

ABSTRACT

Obtaining an important bachelor's degree for students and colleges. Retention from the point of view of higher education has been done a lot, but from a student's perspective it is still limited. This limitation needs to be explored to find out the predictor factors that influence students to survive and leave college.

This study aims to determine what predictor factors influence student retention rates in college. The data of this study were carried out quantitatively with respondents totaling 37 students. The analysis technique used is multiple regression.

The results showed that simultaneously the variables of integration, social support, self-efficacy, and stress influence the retention rate. While partially information support, instrumental, appreciation from classmates, and stress on academic skills have a significant positive effect on retention rates. Then the lecturer emotional support, classmate's emotional support, parental information support, self-efficacy in competence and motivation have a significant negative effect on retention rates.

The research limitation is the limited number of respondents. The next study can increase the number of respondents who represent according to the research variable. Hopefully this research can increase knowledge to increase student retention in higher education.

Keywords : *Retention, Integration, Social Support, Self-efficacy, Stress*