

The Demographic Factors and Decision on Selecting Open, Distance and Online Learning: Case study in Jakarta Regional office in 2017

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Abstract

The decision to continue study in open, distance and online learning is one of a sequence of processes consisting of the overview of needs, information retrieval, alternative evaluation, choices, and post-decision behavior. Many things become attention and consideration of students in deciding to continue their studies to open, distance and online learning. These factors can be grouped into internal factors and external factors. Some of the results that can be described are 47.4% of students know open, distance and online learning from friends, 18.1% of families and 27.45 from the website. Nearly 68.5% of new students choose the Open University to get knowledge and new experience, while about 25.3% of new students want to come to open, distance and online learning to earn a degree. More than 50% of new students in Jakarta during the period of 2017 are high school graduates.

Key Words : Demographic Factors, Decision, Selecting Open, Distance and Online Learning

Introduction

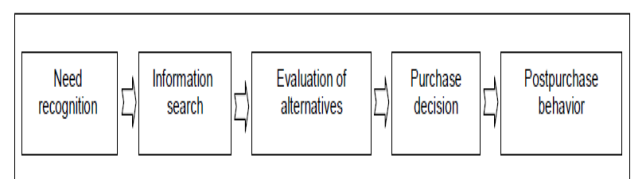
Institutions of higher education or university are one of options and choices to improve education and people's quality of life. Additional things are experience and certificate to focuses in certain area or subject, these things are needed to prepare for the phase after finishing education and get degree, then find any work that suitable with their subjects.

Some students want to get a good career in the world of competition, they will try their hard to get state universities as well as private with the best quality Indonesia. The competition in state university is very tight, while private university will cost very high of money.

A business world provides opportunities and need best opportunity to find employers. Public universities and private universities will try to support the strategy and education for business world. Qualified graduates are prepared to be ready to compete in the world of business, it required the education and experience for formulate the next steps. University in open and distance system also have characteristics of students which is really unique and different with conventional university, there are several reasons why students choose in open, distance and online learning.

Review of Literature

Kotler (2003) stated that there are 5 steps for human to decide everything they want and they need. The first step is Need Recognition, people will analyze their need, after they already stated their need, they will try to find information in the next step, after they find several information, they will evaluate all of the information that they already get. Then they will purchase the decision and the final step is post-purchase behavior.



Picture 1. Process in making decision (Kotler ;2003)

There are many other factors that influence consumer to consider and decide to choose something, it can be grouped into a social environment, culture, psychology, marketing and systems control. In choosing University, some students also will try to find and see the best one, and this paper try to analyze all of factors of UT students in Jakarta Regional Office in 2017.1 registration period.

The Demographic Factors of Jakarta Students

Code	Departments	Total Students
54	Management-S1	496
83	Accounting- S1	334
72	Communication -S1	316
311	Law Science S1	221
87	English Literature	141
50	Public Administration-S1	85
51	Business Administration-S1	74
30	Taxation-D3	55
71	Political Science-S1	38
70	Sociology S1	38
73	Civil Science -S1	36
310	Library Science S1	34
56	Statistics-S1	22
55	Mathematics-S1	19
455	Finance Management	19
84	Science and Food Techniques - S1	19
53	Economics-S1	19
279	Urban Planning	16
38	Archive Science D-IV	14
456	Economics Syariah	13
74	Economics in Farming and Fishing-S1	13
78	Biology-S1	11
58	English Pedagogy-S1	11
483	Public Accounting - S1	7
163	Education Technology - S1	6
76	Economics Pedagogy- S1	3
57	Indonesian Language-S1	3
43	Library -D2	3
62	Mathematics Pedagogy-S1	3
77	Fisheries-S1	3
75	Veterinarian –S1	2
60	Physics Pedagogy-S1	1
61	Chemistry Pedagogy-S1	1
	Total	2.077

Table 1. Total of Students in 2017.1

The table outlines the data of new students and their departments in Jakarta regional students in 2017.1, based on the data, there are top 5 departments which always favorites for Jakarta students. They are Management science, Accounting, Communication science, Law science and English Department. From 5 years, the highest

of students in Jakarta is always Management science, in 2017.1 almost 496 students in Jakarta registered themselves in Management Science. There are about 23 departments in Jakarta regional office, whose students take and registered as their major.

NO	Code / Regional Office	TotalStudents
1	10 / SORONG	824
2	11 / BANDA ACEH	2330
3	12 / MEDAN	2278
4	13 / BATAM	4680
5	14 / PADANG	2171
6	15 / PANGKAL PINANG	4699
7	16 / PEKANBARU	5111
8	17 / JAMBI	2521
9	18 / PALEMBANG	4671
10	19 / BENGKULU	4726
11	20 / BANDAR LAMPUNG	2927
12	21 / JAKARTA	8538
13	22 / SERANG	1703
14	23 / BOGOR	4007
15	24 / BANDUNG	4391
16	41 / PURWOKERTO	3914
17	42 / SEMARANG	4262
18	44 / SURAKARTA	1648
19	45 / YOGYAKARTA	2618
20	47 / PONTIANAK	4888
21	48 / PALANGKARAYA	3421
22	49 / BANJARMASIN	2317
23	50 / SAMARINDA	3782
24	51 / TARAKAN	1930
25	71 / SURABAYA	4679
26	74 / MALANG	2336
27	76 / JEMBER	2809
28	77 / DENPASAR	2328
29	78 / MATARAM	782
30	79 / KUPANG	4608
31	80 / MAKASSAR	1914
32	81 / MAJENE	1673
33	82 / PALU	586
34	83 / KENDARI	1047
35	84 / MANADO	1184
36	85 / GORONTALO	795
37	86 / AMBON	1191
38	87 / JAYAPURA	2269
39	89 / TERNATE	1348
40	90 / LAYANAN LUAR NEGERI	1100
Total		115006

Table 2. Total of Students who registered in 2017.1

The table illustrates the total students who registered in semester 2017.1, all the students all new students and also registered students. In this table, it demonstrate that Jakarta is the highest number of students which the total of students around 8538 who registered in 2017.1, from 40

regional offices in all over Indonesia, Sorong regional office get the less registered students. The total students influenced by the demographic factors of population in certain places, which can be external and internal factors of any area or cities.

Code	Working Status	Total	Percentage
1	Military / Police	34	1.6%
2	PNS (Civil Servants)	385	18.5%
3	Private Sector	1139	54.8%
4	Entrepreneur	174	8.4%
5	Unemployed	266	12.8%
6	Working	79	3.8%

Table 3. Working Status

The table define about the working status in Jakarta regional students in 2017.1, most of students in UT (around 54.8%) are from private sector, while around 18.5% of UT students are civil servants, it can be in institutions and also teachers in government schools. It also stated that around 12.8% of UT students are unemployed and around 1.6% of UT students from military of police.

No	Source of Information	Total	Percentage
01	Friends	985	47,4%
02	Family	376	18,1%
03	Website UT	570	27,4%
04	Printed Media	8	0,4%
05	Non Printed Media	15	0,7%
06	Leaflet	28	1,3%
08	Others	95	4,6%

Table 4. Source of Information

The table characterized the source of information in Jakarta regional students in 2017.1. Based on the data, almost 50% UT students get information from their friends. Some students also know information about UT in website (around 27.4%), some students also know about UT from their family, UT students came from all over Indonesia and various level of society, this gave impact to the socialization and promotion of UT students.

No	Persistence to Study	Total	Percentage
1	Certificate	525	25.3%
2	Motivation for Family	47	2.3%
3	Knowledge	1422	68;5%
4	Promotion	74	3.6%
5	Spare time	9	0.4%

Table 5. Purpose of Study

The table explained about the persistence of study in Jakarta regional students in 2017.1, almost 68.5% of UT students chose to get knowledge, they need most of information and knowledge about certain department to identify new information. Around 25.3% students want to get certificate after graduated from UT, only 3.6% students need for promotion and some students want to take UT for spare time (0.4%).

Code	Marital Status	Total	Percentage
0	Single	670	32.3%
1	Married	1407	67.7%

Table 6. Marital Status

The table define about the marital status in Jakarta regional students in 2017.1, only 32.3% students in Jakarta still single, most of them around 67.7% are married. This data will make challenge for Jakarta students while they have to study and also take care their family.

Code	Educational Background	Total	Percentage
001	SLTA / Senior High School	1245	59.9%
009	SMK / Vocational High School	247	11.9%
002	D1 / College Diploma	44	2.1%
003	D2 / College Diploma	8	0.4%
004	D3 / College Diploma	448	21.6%
005	S1 / Bachelor Degree	76	3.7%
006	S2 / Master Degree	9	0.4%

Table 7. Educational Background

The table stated about the Educational Background in Jakarta regional students in 2017.1, based on the data, most Jakarta students are graduated from high school, almost 60% of students from high school as the highest percentage of students, and some students also graduated from master degree (around 0.4%). Some students also come college diploma in 3 years or D3 and Vocational High school (around 11.9%) students.

Code	Email	Domain Email	Telephone
Yes	2.019	Gmail (1589);	2070
No	58	Yahoo (330)	0

Table 8. Email Preferences and Telephone

The table describes about the use of email address of Jakarta regional students in 2017.1, based on the data, almost 90% of students in Jakarta already

have email address, while still around 58 students who don't have email address, most of students have Gmail address and some of them still using Yahoo.

Universitas Terbuka has online tutorial and online facilities that students must have email address to access, most of facilities in Universitas Terbuka used Gmail to make students easier to access the data. Whereas most student or 100% students in UT already has telephone and mobile phone.

Conclusion

The decision to continue study in open, distance and online learning is one of a sequence of processes consisting of the overview of needs, information retrieval, alternative evaluation, choices, and post-decision behavior. Many things become attention and consideration of students in deciding to continue their studies to open, distance and online learning.

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