

ABSRTACT

Cahyani Yulisti Yuniar, 2026. *“The Influence of Peer Conformity and Learning Motivation on Students’ Interest in Continuing to Higher Education (A Survey of Students at SMAN 6 Tasikmalaya).”* Department of Economic Education, Faculty of Teacher Training and Education, Universitas Siliwangi, Tasikmalaya. Supervised by Raden Roro Suci Nurdianti, M.Pd and Ati Sadiyah, M.Pd.

Students’ interest in continuing their studies to higher education still shows varying levels, particularly in the Tasikmalaya region. This condition is indicated by the low percentage of people with higher education backgrounds and the differences in students’ interest in pursuing higher education. These problems indicate the existence of factors influencing students’ interest, both internal and external social factors. Previous studies generally focused on economic, family, and academic achievement factors, but only a few have simultaneously examined the influence of peer conformity and learning motivation on students’ interest in continuing their studies. This research gap became the basis for conducting this study. This study aims to determine the influence of peer conformity and learning motivation on students’ interest in continuing to higher education, both partially and simultaneously. The research employed a quantitative approach using a survey method. The population of this study consisted of all students of SMAN 6 Tasikmalaya in the 2025/2026 academic year, totaling 1,300 students, with a sample of 306 students selected using the proportional stratified random sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression analysis, including the t-test, F-test, and coefficient of determination. The results showed that peer conformity and learning motivation significantly influenced students’ interest in continuing to higher education, both partially and simultaneously. The higher the positive peer conformity and students’ learning motivation, the higher their interest in continuing their studies to higher education. Therefore, schools and related parties are expected to create a supportive learning environment and improve students’ learning motivation to encourage their interest in pursuing higher education.

Keywords: peer conformity, learning motivation, interest in continuing to higher education