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I J A B E R, Vol. 13, No. 7 (2015): 4977-4993 STUDENT DECISION MAKING MODEL OF MAJORING IN BUSINESS ADMINISTRATION AS AN EFFECT OF SOCIAL ENVIRONMENT AND INDIVIDUAL PSYCHOLOGICAL ASPECT (STUDY ON UNIVERSITIES IN SOUTH KALIMANTAN) Rofi'i , Hikmayanti Huwaida 1 and Sri Imelda 2 Abstract: Purpose of this research is to understanding the influence of social environment and psychological on decision of in Administration Universities South simultaneously partially. The of research descriptive verificative.

of Business Administrative Data by with t We Multiple Technique analyze relationship variables. The of research that environment individual aspect simultaneously positive significant 33.1% student making of in Partially, environment positive and individual aspect positive significant student decision making of **majoring in Business Administration.**

Key Words: Social Individual Aspect Decision Business Administration. INTRODUCTION Education has an important role in creating qualified human resources. Education provider has an obligation to create qualified resource through effective education process. High education is consist of academy and profession education where as education unit provide advanced education in form of Polytechnic, Institute and University.

Student is direct customer for the university and sort of other education is competitor. Therefore, the major of Business Administration is important to give attention social and psychological to the competition. 12. Lecturer of Politeknik Negeri Banjarmasin The number of Business Administration student is becoming decrease after year , that, major Business Administration push have effort to it. One of the efforts is to increase student

service such as sufficient infrastructure which is considered to support qualified graduation.

The major of Business Administration **have to know how** social environment and individual psychological aspect influence decision making (Kotler, 2000:153). The society realizes that education bringing on the increase of education institution, so that private and public college is increase. The competition is not only between the public colleges but also with the private colleges that offers better facilities for the student, domestic and foreign.

Tri Perguruan (Three Duties of College) is a function of higher education, i.e: 1) education and learning; 2) research; and 3) society devotion. The main activity of college is to give education for the student. Yusuf Hanafiah (1994:5) explain education is service the to their Therefore, the quality of education service must be appropriate with student needs and even more.

Realize on external environment, individual internal of education, and tight competition, college management is force to aware and proactive to read the opportunity and student willingness as users. In globalization, all sectors, manufacturing and service, will face tight competition, globalization has a broad impact from the economy to education sector.

Education has a direct relation to society development. Because the education able give framework society. education nation development otomatically. Recent year, the awareness of society on education tends to increase. They realize face challenge the One the is have education, so they will be able to develop their selves.

Student of Business Administration is hoping to have the best in learning the subject from their lecture both theoritical and practical, on time in class, good communication, appropriate facilities and comfortable college that support qualified Therefore, needs understanding much social environment individual aspect student making of **majoring in Business Administration**. Based on the explanation above, the deep review of decision making is more and more.

Social environment and individual psychological aspect is a nature general condition around the customer. Costumer individual psychological consist of culture, social, demography and psychological. Culture, social, and demography environment is an external but psychological environment is an internal.

4978 • Rofi'i, Hikmayanti Huwaida and Sri Imelda This research observes social external

environment, because the culture and demography has weak to making. external environment to (2000:153) group reference, role and status society presumable student making **majoring in Business Administration**. Internal psychological according Kotler is influence four factors, is: perception, and personal believe. Empirically, influence factors is to verified.

differences time and and characteristic education bring about the accuracy of theory is needed to be reexam. Objective of research are: 1. Knowing factors social and psychological aspect attained in Business Administration. 2. Knowing the influence of social environment and individual psychological aspect and influence student making of **majoring in Business Administration**.

THEORITICAL REVIEW Education is conscious and planned effort to create study atmosphere and learning process **so that the student** may actively develop internal potential to have spiritual religion empowerment, self control, personality, intelegency, noble character and skills for him selves, for society, for nation and for the country (UU RI No 12 tahun 2012 tentang Pendidikan Tinggi). Education produces service for their student. Recently, education service is facing tight competition.

Every college with Business Administration majoring in is compete to give satisfaction for their student because satisfaction is key of success to win the competition. Here is the problem of social environment and individual psychological aspect becomes the important factor to face marktendency that motivated to act in decision making. Kanuk explain from perspective micro consumption is how individual making decision to expense available sources (time, money, etc) for their interest.

Decision making is not only based on economic reason, also, culture, influence others customer decision process. Kanuk model 254) that is as problem solver. In the framework, customer is often described as passive individual in hand is in product service fulfill Student Decision Making Model of Majoring in Business Administration... • 4979 his requirement. Customer is viewed as information processor. Information processing will inform preference which is result on buy or no decision.

Cognitive perception realizes that customer is impossible to have all the information for each alternative. The decision for choosing Business Administration is the same as decision to become buyer in transaction of goods. Therefore, the theory of customer decision making such as consumer behavior become relevant to explain student decision making process of **majoring in Business Administration**.

Decision making in choosing Business Administration is a mirror of consumer behavior

itself. Many experts show some factors influence consumer behavior. Basu Swasta (2002:55-91) mention some factors influencing consumer behavior. There are external factor i.e culture, social class, social community, reference and family. Internal factor includes motivation, observation, learning, personality, self concept attitude.

(1993:46) two influence behavior in the process of decision making. There are environment and individual difference. consists culture, class, and Individual consists customer, knowledge, personality, life style, and demography. Kotler explain factors influence i.e: culture, culture has broad and strong influence to attitude, among other is role, sub culture and social class (2) Social, include reference group, family and role/status, (3) personal characteristic, include age, life cycle, task, economic, personality and self concept (4) psychological, include motivation, perception, learning, self confidence and believe. Martini (2011) found that culture, personal and psychological partially is not influence decision , but social aspect does.

Simultaneously, the results shows that culture, social, personal and psychological influence is 57.1%. Sawaji (2011) found that education cost relatively influence image , motivation, attitude, decision Reference influence attitude, and making. communication image decision making, but non significant to motivation and attitude. Image influence motivation, attitude and decision making.

Attitude influence decision making. Indartini (2010) found that individual characteristic, marketing mix, psychological partially decision but environment has non influence. characteristic, mix, psychological factor, simultaneously influence student decision making.

Pramukti (2008) found that psychological factor, marketing mix, culture and social simultaneously influence decision making on Private Universities in Malang. 4980 • Rofi'i, Hikmayanti Huwaida and Sri Imelda Hidayat found culture, personal, influence consumer shopping decision making. Urfana found culture, personal, influence buying decision making.

Ramadhani (2013) found that culture, social, personal, psychological influence Furla bag buying decision making in Padang Maleke found social psychological buying making and But influence and significant . Mutaqin (2012) found that culture, social, personality, and psychological influence instant noodle buying decision making. This research is focus on external environment on social aspect that consist of group family role/status, has hypotesis influence student decision making of **majoring in Business Administration** (Study on universities in South Kalimantan).

Rofi'i and Imelda (2006) found that social environment and psychological aspect influence student decision making process of **majoring in Business Administration** simultaneously and partially. The influence is 41.12%. Kotler (2000:157) found that reference group consist of all people that influence someone's directly indirectly. member primary that influence utilization Role/status someone's in group.

Kotler explain internal or factor include: perception, and Motivation is impeller power of individual to do an action. Action is a process as regard to perception. **Perception is a process** to select, organize, and interpret information to form meaningful product image. In choosing the product, the customer will be by experience the This leads learning process.

is exchange personal Attitude an emotional feeling and favour able, unfavourable and long lasting action of someone's on object. Social environment and individual psychological aspect must be fit to decrease negative from making student satisfied the offers. We to about behavior we to about wants.

Student Decision Making Model of Majoring in Business Administration... • 4981 Kanuk explain the behavior a that about individual decision making to expense their sources and fulfill their needs include what, why, when and where. How many and how long they will use it. Kotler Swasta, describe consumer is as individual activity to earn goods and service,include decision making process of planning and determining the activity.

There are two important elements of consumer behavior: (1) decision making process and (2) physical activity that involve individual in valuing, having and consuming goods and service. Buyer making is across level activities: needs identification, (2) information searching, (3) alternative evaluation, (4) buying and (5) results (feelings after buying). Based on explanation above, the research paradigm is as follow: Figure 1: Relationship of Research Variable attitude.

Attitude is an evaluation, emotional feeling and favour able, unfavourable and long lasting action of someone's on object. Social environment and individual psychological aspect must be fit to decrease negative impact from decision making and student is satisfied with the service offers. **We have to know** about student's behavior if we want to know about student wants.

Kanuk (2000:6) explain that the consumer behavior is a study that learn about individual decision making to expense their sources and fulfill their ne eds include what, why, when and where. How many and how long they will use it. Kotler (Basu Swasta,2001:10) describe that consumer behavior is define as individual activity to earn goods and

service, include decision making process of planning and determining the activity.

There are two important elements of consumer behavior: (1) decision making process and (2) physical activity that involve individual in valuing, having and consuming goods and service. Buyer decision making process is went across five level of activities: (1) needs identification, (2) information searching, (3) alternative evaluation, (4) buying and (5) results (feelings after buying).

Based on explanation above, the research paradigm is as follow: (Source: Kotler, 2000:161) Social Environment ? Group of reference ? Family ? Role and status Individual Psychological Aspect ? Motivation ? Perception ? Knowledge ? Attitude Student Decision Making (Source: Kotler, 2000:161) Hypothesis "Social and psychological influence decision making of **majoring in Business Administration** simultaneously and partially."

4982 • Rofi'i, Hikmayanti Huwaida and Sri Imelda RESEARCH METHOD **This research is descriptive and** verificative with quantitative approach. The unit of analysis is business administration student. Fishbone Diagram Model of Decision Making is shown on exhibit 2. Figure 2: Fishbone Diagram Model Figure 1. Relationship of Research Variable Hypothesis "Social environment and individual psychological aspect influence student decision making of **majoring in Business Administration** simultaneously and partially." RESEARCH METHOD **This research is descriptive and** verificative with quantitative approach.

The unit of analysis is business administration student. Fishbone Diagram Model of Decision Making is shown on exhibit 2. Figure 2. Fishbone Diagram Model Measurement of Variable The measurement scale **of this research is** Likert scale. Therefore, the type of data is interval (Sekaran, 2006). Social environment as first independent variable is sign as X 1, individual psychological aspect as second independent variable is sign as X2, and decision making as dependent variable is sign as Y. Social Enviror Gru Family Pe Knowledge 1. Social envontment 2. Inl Psychl aspe 3.

Decisioning Decision n Coosing In M j or g Is Measurement of Variable The measurement scale **of this research is** Likert scale. **Therefore, the type of** data is interval (Sekaran, 2006). Social as independent is as 1, individual psychological as independent is as 2, and decision making as dependent variable is sign as Y.

Technique of Data Analysis Analysis data technique in this research is using Multiple Regression. RESULT AND DISCUSSION General description of research object Respondent of the research is student of Business Administration of College/

Universities in South Kalimantan. They are: 1. Business Administration of Politeknik Negeri Banjarmasin. 2. Business Administration of Universitas Lambung Mangkurat.

Student Decision Making Model of Majoring in Business Administration... • 4983 3. Business Administration of Politeknik Kotabaru. 4. Institute of Administration Bina Banua Banjarmasin. 5. Institute of Administration Tabalong. Respondent 200 165 fulfilling returning questionnaire which will be examines in this research.

Social Environment Variable Student response about social environment in decision making to choose Business Administration based on their experience after they became a student at one of the college. Social Environment Variable (X 1) include: (1) reference group; (2) family; (3) role/status, measured by six items of statements. Data analysis results maximum score 30; minimum score 11; and interval range 4.

Based on interval range, there is social environment interpretation as shown on table 1. Table 1 Variable Interpretation Guidance No Score Range Category 1. 11-14 Very low 2. 15-18 Low 3. 19-22 Quite high 4. 23-26 High 5. 27-30 Very high Furthermore, is by (%) frequency) social environment variable score (X 1) as shown on table 2.

Table 2 Score Distribution of Social Environment No Score F % Cumulative 1 11-14 12 7.27 7.27 2 15-18 22 13.33 20.61 3 19-22 61 36.97 57.58 4 23-26 59 35.76 93.33 5 27-30 11 6.67 100.00 Total 165 100.00 4984 • Rofi'i, Hikmayanti Huwaida and Sri Imelda Table shows 165 is on range. respondents on 11 and 14 range (7.27%); between 15 and 18 is 22 respondents (13.33%); between 19 and 22 is 61 respondents (36.97%); between 23 and 26 is 59 respondents (35.76%); and 27 30 11 (6.67%).

biggest dominant percentation on social environment variable is 36.97% in the range between 19 and 22. Based on table 1, its category is quite high. Score **distribution is clearly shown** on figure 3. Figure 3: Score Distribution of Social Environment Individual Psychological Aspect Variable (X 2) Student response about individual psychological aspect in decision making to choose Business Administration based on their experience after they became a student at one of the college.

As explain before, there are four individual psychological i.e perception, and and measured by 20 items of statements. Data analysis result shows maximum score is 100, score 56 interval is Based interval there individual psychological aspect interpretation as shown on table 3. Student Decision Making Model of Majoring in Business Administration... • 4985 Table 3 Guidance of Interpretation of Individual Psychological Aspect Variable (X 2) No Score Range Category 1. 92-100 Very low 2. 83-91 Low 3. 74-82 Quite high 4. 65-73 High 5.

56-64 Very high Furthermore, is by (%) frequency) individual psychological aspect variable score (X 2) as shown on table 4. Table 4 Score Distribution of Individual Psychological Aspect Variable (X 2) No Skor F % Cumulative

Score Range	No	F	%	Cumulative
56-64	10	6.06	6.06	2.00
65-73	30	18.18	24.24	3.00
74-82	69	41.82	66.06	4.00
83-91	48	29.09	95.15	5.00
92-100	8	4.85	100.00	6.00
Total	165	100.00		

Table shows 165 is on range. respondents on 56 and 64 range (6.06%); between 65 and 73 is 30 respondents (18.16%); between 74 and 82 is 69 respondents (41.82%); between 83 and 91 is 48 respondents (29.09%); and 92 100 8 (4.85%).

biggest dominant percentation individual aspect is in range between 74 and 82. Based on table 1, its category is quite high. Score **distribution is clearly shown** on figure 4. 4986

• Rofi'i, Hikmayanti Huwaida and Sri Imelda Figure 4: Score Distribution of Individual Psychological Aspect Variable (X 2) Decision Making Variable (Y) Decision variable is by item questions.

response completely and detail is as shown as follow: Decision making variable (Y) is consist of 5 item of questions: maximum score is 25; minimum score is 11; and interval range is 3. Based on interval range, there is decision making interpretation as shown on table 5. Table 5 Guidance of Interpretation of Decision Making Variable (Y) No Score Range Category

Score Range	Category
11-13	Very low
14-16	Low
17-19	Quite high
20-22	High
23-25	Very high

23-25 Very high Student Decision Making Model of Majoring in Business Administration... • 4987 Furthermore, data is analyzes by percentation (%) and frequency (f making variable score (X 2)) as shown on table 6. Table 6 Score Distribution of Decision Making Variable No Score F % Cumulative

Score Range	No	F	%	Cumulative
11-13	1	0.61	0.61	0.61
14-16	1	0.61	1.21	1.21
17-19	31	18.79	20.00	20.00
20-22	100	60.61	80.61	80.61
23-25	32	19.39	100.00	100.00
Total	165	100.00		

Table 6 shows that 165 respondents is spread on five range.

1 respondent is on 11 13 (0.61%); 14 16 1 (0.61%); 17 and 19 is 31 respondents (18.79%); between 20 and 22 is 100 respondents (60.61%); and 23 25 32 (19.39%). biggest dominant percentation decision variable 60.61% the between and 22. Based on table 5, its cathegory is quite high. Score **distribution is clearly shown** on figure 5.

Figure 5: Score Distribution of Decision Making Variable (Y) 4988 • Rofi'i, Hikmayanti Huwaida and Sri Imelda Data Analysis Process and Research Model Testing Hyphotesis testing in this research are social environment and individual psychological influence decision simultaneously partially. Hyphotesis testing is uses multiple regression as a tools of analysis.

Independent variable social (X 1) and psychological (X 2) and dependent variable is decision making (Y). Social (X 1) Individual Aspect 2) Decision Making (Y). To the of social environment and individual psychological aspect student making may seen the of of determination (R²). Coefficient of determination is shown as follow. Table 7 Model Summary b Model R R Square Adjusted R Square Std. Error of the Estimate 1 .558a .311 .303 1.705 a.

Predictors: (Constant), Individual psychological aspect, Social Environment b. Dependent Variable: Decision Making R² is 0.331. It means that simultaneously, social environment(X 1) and individual psychological (X 2) decision (Y) 33.1%, the is influence by other factors that not examines in this research. Significant testing of simultaneously is shown as follow.

Table 8 ANOVA b Model Sum of Squares Df Mean Square F Sig. 1 Regression 212.725 2 106.362 36.595 .000a Residual 470.851 162 2.906 Jumlah 683.576 164 a. Predictors: (Constant), Individual psychological aspect, Social Environment b. Dependent Variable: Decision Making Student Decision Making Model of Majoring in Business Administration... • 4989 F count > F table (36,595 > 2,996) and significant level < 0,05 (0,000 < 0,05), therefor Ho is reject.

It conclude that social environment (X 1), and individual psychological aspect (X 2) influence decision making (Y) all together. Furthermore, partial testing may be seen as follow. Table 9 Coefficients a **Model Unstandardized Coefficients Standardized Coefficients T Sig.** Collinearity Statistics B Std. Error Beta Tolerance VIF 1 (Constant) 10.175 1.258 8.086 .000 Social environment .001 .041 .002 .019 .985 .663 1.508 Individual psychological aspect .136 .020 .557 6.956 .000 .663 1.508 a. Dependent Variable: decision making From table X 1 coefficient 0.001 X 2 coefficient 0.136.

And Regression Equation is as follow: $Y' = 10,175 + 0,001 X_1 + 0,136 X_2$ The step testing significant influence each partially to making. test use know significancy social influence decision and psychological also. level of significant is 0.05 and two tail. Testing of Coefficient of Social Environment Variable (X 1). T t (0,019 < 1,96) significant (0,985 > 0,05), Ho is not reject.

The that environment 1) non to making (Y). Testing of Coefficient of Individual Psychological Aspect (X 2). T t (6,956 > 1,96) significant 0,05 Ho is reject. The conclusion is individual psychological aspect (X 2) influence decision making (Y). To earn complete description of hypotesis testing simultaneously and partially, shown as follow: 4990 • Rofi'i, Hikmayanti Huwaida and Sri Imelda Table 10 Summary of Hypotesis Testing No Research Hyphotesis Hyphotesis test Decision 1.

Social environment and Individual psychological aspect influence decision making of majoring in Business Adm. Ho is reject H1 is not reject Hypotesis of research is not reject simultaneously 33,1%. 2. Individual social environment influence decision making Ho is not reject H1 is reject Research Hypotesis is reject 3.

Individual psychological aspect influence decision making. Ho is reject H1 is not reject Research Hypotesis is not reject. Final Model of linier equation formed in this research as follow: $Y' = 10,175 + 0,001 X_1 + 0,136 X_2$ CONCLUSION AND SUGGESTION Conclusion Based on data analysis, there are some conclusion may be made, i.e: 1.

Social and psychological influence decision making of **majoring in Business Administration** at Universities in South The of environment of of reference, family, and role/status. The main consideration for making decision come family role/status It family is reliable information source and having experience about Business Administration. and will student making. Individual psychological aspect consists of motivation, perception, knowledge attitude. main for is from knowledge attitude.

individual aspect, has limitation: is sufficient, facility and infrastructure. 2. Social and psychological influence decision making. This condition indicates that social environment and individual psychological aspect stimulate decision making. 3. Social environment has non significant influence on decision making. Student Decision Making Model of Majoring in Business Administration... • 4991 4.

Individual psychological aspect influence decision making. This condition shows that student in making decision needs better service from the college, especially the major of Business Administration. Suggestion These are the suggestions for the research: 1. Business Administration has to consider social environment.

In this case, giving information about Business Administration clearly and complete is very important, also the strength of Business Administration above other major for the source of information that influence student decision making of **majoring in Business Administration**. 2. Better service for the student is very important such as: complete the facility and infrastructure (library, laboratory, LCD, computer, AC). 3.

There many variables influence decision Therefore, the researcher is interesting to conduct further research with other variable besides social environment and individual psychological aspect such as: culture, economic, and lifestyle on student decision making of **majoring in Business Administration**. References A. A. Anwar Prabu Mangkunegara. 2002 . Perilaku Konsumen. Cetakan kedua. Bandung: PT Refika Aditama.

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