ANALYSIS OF FACTORS INFLUENCING STUDENTS' DECISIONS IN CHOOSING PRIVATE COLLEGE AT MUHAMMADIYAH UNIVERSITY OF NORTH SUMATRA

Nur Fadillah[1], Endang Sulistya Rini[2], Syafrizal Helmi Situmorang[3]
Magister Manajemen Sekolah Pascasarjana Universitas Sumatera Utara
Email: nurfadillah4476@gmail.com[1], endang.sulistya@usu.ac.id[2], syafrizalhelmi@gmail.com[3]

Abstract
Education is a measure of the success of a nation. So that education is a very important factor that must be the center of attention in its development. Muhammadiyah University of North Sumatra has 43 study programs to fulfill market demand so that prospective new students have many choices to choose which study program they want. But in reality the number of study programs does not match the number of students. So this situation needs to be investigated further. The purpose of this study was to determine the factors that influence student decisions in selecting private universities at Muhammadiyah University, North Sumatra. This research is classified as associative research (relationship). This is research that aims to determine the relationship between two or more variables. The approach used is a quantitative approach, it is said to be a quantitative approach because the research data used is in the form of numbers or qualitative data that is calculated. The population in this study were students at the Muhammadiyah University of North Sumatra Stambuk 2022/2023, totaling 4771 people. The sample technique used in this study was using Proportionate Random Sampling. The amount of the sample is obtained by using features sample size calculator through website www.raosoft.com until obtained jthe number of samples in this study numbered 356 people. The results of the research are that social media has a positive effect on student decisions in choosing a college. Campus reputation has a positive effect on student decisions in choosing a college. The cost of education has a positive effect on student decisions in choosing a college. Future job prospects have a positive effect on student decisions in choosing a college. Social media, campus reputation, tuition fees and future job prospects all have a positive influence on students' decisions to choose a college. The results of the determination test obtained the value of R2 of 0.610 or 61%. This explains that around 61% of student decision variables can be explained by social media variables, campus reputation, tuition fees and future job prospects and the remaining 39% is explained by other variables not examined in this study.

Keywords: *Social Media, Campus Reputation, Tuition Fees, Future Job Prospects, Student Decisions.*

INTRODUCTION

Muhammadiyah University of North Sumatra (UMSU) is the only private university in North Sumatra that has received the QS World University Ranking, which is a fairly well-known world-class university ranking (Isfa, 2022). Through this program, UMSU succeeded in getting a 4-star QS and UMSU also succeeded in getting recognition from the Malaysia Qualification Agency, which means this has shown that UMSU has international standard competitiveness which continues to develop and progress to achieve Word Class University.

Based on a pre-survey conducted by the author, it was found that the number of students registering at UMSU fluctuates every year. Furthermore, the author conducted interviews with several students where students chose to study at UMSU mostly because they often saw UMSU activities through social media such as Facebook, Instagram and

Tiktok, both of which attracted students in choosing to study at UMSU, this could be a promotional medium campus to introduce UMSU to prospective students. By using social media, students can get views about UMSU and all kinds of information they want, apart from that, students can also see the shortcomings of UMSU so that it becomes a comparison material with other private universities in terms of accreditation, education costs,

For some students who decide to continue and complete their education to the highest level, they will be faced with various choices and problems, such as various choices of universities, levels of education, and choices of various study programs. Apart from that, students will also be faced with so many considerations that must be considered. The decision to choose a university can be said to be a form of consumer behavior. Students can be said to be consumers of a university who have a need to obtain knowledge and also a degree from the major they are taking. A consumer needs various kinds of information so that the best alternative can be found to meet their needs (Fakhri, et al, 2017). Based on a pre-survey of 30 UMSU students, several reasons were obtained for students choosing to study at the Muhammadiyah University of North Sumatra (UMSU), namely that of the 30 students, around 26% chose because they saw UMSU's social media, where through social media prospective students can find out everything about UMSU. both in terms of the facilities they have, the lecturers who teach, how much the education costs, what the reputation is and all kinds of activities carried out by students at UMSU, 26% chose because of the affordable education costs, 19% chose because of the good reputation of the campus, 15% chose because to make it easier to get a job and 14% chose it because the campus was close to home.

LITERATURE REVIEW
Student Decision

Student decisions are thoughts where individuals evaluate various options and decide on a product/service from among the many choices. Decision making is a selection based on certain criteria over two or more possible alternatives (Naufalin, 2019). Decision making is the process of selecting or determining various possibilities among uncertain situations. Decision making occurs in situations that require someone to make future predictions, choose one of two or more options, make estimates (forecasts) regarding the frequency with which the prediction will occur.

Social media

Social media is a medium where participants can interact and share information with other users (Irwansyah, et al., 2021: 228). Social media in business has the advantage of online marketing, marketing, building relationships and word of mouth / networks that can be used to understand consumer behavior and purchasing decisions. Consumer behavior and purchasing decisions on social media can be identified from the needs and desires demonstrated by their interactions and communications on social media.

Campus Reputation

The word reputation is often combined with image. Reputation requires long cultivation and image consistency. Reputation can last longer than image (Djohan, 2016: 32). Another opinion according to Mahmudah & Faidah, (2020), reputation is defined as a good name.

Cost of education

Costs are economic sacrifices made to obtain goods or services. In language, costs can be interpreted as expenses, in economic terms costs/expenses can be in the form of money or other monetary forms (Suryani, 2018). Education costs are the total financial sacrifices made by consumers (student parents or students) for their needs during their education from the beginning to the end of their education.

Future Job Prospects

According to the Big Indonesian Dictionary (KBBI), the meaning of prospect is possibility and hope. In simple terms, this definition means that prospects are things that might happen in a matter so that they have the potential to have a certain impact (Naufalin, 2019). Employment can be interpreted as demand for labor, namely a situation that describes the availability of jobs ready to be filled by job seekers (Naufalin, 2019). So the number of samples used in this research was 356 students.

METHOD

This research is classified as associative (relationship) research. This is research that aims to determine the relationship between two or more variables. The approach used is a quantitative approach, it is said to be a quantitative approach because the research data used is in the form of numbers or qualitative data that is added up. The population in this research is the 2022/2023 students of the Muhammadiyah University of North Sumatra Stambuk, totaling 4771 people. The sampling technique used in this research is Proportionate Random Sampling. The sample size was carried out using the sample size calculator feature on the website www.raosoft.com So the total sample in this study was 356 people.

RESULTS AND DISCUSSION
Multiple Linear Regression Analysis Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,930	1,418		,656	,512
	Social Media (X1)	,317	,036	,328	8,735	,000
	Campus Reputation (X2)	,103	,029	,156	3,520	,000
	Tuition Fees (X3)	,459	,048	,371	9,657	,000
	Future Job Prospects (X4)	,228	,053	,188	4,328	,000

a. Dependent Variable: Student Decision (Y)

From the table above, there are the results of multiple linear regression calculations, namely:

$$Y= 0.930 + 0.317X1 + 0.103 X2 + 0.459 X3 + 0.228 X4 + e$$

Based on the table above, the above equation can be explained, namely as follows:

1. Constant (a) = 0.930

   The constant has a value of 0.930, this shows that if X1, X2, X3 and X4 are 0 (zero), then Student Decision (Y) has a value of 0.930.

2. Social Media Variable (X1) = 0.317

   The variable X1 has a regression coefficient value of 0.317, if there is a change in the Social Media variable of 1 point or 1%, it can increase the Student Decision value by 0.317.

3. Campus Reputation Variable (X2) = 0.103

   The variable X2 has a regression coefficient value of 0.103, if there is a change in the Campus Reputation variable of 1 point or 1%, it can increase the Student Decision value by 0.103.

4. Education Cost Variable (X3) = 0.459

   Variable X3 has a regression coefficient value of 0.459, if there is a change in the Tuition Fee variable by 1 point or 1%, it can increase the Student Decision value by 0.459

5. Future Job Prospects Variable (X4) = 0.228

   The variable X4 has a regression coefficient value of 0.228, if there is a change in the Job Prospects variable in the future by 1 point or 1%, it can increase the Student Decision value by 0.228.

Analysis of the Coefficient of Determination (R2)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,781a	,610	,606	2,329

a. Predictors: (Constant), Future Job Prospects (X4), Social Media (X1), Tuition Fees (X3), Campus Reputation (X2)

b. Dependent Variable: Student Decision (Y)

Based on the table above, it can be seen that the R2 value is 0.610 or 61%. This explains that around 61% of the Student Decision variables can be explained by the variables social media, Campus Reputation, Tuition Fees and Future Job Prospects and the remaining 39% is explained by other variables not examined in this research.

Hypothesis Test Results
Partial Test Results (t Test)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,930	1,418		,656	,512
	Social Media (X1)	,317	,036	,328	8,735	,000
	Campus Reputation (X2)	,103	,029	,156	3,520	,000
	Tuition Fees (X3)	,459	,048	,371	9,657	,000
	Future Job Prospects (X4)	,228	,053	,188	4,328	,000

a. Dependent Variable: Student Decision (Y)

The ttable value can be seen from the value df = nk-1 with a degree of freedom of 5% (0.05). The number of research samples (n) = 356, the number of independent and dependent variables (k) = 4. So the ttable value obtained with df = 356-4-1 = 351 with α = 0.05 is 1.996. Based on the table above, the influence of the independent variable on the dependent variable can be explained in the form of:

1. Social Media has a tcount value of 8.735 > ttable 1.996 and a significant value of 0.000 < 0.05. So it can be concluded that the Social Media variable has a positive and significant effect on student decisions.
2. Campus Reputation has a tcount value of 3.520 > ttable 1.996 and a significant value of 0.000 < 0.05. So it can be concluded that the Campus Reputation variable has a positive and significant effect on student decisions.
3. Education costs have a tcount value of 9.657 > ttable 1.996 and a significant value of 0.000 < 0.05. So it can be concluded that the Education Cost variable has a positive and significant effect on student decisions.
4. Future Job Prospects have a tcount value of 4.323 > ttable 1.996 and a significant value of 0.000 < 0.05. So it can be concluded that the Future Job Prospects variable has a positive and significant effect on student decisions.

Simultaneous Test Results (F Test)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2982,522	4	745,631	137,427	,000b
	Residual	1904,408	351	5,426		
	Total	4886,930	355			

a. Dependent Variable: Student Decision (Y)

b. Predictors: (Constant), Future Job Prospects (X4), Social Media (X1), Tuition Fees (X3), Campus Reputation (X2)

The Ftable value is obtained from the F table with the df1 and df2 value formulas. The value of df1 = k-1 and the value of df2 = nk. The number of research samples (n) = 356, the number of independent and dependent variables (k) = 5. So the values obtained

are df1 = 5-1 = 4 and df2 = 356-4 = 352. Based on the F table, it is known that the value of df1= 4 and the value of df2= 352, so the value of Ftable = 2.40.

The results of the F test show that the Fcount value is 137.427 with a significance level of 0.000. Because the Fcount value is 137.427 > Ftable 2.40 and the significant value in this research is 0.000 < 0.05, it can be concluded that social media, Campus Reputation, Tuition Fees and Future Job Prospects Influence Student Decisions.

CONCLUSION

Based on the results of the research and discussion that has been carried out on all that has been obtained, the author can conclude:

1. Social Media has a positive and significant influence on consumers at Muhammadiyah University of North Sumatra.
2. Campus reputation has a positive and significant effect on consumers at the Muhammadiyah University of North Sumatra.
3. Education costs have a positive and significant effect on consumers at Muhammadiyah University of North Sumatra.
4. Future Job Prospects have a positive and significant influence on consumers at the Muhammadiyah University of North Sumatra.
5. Social Media, Campus Reputation, Tuition Fees and Future Job Prospects have a positive and significant influence on consumers at the Muhammadiyah University of North Sumatra.

REFERENCES

Abe, E. N., & Chikoko, V. (2020). Exploring the factors that influence the career decision of STEM students at a university in South Africa. International Journal of STEM Education, 7(1). https://doi.org/10.1186/s40594-020-00256-x

Amaliya, R. '. (2019). Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Memilih Pendidikan Pada Program Studi Pendidikan Ekonomi FE UNY. Jurnal Pendidikan Dan Ekonomi, 8(1), 34–43.

Annur, C. M. (2023). Jumlah Perguruan Tinggi di Indonesia Capai 3.107 Unit pada 2022, Mayoritas dari Swasta. Retrieved March 10, 2023, from 01 Maret website: https://databoks.katadata.co.id/datapublish/2023/03/01/jumlah-perguruan-tinggi-di-indonesia-capai-3107-unit-pada-2022-mayoritas-dari-swasta#:~:text=Berdasarkan laporan Statistik Indonesia%2C ada,perguruan tinggi swasta (PTS).

Bao, Y. K., & Mea, M. H. C. D. (2020). Reputasi Universitas, Biaya Kuliah, Fasilitas Perkuliahan dan Keputusan Mahasiswa Memilih Program Studi Manajemen Universitas Flores: Studi Pada Mahasiswa Program Studi Manajemen Angkatan 2019. Jurnal Manajemen Bisnis, 20(September), 104–117.

Britto, J. de. (2021). Inilah Daftar Lengkap Perguruan Tinggi Swasta (PTS) di Kota Medan. Retrieved March 13, 2023, from 28 Maret website: https://www.kalderanews.com/2021/03/inilah-daftar-lengkap-perguruan-tinggi-swasta-pts-di-kota-medan/

Digdowiseiso, K. (2017). Metodologi Penelitian Ekonomi dan Bisnis (M. S. Dr. Suharyono, Ed.). Jakarta: Lembaga Penerbitan Universitas Nasional (LPU-UNAS).

Djohan, A. J. (2016). Manajemen dan Strategi Pembelian (R. Adhani, Ed.). Malang: Media Nusa Creative.

Fakhri, M., Gilang, A., & Ratnayu, N. (2017). Analisis Faktor Pembentuk Keputusan Pemilihan Perguruan Tinggi Swasta Universitas Telkom (Studi Pada Mahasiswa Prodi S1 Administrasi Bisnis Fakultas Komunikasi dan Bisnis Universitas Telkom Angkatan 2016). Jurnal Ekonomi, Bisnis & Entrepreneurship, 11(1), 1–12.

Fatihudin, D., & Firmansyah, A. (2019). Pemasaran Jasa (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan). Yogyakarta: DEEPUBLISH.

Haikal, F., Idrus, M., & Dunakhir, S. (2020). Faktor-faktor yang Memengaruhi Pemilihan Program Studi Akuntansi (Studi pada mahasiswa Universitas Negeri Makassar). Bata Ilyas Journal of Accounting, 1(1), 1–10.

Harahap, D. A., Amanah, D., Gunarto, M., & Purwanto. (2021). The Decision of Choosing A University: The Impact Of Education Costs. Jurnal Program Studi Manajemen, 9(2), 123–127.

Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., … Istiqomah, R. R. (2020). Metode Penelitian Kualitatif dan Kuantitatif (H. Abadi, Ed.). Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta.

Herminingsih, D. I., & Isro'iyah, L. (2023). The Metadiscourse Analysis in Abstracts of Multidiscilinary Sciences Journal Articles: Hedges vs Boosters. International Linguistics Research, 6(1), p24-p24.

Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., … Triwardhani, D. (2021). Perilaku Konsumen. Bandung: Widina Bhakti Persada.

Isfa, R. (2022). UMSU Tandatangani MoU Dua Kampus Cybernetics di Malaysia. Retrieved March 13, 2023, from 03 Desember website: https://umsu.ac.id/umsu-tandatangani-mou-dua-kampus-cybernetics-di-malaysia/

Ismanto, J. (2017). Analisis Pengaruh Persepsi Mahasiswa Pada Unsur-Unsur Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi IPWIJA Program S2 (Pasca Sarjana). Jurnal Ilmiah Econosains, 15(1), 121–139.

Ismanto, J. (2020). Manajemen pemasaran. Banten: Universitas Pamulang Press.

Isro'iyah, L., & Herminingsih, D. I. (2023). Teaching Culture of Others through English Literature: English. International Journal of Language and Literary Studies, 5(2), 136-146.

Karamang, E. (2022). Pengaruh Social Media Marketing dan Brand Image Terhadap Keputusan Memilih Pada Sekolah Bisnis Di Bandung. Management and Enterpreneurship Journal, 5(1), 20–31.

Kotler, P., & Keller, K. L. (2016). Manajemen Pemasaran (B. Molan, Ed.). Indeks.

Kotler, P. T., & Armstrong, G. (2018). Principles of Marketing (Global Edition) (17th Editi). New Jersey: Pearson Education Inc.

Kurniawan, R. (2019). Pengaruh Iklan di Media Sosial Terhadap Keputusan Peserta Didik dalam Memilih Kampus LP3I (Survey Pada Mahasiswa Kampus LP3I Tasikmalaya, Karawang dan Cirebon). Jurnal Administrasi Bisnis, Vol. 5(No. 2), 1–15.

Kusnandar, V. B. (2023). Ada 673 Ribu Pengangguran Lulusan Universitas pada Agustus 2022. Retrieved March 14, 2023, from 10 Januari website: https://databoks.katadata.co.id/datapublish/2023/01/10/ada-673-ribu-pengangguran-lulusan-universitas-pada-agustus-2022#:~:text=Ada 673 Ribu Pengangguran Lulusan Universitas pada Agustus 2022,-Ketenagakerjaan&text=Berdasarkan Survei Angkatan Kerja Nasional

Kusuma, A. H. P., Sudirman, A., Purnomo, A., Aisyah, S., Sahir, H. S., Rumondang, A., … Simarmata, J. (2020). Brand Management: Esensi, Posisi dan Strategi. Medan: Yayasan Kita Menulis.

LLDIKTI. (2023). Jumlah Perguruan Tinggi Swasta di Kota Medan-Sumatera Utara, 2022. Retrieved March 13, 2023, from Lembaga Layanan Pendidikan Tinggi Wilayah I Sumatera Utara website: https://lldikti1.ristekdikti.go.id/

Mahmudah, N., & Faidah, Y. A. (2020). Pengaruh Akreditasi Prodi, Motivasi, Fasilitas Pendidikan dan Reputasi Pendidik Terhadap Keputusan Mahasiswa Dalam Memilih Program Studi Sarjana Terapan Akuntansi Sektor Publik Pada Politeknik Harapan Bersama Tegal (Studi Empiris Pada Mahasiswa Program St. Jurnal Akuntansi, Keuangan Dan Perbankan, 7(1), 1195–1203.

Malau, L. P., Edward, Y. R., Faris, S., & Sianipar, M. R. (2022). The Effect of Education Costs , Promotions , And Facilities on Students ' Decisions to Choose to Learn at the Faculty of Medicine , Prima Indonesia University Through Attitude as a Moderating Variable. International Journal of Research and Review, 9(August), 641–649.

Murti, T. K. (2019). Pengaruh Brand Image, Promosi dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Melanjutkan Studi Pada Program Studi Pendidikan Ekonomi Tri Kresna Murti 1 1. Edunomic: Jurnal Ilmiah Pendidikan Ekonomi Fakultas Keguruan Dan Ilmu Pendidikan, 7(2), 102–107. https://doi.org/10.33603/ejpe.v7i2.1969

Naufalin, L. R. (2019). Pengaruh Minat Mahasiswa Dan Prospek Lapangan Kerja Terhadap Keputusan Mahasiswa Dalam Memilih Program D3 Kesekretariatan Feb Unsoed. Jurnal Administrasi Dan Kesekretarisan, 4 Nomor 2(ISSN 2598-2451), 87–99.

Olufemi, O. T., Adediran, A. A., & Oyediran, D. W. O. (2018). Factors Affecting Students' Academic Performance In Colleges Of Education In Southwest, Nigeria. British Journal of Education, 6(10), 43–56.

Prasetyaningrum, I. D., & Marliana, E. (2020). Faktor yang Mempengaruhi Keputusan Pemilihan Perguruan Tinggi Swasta (Studi pada Universitas Muria Kudus). Jembatan: Jurnal Ilmiah Manajemen, 17(1), 61–72.

Priyono. (2017). Metode Penelitian Kuantitatif (T. Chandra, Ed.). Surabaya: Zifatama Publisher.

Putra, T. H. A., & Meilisa, M. (2018). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Mahasiswa Untuk Melanjutkan Pendidikan ke Universitas Muhammadiyah Sumatera Barat. Menara Ilmu, XII(6), 159–169.

Ramdhiani, N. V., & Wahdiniwaty, R. (2018). The Effect of The College Reputation on Student 's Decision Making to Choose It. Advances in Social Science, Education and Humanities Research, 225(1), 515–517.

Rosha, Z., Wati, L., & Dharma, S. (2018). Faktor-Faktor Yang Mempengaruhi Orang Tua Dalam Pengambilan Keputusan Memilih Sekolah Dasar Islam Al-Azhar 32 Padang. E-Jurnal Apresiasi Ekonomi, 5(3), 139–147.

Saputro, M. (2017). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Dalam Memilih Program Studi. Jurnal Pendidikan Informatika Dan Sains, 6(1), 83–94.

Setiawan, B., & Hartati, R. (2021). Faktor-faktor yang mempengaruhi keputusan mahasiswa memilih perguruan tinggi swasta (Kasus pada STIM YKPN Yogyakarta). Cakrawangsa Bisnis, 2(1), 21–34.

Setyowati, R. (2022). Pengaruh Digital Marketing terhadap Keputusan Siswa SMA dalam Memilih Perguruan Tinggi. Journal of Language and Health, 3(1), 37–44. https://doi.org/10.37287/jlh.v3i1.1194

Situmorang, S. H. (2019). Analisis Data: Untuk Riset Manajemen dan Bisnis (Edisi ke e). Medan: USU Press.

Sudaryono. (2016). Manajemen Pemasaran Teori Dan Implementasi. Yogyakarta: Andi Offset.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Supriani, D. H., & Hidayat. (2019). Analisis Pengaruh Promosi, Sikap, Reputasi Dan Pelayanan Akademik Terhadap Keputusan Mahasiswa Memilih Prodi Manajemen. Jurnal Ilmiah Manajemen Dan B, 1(1), 92–98.

Suryani, A. N. (2018). Pengaruh Brand Image dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Dalam Memilih Program Studi Manajemen di STIE Rahmaniyah Sekayu (Studi Kasus Mahasiswa Program Studi Manajemen Angkatan 2013 / 2014). Jurnal Manajemen Kompeten, 1(1), 71–87.

Syabaniah, R. N. (2017). Pengaruh Antara Media Sosial dan Sosialisasi Informasi Terhadap Minat Memilih Perguruan Tinggi. Jurnal Swabumi, 5(2), 191–195. Retrieved from http://ejournal.bsi.ac.id/ejurnal/index.php/swabumi/article/view/2687/pdf

Tjiptono, F. (2018). Strategi Pemasaran (Edisi 4). Yogyakarta: Andi Offset.

UMSU. (2023a). Laporan Tracer Study UMSU. Retrieved March 15, 2022, from Maret website: https://cdac.umsu.ac.id/laporan-tracer-study/

UMSU. (2023b). Sejarah UMSU. Retrieved July 11, 2023, from https://umsu.ac.id/

Warta, W. (2017). Manajemen Reputasi. Bandung: Simbiosa Rekatama Media.

Webometrics. (2023). Ranking Web of University. Retrieved March 15, 2023, from Januari website: www.webometrics.info

Wiliana, E. (2018). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Mahasiswa dalam Memilih Program Studi di Fakultas Ilmu Kesehatan Universitas Muhammadiyah Tangerang. Jurnal JKFT: Universitas Muhammadiyah Tangerang, 3 (Januari-Juni), 71–78.