(RESEARCH ARTICLE)

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Analysis of factors influencing students' decisions in choosing a specialization in the Public Health Study Program, Faculty of Public Health, Halu Oleo University, 2024

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Abstract

Background: A glorious future for a country is determined by the quality of human resources, which are produced through effective education, not just by natural resources. In this context, higher education plays a crucial role in improving the competence and quality of human resources, as the main pillar of nation building. Data shows that Indonesia has 3,107 universities, of which 95.97% are private universities. In the field of public health, the Faculty of Public Health of Halu Oleo University (UHO), which was established in 2011, shows significant development with two study programs and six specializations relevant to the needs of the community. The increasing interest in the UHO Public Health Study Program, which is accredited B, reflects the high public interest in this field. Public health graduates have broad employment opportunities, thanks to the interdisciplinary skills they acquire. This study aims to analyze the factors that affect students' decisions in choosing a specialization in the UHO Public Health Study Program, which is expected to provide insights for curriculum development and strategies to increase learning interest in the field of public health.

Methods: The research method uses a quantitative approach with an exploratory research type. The sample in this study is active students of each batch who have chosen to specialize in the public health study program, Faculty of Public Health, Halu Oleo University. The number of samples was 175 respondents. The sampling technique used Proportionated Stratified Random Sampling. The analysis used was multiple regression analysis, F test and t test.

Results: The results of the Kolmogorov-Smirnov normality test showed that the significance value was 0.118>0 which means that the data was normally distributed. Partially, the regression results *of the t-test* showed that the variables of interest (p=0.015) and decisions with friends (p=0.019) had a significant effect on students' decisions while image, job availability, promotions, decisions with parents, and psychology did not have a significant effect on students' decisions in choosing a specialization in the Public Health study program, Faculty of Public Health, Halu Oleo University. Simultaneously, the results of the F test showed that there was an influence of interests, decisions with friends, image, job availability, promotions, decisions with parents and psychology with students' decisions in choosing a specialization in the Public Health study program, Faculty of Public Health, Halu Oleo University.

Conclusion: Partially, there was asignificant influence on interests and decisions with friends and simultaneously on the influence of students' decisions in choosing a specialization in the Public Health Study Program at the Faculty of Public Health, Halu Oleo University. Therefore, the management of the study program needs to improve the quality of academic services and organizational development within the scope of FKM UHO by implementing various organizational development strategies through expanding academic access, providing infrastructure and facilities, and improving human resources. And the faculty needs to develop cross-sector cooperation to improve student competence so that the graduates produced are competent and ready to work.

Keywords: Decision; Specialization; Internal; External; Public Health
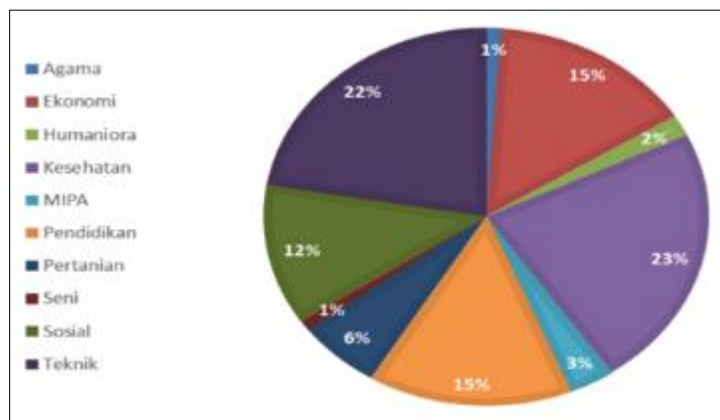
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1. Introduction

Every country wants a glorious future. A glorious future will be obtained with high-quality human resources and not just from its abundant natural wealth. Human resources and their quality equipped with mastery of science and technology are factors.

which determines the pattern and direction of community economic development. One of the ways to realize quality human resources is education. The importance of the role of education for the progress of national development has made many countries prioritize development in the education sector (Alma & Hurriyati, 2008:89).

The shift in the scientific paradigm from reductionism-deterministic to holistic-synergistic tends to encourage the scientific function. While there is the development of various disciplines to look at more specific things, many of the realities encountered are related to various elements of each other, so a multi-inter- or trans-disciplinary study is needed. Nowadays, it is seen that various scientific studies like this are inevitable in facing the complexity of life in relation to the existence and position of one element is an important component for other elements in the network of harmony. In other words, it is fully realized that the development of science in isolation in strict disciplinary chambers will no longer be able to provide a definitive answer to the reality of the universe.

Higher education is an educational unit that provides higher education. The purpose of higher education is the mastery of science and technology that aims to improve the standard of living of the community. Higher education is one of the important pillars that is expected to bring change to a nation through improving the quality of human resources. Educational institutions are non-profit organizations and are activities that serve consumers, in the form of students, students, students and also the general public known as "stakeholders" (Alma, 2003:45).

Based on the Indonesian Statistics report, there are 3,107Collegethroughout Indonesia in 2022. This number decreased by 0.25% compared to the previous year of 3,115 units. The majority or 2,982 units of universities in Indonesia last year were private universities (PTS). This number is equivalent to 95.97% of the total universities in Indonesia in 2022 (BPS, 2022).

Figure 1 Percentage of distribution of fields of science in Eastern Indonesia

In Eastern Indonesia, it provides information on the percentage of distribution of fields of science. There are Religious Sciences 1%, Economics 15%, Humanities 2%, Health Sciences 23%, Mathematics and Natural Sciences 3%, Education 15%, Agriculture 6%, Arts 1%, Social Sciences 12%, Technical Sciences 22% (Ministry of Education and Culture, Research and Technology, 2023)

Public health education at this time is developing rapidly due to the need for health resources to improve public health degrees. Public health education competencies are very important to produce quality and professional graduates. Public health education institutions are a forum in compiling and formulating the competencies of public health scholars.

The Faculty of Public Health UHO was established in 2011 based on the Rector's Decree Number: 410a/SK/UN29/PP/2011. At that time, the Faculty of Public Health only had one Study Program, namely the Public Health Study Program. After eight years of establishment, the Faculty of Public Health has two Study Programs, namely the Public Health Study Program and the Nutrition Study Program. The Public Health Science Study Program has

actually been opened since 2002 based on the Rector's Decree Number: 150/SK/J29/PP/2002 as an Internal Study program at the Faculty of Mathematics and Natural Sciences and began to accept regular afternoon students. In 2004, the Public Health Study Program was definitive based on the decision of the Director General of Higher Education on the Establishment of the Public Health Study Program Number: 3065/D/T/2004, dated August 9, 2004. And in that year Halu Oleo University began to accept regular morning class students through local selection. Efforts to improve the status of the Public Health Study Program to the Department of Public Health continue to be carried out and stipulated by the Rector's Decree Number: 12a/H29.SK/PP/2011, dated January 26, 2011 (FKM UHO, 2020)

The Community Health Study Program of FKM UHO currently has 6 (six) specializations, namely (1) Health Policy Administration (2) Environmental Health (3) Occupational Safety and Health (4) Epidemiology (5) Health Promotion (6) Health Nutrition. In 2018 the Kesmas Study Program was again accredited B by the Independent Accreditation Institute for Indonesian Health Higher Education (LAM-PTKes) as evidenced by the Decree of the Management of the LAM-PTKes Association Number: 0150/LAMPTKes/Akr/Sar/III/2019 (FKM UHO, 2020)

The public health study program is one of the most in-demand study programs every year in the health sector (sultra.tribunnews.com). The process of accepting new students of the UHO Public Health Study Program is taken through 3 (three) paths, namely: (1) National Selection for State University Entrance (SNMPTN); (2) Joint Selection for State University Entrance (SBMPTN); and (3) Independent Selection for State University Entrance (SMMPTN). The number of applicants who will continue their studies at UHO has increased significantly from year to year, both in terms of the number and origin of the candidates. The development of new student admissions for FKM UHO 2017-2020 is as follows.

Table 1 Profile of the number of applicants and New Students Accepted for the FKM UHO Health Study Program

Study Program	2017/2018		2018/2019		2019/2020		2020/2021	
	Register	Accepted	Register	Accepted	Register	Accepted	Register	Accepted
Public health	789	357	698	309	751	346	895	391
Total	789	357	698	309	751	346	895	391

Source: FKM UHO, 2022.

From the analysis of new student admissions, FKM UHO has a large number of students accepted. This is because FKM UHO is the only Public Health Study Program from a state higher education provider university in Southeast Sulawesi Province and FKM UHO and also has an Accreditation score of B.

Public health is the science of preventing disease, prolonging life, and improving physical and mental health. This knowledge concerns the health of the general public so that the Department of Public Health has wide open job opportunities. Not only in the health sector, Kesmas graduates are easier to work in various fields. This is because students of the Department of Health learn a lot of knowledge other than health. One of them is the science of social life. So that Kesmas graduates can work in private companies and government agencies. You can also become a researcher, social worker, public health extension worker, and product and health quality control section. The salary offered also varies according to the type of job chosen. Also affected by the place of work. Therefore, the author is interested in researching "Analysis of Factors Influencing Students' Decisions in Choosing a Specialization in the Public Health Study Program, Faculty of Public Health, Halu Oleo University".

2. Method

The research method uses a quantitative approach with the type of exploratory research. The sample in this study is active students of each batch who have chosen to specialize in the public health study program, Faculty of Public Health, Halu Oleo University. The number of samples was 175 respondents. The sampling technique used Proportionated Stratified Random Sampling. The analysis used was multiple regression analysis, F test and t test.

3. Results and discussion

3.1. Univariate Analysis

3.1.1. Age

Table 2 Distribution of Respondent Frequency Based on Age in the Public Health Study Program, Faculty of Public Health, Halu Oleo University in 2024

Age	Frequency	Percentage
18	2	1.1
19	19	10.9
20	80	45.7
21	71	40.6
22	2	1.1
23	1	0.6
Total	175	100

Source: Primary Data,2024

Table 2 shows that the largest number of respondents is 20 years old, which is 80 people (45.7%) and the least is at the age of 23 years, which is 1 person (0.6%).

3.1.2. Gender

Table 3 Distribution of Respondent Frequency by Gender in the Public Health Study Program, Faculty of Public Health, Halu Oleo University in 2024

Gender	Frequency	Percentage
Man	18	10.3
Woman	157	89.7
Total	175	100

Source: Primary Data, 2024

Table 3 shows that most of the respondents are female, namely 157 people (89.7%) and the rest are male, namely 18 people (10.3%).

3.1.3. Force

Table 4 Distribution of Respondent Frequency Based on Cohort Year in the Public Health Study Program, Faculty of Public Health, Halu Oleo University in 2024

Year of the Class	Frequency	Percentage
2020	1	0.6
2021	126	72.0
2022	48	27.4
Total	175	100

Source: Primary Data, 2024

Table 4 shows that the most respondents are students of the class of 2021, which is 126 people (72%), then the class of 2022 as many as 48 people (27.4%) and the least in the class of 2020, namely 1 person (0.6%).

3.1.4. Specialization

Table 5 Distribution of Respondent Frequency Based on Specialization in the Public Health Study Program, Faculty of Public Health, Halu Oleo University in 2024

Specialization	Frequency	Percentage
Health Policy Administration	25	14.3
Epidemiology	21	12.0
Public Health Nutrition	2	1.1
Occupational Health and Safety	61	34.9
Environmental health	1	0.6
Environmental Health	54	30.9
Health Promotion	11	6.3
Total	175	100

Source: Primary data, 2024

Table 5 shows that the most students who are research respondents came from the Occupational Health and Safety specialization as many as 61 people (34.9%) and the least from the Environmental Health specialization, namely 1 person (0.6%).

3.1.5. Number of Semesters

Table 6 Distribution of Respondent Frequency Based on the Number of Semesters in the Public Health Study Program, Faculty of Public Health, Halu Oleo University in 2024

Semester	Frequency	Percentage
4	19	10.9
5	29	16.6
6	99	56.6
7	27	15.4
8	1	0.6
Total	175	100

Source: Primary Data, 2024

Table 6 shows that the most respondents are students in semester 6, which is 99 people (56.6%) and the least number of students who are studying in semester 8 is 1 person (0.6%).

3.1.6. Variable Average

Table 7 Average Respondent Answer Score for Each Variable in the Public Health Study Program, Faculty of Public Health, Halu Oleo University in 2024

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Image	175	13	30	23.39	3,144
Available Jobs	175	14	25	21.82	2,534
Promotion	175	7	25	18.15	4,124
Interest	175	7	20	18.07	2,136
Decisions with Parents	175	5	25	18.63	4,289

Decisions with Friends	175	5	25	12.29	3,917
Psychological	175	10	25	20.66	2,992

Source: Primary Data, 2024

Table 7 shows the average response score of respondents for the image variables of 23.39, available jobs 21.82, promotions 18.15, interests 18.07, decisions with parents 18.63, decisions with friends 12.29 and psychological 20.66.

3.2. Classical Assumption Test

3.2.1. Normality Test

Table 8 Kolmogorov-Smirnov Normality Test Results

N	Mean	Sd	Asymp. Sig (2-tailed)
175	0,000	4,01811	0.118

Source: Primary data, 2024

Table 8 shows that the significance value is 0.118>0.05, so it can be concluded that the data is normally distributed.

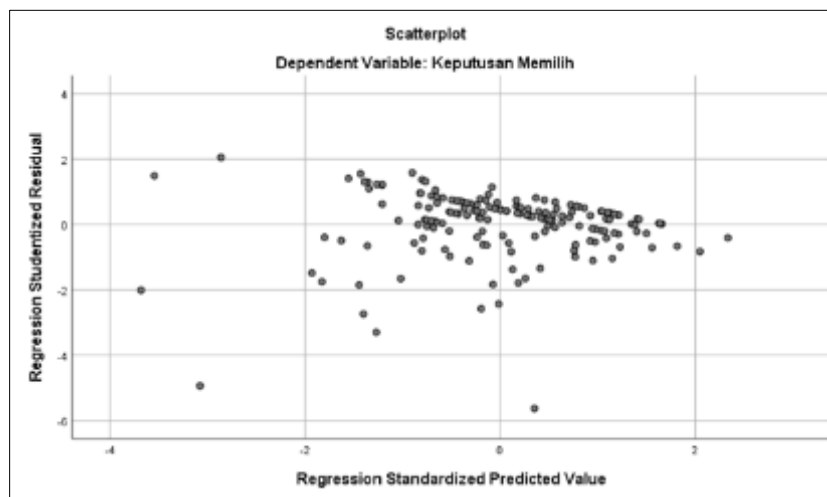**Table 9** Multicollinearity Test Results

Variable	Tolerance	VIF	Criterion
Image	0,585	1,709	No Multicollinearity
Job Availability	0,347	2,879	No Multicollinearity
Promotion	0,523	1,911	No Multicollinearity
Interest	0,407	2,457	No Multicollinearity
Psychological	0,421	2,376	No Multicollinearity

Source: Primary data, 2024

Table 9 shows that of all independent variables having a tolerance value of more than 0.10 and a VIF value below 10, it can be concluded that there is no multicollinearity, meaning that there is no correlation between independent variables.

3.3. Heteroscedasticity Test

Figure 2 Scatterplot

Figure 2 shows that the points representing the distribution of the research data are randomly and unpatterned above and below the 0 point on the Y axis and on the right and left of the 0 point on the X axis, so it can be concluded that there is no heteroscedasticity symptom, meaning that the variants for all observation data are the same.

After looking at all the results of the classical assumption test, it can be seen that all the results meet the requirements for hypothesis testing, namely the t-test, the F test and the Multiple Linear Regression Test.

3.4. Multiple Linear Regression Test

3.4.1. Test t

Table 10 Test Results t

Independent Variables	t	Sig.
Image	1,164	0,246
Available Jobs	1,258	0,210
Promotion	1,185	0,238
Interest	2,449	0,015
Decisions with Parents	-0,859	0,391
Decisions with Friends	2,359	0,019
Psychological	0,504	0,615

Source: Primary data, 2024

Table 10 shows that the p-value of the interest variable is 0.015 and the p-value of the decision variable with friends is 0.019, both of which are smaller than 0.05, so it can be concluded that interest and decision with friends have a significant effect on students' decisions in choosing a specialization in the FKM UHO Public Health study program. As for the image variables (p-value = 0.246), available jobs (p-value = 0.210), promotion (p-value = 0.238), parental joint decisions (p-value = 0.391) and psychological (p-value = 0.315), each of which has a significance value greater than 0.05, it can be concluded that these variables do not have a significant effect on students' decisions in choosing a specialization in the FKM UHO Public Health study program.

3.4.2. Test F

Table 11 Test Result F

Type	F	Sig.
Regression	9,075	0,000

Source: Primary data, 2024

Table 11 shows that the significance value is less than 0.05, then it can be concluded that the regression model is declared FIT. From the significance value that shows less than 0.05, it can also be concluded that the independent variables in this case are image variables, job availability, promotions, decisions with parents, decisions with friends, interests and psychology, together have a significant effect on students' decisions in choosing a specialization in the Public Health Study Program, Faculty of Public Health, Halu Oleo University.

3.5. Regression Equation Analysis

Table 12 Regression Equation Coefficient Value

Type	Coefficient Value	
	B	**Std. Error**
Constant	23,489	4,269
Image (x1)	0,192	0,165
Available Jobs (x2)	0,334	0,266
Promotion (x3)	0,158	0,133
Interest (x4)	0,713	0,291
Parental Decision (x5)	-0,096	0,112
Decision with Friends (x6)	0,271	0,115
Psychological (x7)	0,103	0,204

Source: Primary data, 2024

The regression equations obtained based on the results of the analysis are as follows:

$$Y=23{,}489 + 0.192X1+0{,}334X2+0{,}158X3+0{,}713X4-0{,}096X5+0{,}271X6+0{,}103X7$$

The value of the constant obtained is 23.489, so it can be interpreted that if the independent variable has a value of 0 (constant), then the dependent variable has a value of 23.489.

The value of the regression coefficient in each independent variable with a positive value can be interpreted that if the image, available job opportunities, promotions, interests, decisions with friends and psychology increases, then the student's decision to choose a specialization will also increase, and vice versa. Meanwhile, the regression coefficient in the independent variable with a negative value can be interpreted that if the decision with parents increases, then the student's decision to choose a specialization will decrease, and vice versa.

3.5.1. Image

The results of the logistic regression t test showed that the image of the study program did not have a significant effect on students' decisions in choosing a specialization in the FKM UHO Public Health study program, while the results of the F test simultaneously showed that there was a significant influence on the image of the study program and the student's decision in choosing a specialization. This is due to the existence of the Public Health Study Program is a study program located in a well-known and favorite university in Southeast Sulawesi. Image is an impression of a person based on his knowledge or reality about the Public Health Study Program. The community no longer looks at the Kesmas Study Program but rather where the Study Program is located. Another research was also conducted by Dedy Ansari et al. (2020) regarding the Importance of University Image in Choosing Studies in Higher Education The results of the study show that the image of the university has an influence on students' decisions in choosing a study.

In all cases, the better the image that shades, it will produce a good impression on the person who knows it, and vice versa, if you do bad things, it will also produce a bad impression. In this study, the public already knows that the existence of the public health study program at Halu Oleo University is known to have a good image, which can be seen from the lecturers, curriculum and effective learning methods that can support the competence of students who will later be able to compete in the world of work.

3.5.2. Available Jobs

The results of the multiple regression analysis t-test showed that the factor of considering the availability of employment did not have a significant effect on students' decision to choose a specialization in the FKM UHO Public Health study program, while the results of the F test simultaneously showed a significant influence. Some students choose specialization not to be the top priority of job prospects. They understand and know that when studying in the public health study program, all have the same opportunity to be absorbed in the job field. The specialization contained in the Public Health Study Program is not a professional discipline such as medicine, nursing, pharmacy which has

scientific and professional specifications so that for public health graduates all specializations can be entered when the educational qualification needed is public health science.

This shows that respondents have expectations that by being part of the public health study program they will get a good job and have a bright future, have good job opportunities and have many jobs. Because all students have the same process of field learning activities, they expect to have provisions to become competent and professional human resources.

Another study showed that the contribution to the Prospect Factor of 0.620 was reviewed from the variable of quickly getting a job in general, respondents agreed that by becoming an International Class Program student, they would get a job quickly so that it affected the respondents' thinking

Job opportunities can be interpreted as labor demand, which is a situation that describes the availability of jobs that are ready to be filled by job seekers. And job opportunities are a situation where all workers who want to work at a certain wage level will easily get a job (Mulianto Ferry, 2020). The job that respondents can get is to become a Social Science Education teacher Working as a teacher is currently in demand because teachers have a good future.

3.5.3. Promotion

The results of the logistic regression t test showed that promotion did not have a significant effect on students' decision to choose a specialization in the FKM UHO Public Health study program and the results of the F test simultaneously showed that promotion could affect students' decision to choose a specialization. This is because the Public Health Study Program of the Faculty of Public Health, Halu Oleo University is known to the wider community in Southeast Sulawesi which they can consult through the Faculty website. In addition, students are looking for information because they are encouraged to find more information related to the search for their needs. Before they make the decision to make their choice, they gather a lot of information from various sources, either from their friends or seniors who program early.

Information is a data that has been processed, classified and interpreted and used for the decision-making process of everyone in their life must need information information needs is something that should be possessed by a person in doing work, research, education and entertainment. Especially in education, students need information according to their wants and needs, clear and complete information will make it easier for someone to understand it and vice versa for unclear and incomplete information

3.5.4. Interest

The results of the logistic regression test showed that interest had a significant effect on students' decisions in choosing a specialization in the FKM UHO Public Health study program. Personal interests are determined by preferences and references in both internal and external environments. The process of choosing a specialization plays a central role in personal interest in making choices. Students diligently follow the specialization that strong personal interest and interest are the main drivers in making decisions. Students are actively involved and participate in this process from the beginning of the lecture. A strong interest in a field tends to increase motivation and engagement. A person who has an interest in a specialization is more likely to invest time and effort in studying and mastering the field. This can result in better performance and higher satisfaction.

Choosing a specialization based on interests is often more aligned with personal goals and long-term aspirations. If a person chooses a specialization that matches their interests, they will more easily feel that the choice is relevant to their life goals. A strong interest can make a person more persistent in facing challenges and obstacles that may arise during the learning process. Interest is often related to a person's passion or passion. When the decision to choose a major is driven by passion, individuals are more likely to experience greater personal happiness and achievement because they are involved in something they truly love.

Interest is a condition in an individual that greatly affects attitudes and learning processes about something. According to Eysenck, 1953 (in Gunawan, 2004: 41) interest is a positive attitude towards an object or a group of objects that makes a person become interested in the object. According to Crow, 1950 (in Gunawan, 2004: 41) interest is related to the "motivating force" that causes a person to pay attention to something, which can be a person, object, or activity or it can be an affective experience that has been stimulated by the activity itself.

3.5.5. Decisions with Parents

The results of the logistic regression test showed that the decision of parents did not have a significant effect on the student's decision to choose a specialization in the Public Health study program of FKM UHO. This is because parents give freedom to a child to determine their own choice of specialization. Therefore, students themselves will undergo during the lecture process. In contrast to the research conducted by Navrida Tyosari on the Influence of Parental Support on the Interest of Male Students to Choose and Study in Schools with Food Service and Patiseri Expertise Programs at Smk Pius X Magelang also explained that the influence of parental support on the interest of male students to choose and study in schools with food service expertise programs based on the mean position (78.44) is included in the high category (8.00%) as a result of The study explained that parental support has an influence on the education of Melly et al. (2021).

The decision of parents together is a decision made between parents and children in their role in determining the choice to be taken in the effort to choose a major. The decision taken together is adjusted to the ability of parents to finance college later.

Parental support can be in the form of materials, awards and providing information in deciding on the choice of the parent program has a role to intervene in its decision-making because of its strategic position as a control over the child so it is hoped that parental support will be a reinforcement for students in determining their choices.

Parents are a very important part of encouraging all things especially in education, in addition to financial parental support has a great impact on students, according to what Claudia Mueller and Dweek assumed that the main factor that affects a child's goals and decisions is input from parents.

In this study, although parents did not have a significant influence in encouraging their children to make their choice in taking a specialization, parents still took part in providing financial support for the sustainability of education. The results of the analysis on this variable showed that the contribution to the Motivation and Support Factor of 0.693 was reviewed from the income of parents in general, respondents agreed that their parents' income was able to finance the Single Tuition Fee and the cost of Field Work Practice abroad.

3.5.6. Decisions with Friends

The results of the logistic regression t test showed that the decision with friends had a significant effect on the student's decision to choose a specialization in the FKM UHO Public Health study program and the results of the F test together showed that there was a significant influence between the decision with friends and the choice of specialization. Friends can provide social support and provide additional motivation. The friends in question can influence decisions through discussions, suggestions, or even through the desire to be together in the same academic environment. Sometimes, the decision to choose a major can be influenced by the desire to stay close to friends or because friends also show the same interest in the field.

Friends can serve as references or models. If friends are considered successful or have a strong interest in public health interests, it allows a person to feel inspired or encouraged to follow in their footsteps. In addition, discussions with friends about specializations can broaden one's view of certain fields, including Public Health. Sometimes, a person may discover new interests or see aspects of a field that were previously unthinkable after discussing with friends. Being in the same group with friends in the same specialization can increase social and emotional satisfaction. This can provide a sense of community and make the academic experience more enjoyable.

3.5.7. Psychological

The results of the logistic regression test showed that psychological factors did not have a significant effect on students' decisions in choosing a specialization in the FKM UHO Public Health study program. Students' interest in choosing a particular specialization is not only due to the interest factor from internal factors but rather to external considerations. One example is the needs and promising job prospects in the future. Job market demand and career prospects in the field of Public Health in certain fields can be the main considerations. If there are many job opportunities and a high demand for professionals in this field, this can affect a person's decision to choose that specialty, regardless of psychological factors. Specific features of the course of study, such as the curriculum offered, the quality of teaching, laboratory facilities, or research opportunities, can influence the decision. It has more to do with practical and logistical aspects than with psychology. Trends or changes in academia or industry that affect the relevance and development of the field of Public Health can also be a determining factor, especially if there are major innovations or changes in the way the field is viewed or applied. Although psychological factors such as interest, passion, and confidence usually

greatly influence the decision to choose a study program, these practical and external factors also play an important role in determining the choice of specialization in the Public Health study program.

The results of the study are not in line with the research conducted by Nuriatullah (2022), showing that psychological factors affect the decision to choose the Islamic Economics major of the Faculty of Islamic Economics and Business UIN Datokarama Palu. This is evidenced by the results of the statistical test of the Personal variable (X4) obtained a significance value (sig) of $0.001 < a\ 0.05$. Therefore, it can be concluded that the psychological variable (X3) has a significant effect on the decision-making variable (Y).

According to Kotler, the fourth factor that influences buying behavior is the psychological factor. Psychological factors as part of the influence of the environment in which he lives and lives in the present without ignoring the influence of the past or his anticipation on the future. Psychological factors include: motivation, perception, knowledge, beliefs and attitudes. The more knowledge you have, the higher your confidence in everything, as well as the firmness of your attitude and clarity of motivation in meeting your needs for something, the greater the decision process will be.

4. Conclusion

- There is no influence of the image of the study program with the student's decision in choosing the public health study program, Faculty of Public Health, Halu Oleo University.
- There is no influence of the job availability factor with the student's decision in choosing the public health study program, Faculty of Public Health, Halu Oleo University.
- There is no influence of promotion with the student's decision in choosing the public health study program, Faculty of Public Health, Halu Oleo University.
- There is an influence of interest with the student's decision in choosing a public health study program, Faculty of Public Health, Halu Oleo University.
- There is no influence of the decision of parents with the decision of students in choosing a public health study program, Faculty of Public Health, Halu Oleo University.
- There is an influence of decisions with friends and student decisions in choosing a public health study program, Faculty of Public Health, Halu Oleo University.
- There is no psychological influence on the student's decision to choose the public health study program of the Faculty of Public Health, Halu Oleo University.
- There is a joint influence between the image of the study program, field availability factors, promotions, interests, decisions with parents, decisions with friends and psychology with students' decisions in choosing the public health study program, Faculty of Public Health, Halu Oleo University.

Suggestion

- The Management of the Study Program needs to improve the quality of academic services and organizational development within the scope of public health faculty Halu Oleo university by implementing various organizational development strategies through expanding academic access, providing infrastructure and facilities, and improving human resources
- The Faculty needs to develop cross-sector cooperation to improve student competence so that the graduates produced are competent and ready to work

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed. All authors in the making of this scientific article have no conflict of interest.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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