DETERMINANTS INFLUENCING FOREIGN STUDENTS' DECISION TO
STUDY IN UUM:
A STUDY OF UUM INTERNATIONAL STUDENTS

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STUDY IN UUM:

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ABSTRACT

It is important that Higher Education Institutions recognized themselves as contributing in the service industry to meet with the increasing demand of their stakeholders. In competing globally, Malaysian institutions are becoming popular destination for overseas studies. This study investigates the relationship between Perception of the International students And Quality of Reputation, Promotion, Institutional Culture and People culture, Price and Quality and expertise of staff. The study involved foreign students who were studying at Universiti Utara Malaysia (Northern Malaysian University). A total number of 123 valid responses were collected through questionnaire-based survey method representing a total of 82% per cent response rate. The result of this study had indicated that there was a significant relationship between the determinants that influencing foreign student’s decision to study in UUM.
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~ Thank You ~

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INTRODUCTION

1.1 THE BACKGROUND OF THE STUDY

Educational services provided for international students, had witnessed a major growth over the last 30 years. Almost 1.8 million international students were estimated in 2004, studying abroad and demand is expected to grow fourfold in the next 20 years (Bohm et al., 2002). Actually, the demand seems greatly obvious in English language education within the USA, the UK and Australia as significant providers.

Nowadays, most educational institutions recognize that they need to market themselves in a climate of continuous competition that is a global one for universities. Also substantial literature has been developed which is concerned with the practices and concepts of marketing from other sectors to education (Gibbs, 2602). To be competitive in the global context, universities must understand the key education needs of overseas students and the perceived value and core elements of their offerings.

In terms of written works, the literature on education marketing, had originated from the UK and US in the 1980s and was theoretical in nature and was based on models developed in the business sector (Oplatka & Hemsley-Brown, 2004). It contained books and manuals on how to market institutions (Kotler & Fox, 1985, Gibbs & Knapp, 2901) and how to apply well-established advertising and public relations practices, used in the business sector, to attract overseas students.

Higher education was later on recognized not as a product, but a service. Therefore, marketing of services was sufficiently different from marketing of products. So, to justify
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