn't receive significant student increases. Factor analysis can be used to identify what factors are the student's consideration in choosing a college. Based on the result of factor analysis, there are 8 factors that influence student decisions in choosing a college namely: internal factor of college, supporting facilities, image of college, reference group, location factor, family factor, study program quantity, and study program quality. These factors are then tested to the MCCU students to assess the factor has been available in MCCU or not. There are 4 things that are considered less good that is about the canteen, laboratory facilities, tuition fee, and promotion of college in mass media and social media. The assesment can be a proposal for MCCU to make service improvements like build a comfortable, and non smoking canteen, repair/ add facilities in the laboratory, add scholarship program, and add promotion in social media.

Keywords: College, Factor Analysis, MCCU.