



## **Abstract**

This thesis looks at how gender norms and parental expectations influence the choice of academic majors among university students in Indonesia, a setting where cultural values and family involvement remain strong. Drawing on survey responses from 108 students across different study programs, the analysis uses linear probability models to test two main ideas: first, whether students are more likely to pick majors they see as fitting for their gender, and second, whether stronger parental influence makes students more likely to choose science-related fields.

The findings show a clear gendered pattern in the role of social norms. Male students who agree more strongly with traditional gender beliefs tend to select science majors, while female students with similar views are less likely to do so. Parental expectations also play a role, particularly in lower-income families, where parents' preferences appear to have a stronger impact on students' choices.

These results point to the importance of social pressures in shaping educational decisions and suggest that policies aimed at gender equity and student autonomy need to address not only access and performance but also the cultural and economic factors that influence students' decisions.

**Keywords:** Gender norms, Parental influence, Major choice, Higher education, Social norms