

**FACTORS INFLUENCING INTERNATIONAL
STUDENTS' DECISION TO STUDY IN
UNIVERSITI UTARA MALAYSIA**

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UNIVERSITI UTARA MALAYSIA**

By

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**Dissertation Submitted to
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Abstract

Nowadays, higher education is becoming increasingly globalized and internationalized. Malaysia today aspires to be a regional hub of higher education where internationalization is believed to be the best empowerment approach to throw the country's higher education to world class. The number of international students studying in Malaysian institution of higher education is continuously growing. International students contribute their own success, campus diversity, campus internationalization and also economic of Malaysia. Universiti Utara Malaysia (UUM) meets the challenges of internationalization by offering learning opportunities to international students. The purpose of this study is to identify the factors that influencing international student's decision to study in UUM. However, this study will focus only on all the international students in UUM, total 2608 international students in different education level and from different countries. This study is a quantitative research. The questionnaires were distributed to the respondent. A total of 289 international students at UUM provide feedback via the questionnaires form. Technique of regression analysis and Pearson Correlation in SPSS is used to identify the relationship and test the hypothesis. The findings of this study indicate that there is a significant and positive relationship between university reputation, pricing and promotion/advertising with decision of international student's choosing UUM to further study.

Keyword: Higher Education, Internationalization, International Student Decision, UUM Malaysia

Abstrak

Kini, sektor pendidikan tinggi telah menjadi semakin globalisasi dan internationalizes. Sistem Pendidikan Tinggi Malaysia kini lebih terbuka dan berhasrat menjadikan hub pendidikan tinggi serantau. Pengantarabangsaan merupakan satu pendekatan yang dapat mempertingkatkan keupayaan dan keperkesaan pengajian tinggi agar setanding dengan sistem pengajian tinggi yang terbaik di dunia. Bilangan pelajar antarabangsa yang belajar di institusi pengajian tinggi Malaysia juga semakin berkembang dan mereka bukan sahaja menyumbangkan kerjayaan mereka sendiri, kepelbagaian kampus antarabangsa dan juga ekonomi Malaysia. UUM menyahut cabaran pengantarabangsaan dengan menawarkan peluang pengajian kepada pelajar antarabangsa. Tujuan kajian ialah untuk mengenalpasti faktor yang mempengaruhi keputusan pelajar antarabangsa menyambung pengajian di UUM. Sejumlah 2608 pelajar antarabangsa di UUM yang berbeza peringkat pendidikan dan pelbagai Negara termasuk dalam kajian ini. Kajian ini adalah kajian kuantitatif. Borang soal selidik yang disediakan diberi kepada responden. Seramai 289 pelajar antarabangsa di UUM memberikan maklum balas menerusi borang kaji selidik. Teknik Regression dan korelasi Pearson dalam SPSS telah digunakan untuk mengenal pasti hubungan dan menguji hipotesis. Hasil kajian ini menunjukkan, bahawa terdapat hubungan yang signifikan dan positif antara keputusan pelajar antarabangsa menyambung pengajian di UUM dengan reputasi universiti, kos pengajian dan promosi serta pengiklanan.

Katakunci: Pendidikan Tinggi, Pengantarabangsaan, Keputusan Pelajar Antarabangsa, UUM Malaysia

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CHAPTER ONE

INTRODUCTION

In this chapter, reviews the outline of the study. In this section, will start with the background of study then problem statement, which will describe the regarding issues of study. Next, will discuss on research objective, which is to determine what the researcher wants. After that, research questions will be discussed. Then, significant of study and definition of key terms will be emphasized. Lastly, in this chapter will highlight out the organization of chapter for the study.

1.1 Background of Study

Higher education in Malaysia has knowledgeable an increasing competition among universities and higher education institutes to attract more students both locally and internationally (Mazzarol, 1998). The competitive had pressured the higher educational institutions to look more competitive marketing strategies in order to compete in their own markets. Malaysia aspires toward position itself as a centre of educational distinction in the Asia Pacific region and in the completion, a variety of facilities and infrastructure and educational facilities have been well-known. Institute of Public and Private Higher Education and collaboration with higher education institutions abroad more actively organized to welcoming more international students to further study in Malaysia.

Meanwhile, according to Mohamed Khaled, Malaysia Education Services Global which was established last year will begin to operate and with role as one stop centre to monitor, oversee and coordinate related matter with promotion, marketing and international student support service in this country. Internationalization is no longer limited to international student total factor or overseas branch campus but emphasis on internationalization integration strategy in various tertiary education services. With this strategy, the development will claim to do their new mapping by giving emphasis to excellence integration in all tertiary education services aspect. According to LeBlance and Nguyen (1999), have indicated that the perception of the price in the form of price or quality of the relationship is an important factor in pursuing their studies, while Ford et al. (1999) has acknowledged that reputation, issues living costs, scholarships, academic issues and issues the program has become a determinant in making the choice to university

Malaysian higher education system is more open and has become one of the important destinations in the world of higher education internationally. Higher education system is created to make sure that public higher education institution (IPTA) in order to be able to figure a reputation with energetic experiences, economical, well able to predict the upcoming challenges and ready to respond successfully in line with global developments. Therefore, to improve IPTA capacity will continue to be done to implement functions and responsibilities more well-organized, clear and effective to create an excellent higher education system. In accordance with the objective, IPTA in Malaysia had been categorized to three groups which namely research university, university focusing (technical, education, management and defence) and

comprehensive university. Until today, there are 20 public universities in the country, which consists of five (5) research universities, four (4) comprehensive universities and 11 universities focused.

Recognition program of higher education institutions (HEIs) in the international stage was the main attraction to overseas students to study in the country. According to the Higher Education Statistics Malaysia 2012, the enrolment of international students in Malaysia in 2012 was about 26,232 of people and international student that achieve highest enrolment is Iran (5980), followed with Indonesia (3638), China (1908), 1651 (Yemen) and Iraq (1508). In addition, the cost of living is relatively low has also made Malaysia as the best option to pursue for many international students. According Yet Mee Lim et al. (2011), the factors that affect international students studying in Malaysia is the proposed agent, lower costs and a comfortable climate for students from Middle Eastern countries. Meanwhile, higher education strategic plan 2007-2020 aims 200,000 international students (Ministry of Higher Education, 2007). To that end, the university should have a system of high quality service delivery and meet the tastes of students, particularly graduate students, international comparable with the best universities in the world.

Universiti Utara Malaysia is the sixth university which was established in 1984. Its establishment is believed to be caused by increasing population in Malaysia and increasing demand of university education sector. UUM motto is "Knowledge, Budi, and Linwood". In August 1983, government decided to establish a new university i.e. Universiti Utara Malaysia (UUM). From 1984 to 1990, the temporary campus and office of

UUM were in Bandar Darulaman, Jitra, Kedah, Malaysia. The permanent campus was built in Sintok since January 1989. UUM moved to its permanent campus on January 1991.

1.2 Problem Statement

Education is a very important agenda in determining the direction of the country in the future. Indeed, the Prime Minister, Dato 'Sri Mohd Najib bin Tun Haji Abdul Razak also said education is dominant social and economic development of the country's capital (Ministry of Education Malaysia, 2012). Therefore, the government aims to position Malaysia as a centre of academic excellence by the year 2020 in the region. Centre of academic excellence is a reference point for knowledge and have competent trainers.

Presently, we can see many international students have a lot of studying higher education in Malaysia either in Private Higher Education Institutions (HEIs) or in the Institute of Higher Learning (IPTA). They come from 161 different countries, so that they have the background and different cultures. Statistics also show an increase in international students from year to year. There are various factors that motivate them to study in Malaysia such as good services, low-cost education and the opportunity to good jobs in the country. According to Dato' Dr Hou Kok Chung, Malaysia now has been seen as a favourite destination for foreign students studying here because the cost of living is much lower compared to other countries and learning environment here is more conducive (New Sabah Times, 2012). This is because the Ministry of Higher Education encourages public and private

institutions to add more intakes of international students in an effort to assist the Government of Malaysia as a hub for higher education globally.

In this study, the problem will focus on the decision of the international students in choosing Universiti Utara Malaysia (UUM) instead of going to the other universities in Malaysia such as Universiti Kebangsaan Malaysia (UKM), Universiti Malaya (UM), Universiti Sains Malaysia (USM) and others. Further to this the study intends to identify the factors that influencing international student's choice of UUM as the best place to pursue their studies.

1.3 Research Questions

The study intends to investigate the factors that influence international students' decision to study in Universiti Utara Malaysia. As a result, the research efforts to answer the following questions.

- i. Does the UUM's reputation influence the international student's choice in decision towards studying in UUM?
- ii. Does the UUM's pricing influence the international student's choice in decision towards studying in UUM?
- iii. Does the UUM's promotion and advertising influence the international student's choice in decision towards studying in UUM?

1.4 Research Objectives

This study was attempted to measure the relationship between university reputations, pricing and promotion/advertising of the international students' choice decision towards UUM. However, this study generally seeks to accomplish the following objective:

- i. To examine the relationship between UUM's reputation and choice in decisions towards studying in UUM.
- ii. To examine the relationship between UUM's pricing and choice in decisions towards studying in UUM.
- iii. To examine the relationship between UUM's promotion/advertising and choice in decisions towards studying in UUM.

1.5 Scope of Study

The participants involved in the research are the international students. The researcher had focused only the students located in the residential colleges and were studying in Universiti Utara Malaysia (UUM). The purpose of this study is to identify the factors that influence international students' choice in decision of study in UUM. So that, universities is ready to compete with others universities in attracting the international students. Thus, in order to become a competitive destination, it is important for UUM to identify the real factors that influence international students to choose UUM as the best place to pursue their studies.

1.6 Significance of Study

1.6.1 National

In the present era of the education sector, it has been shown that foreign students like to gain knowledge and experience with local students studying in Malaysia. It is a valuable commodity to the global market and strengthens the foundations for the development of knowledge interaction and global relations. In an effort to increase the international education market, government and institutional Malaysia has put initiatives, incentives and infrastructure development to substitute educational excellence. Meanwhile, in other side way to suggestion accessibility is serve them the internet facility, accommodation and other facilities in which both students and institutions.

Presently, Malaysia is one of the competitors in attracting international students from various countries to pursue their higher education. This is because Malaysia is one of the major countries in Asia that received a lot of international students and increase each year. Malaysia has become attractive study destination for students from Middle East and Arab World. In 2006, there are more than 55,000 international students coming to Malaysia to pursue their study whether in public or private institutions (Verbik and Lasanowski's, 2007). According to Morshidi (2008) after 1996, there are high arrival of students to Malaysia has been increased. It gives a result of restructuring of higher education.

1.6.2 Universities

University management need to promote their institution and develop an appropriate difference strategy which points their strength and rules the students a reason to choose that university. It has 20 public universities including UUM known as a leading university management. Therefore, the needs of international students in Malaysia and Universiti Utara Malaysia in particular should consider the issue of education and non-education needs to be improved to meet and fulfil their needs.

Furthermore, seven factors which is an education, social, technology, economic consideration, accommodation, safety, image and prestige were identified in Australia among four groups of international students from China, India, Indonesia and Thailand Arambewela & Hall (2009). Therefore, the results of the study will show some indication on what the UUM to continue to give their best to attract more international students at the present time or in the future to come and study in UUM.

1.6.3 Body of Knowledge

In Malaysia, higher education is an important sector. Several researchers have made a study stating why and how international students decide to continue their studies in Malaysia as a destination for their studies. This is because as international students come to foreign country, they will get the experience about the culture of country. Thus, UUM also compete with other universities in attracting

international students. Various marketing strategies do from year to year to achieve the target in which the increase of international students to study in local universities or private.

Therefore, there are several important factors had been taken into account such as the environment, external factors to meet the needs and their ability to meet their needs for decision making in selecting institutions of their own choice. Tuition dependent private institutions are expected to take a higher number of new students to ensure their financial growth. Hence, the problem to be faced if an institution is unable to meet demand in an increasingly competitive market today (Dehn, 1999).

Petruzzellis and Romanazzi (2010) states that "the choice of perception and decision-making process in helping students better qualified institutional positioning strategy with a clear introduction about" buying "behaviour". In addition, factors that influence the choices and decisions analysed in order to attract international students to choose their own preferred institution in Malaysia. When these factors are assessed, marketing strategies and more effective techniques should be practiced to increase the intake of international students at Universiti Utara Malaysia. Percentage increase in the number of international students in an institution determines success or failure. Moe (1997) suggested that to enable the institution to grow and prosper under such conditions, each institution should have a strategic plan for the recruitment of international students. This requires institutions to monitor marketing activities, target markets,

hiring procedures, social support and financial characteristics that may attract international students. Therefore, this study will try to propose practical ways to attract more international students in Malaysia. Furthermore, many factors are analysed and using appropriate methodologies par with other academic institutions in Malaysia and overseas small part.

Therefore, with the results of studies that have been identified, assessed their strengths and weaknesses, other institutions can receive the benefits and assist in making and marketing their actions. Although research involving international students, many factors are analysed and appropriate methodology used with other academic institutions in Malaysia, and to a lesser extent, abroad. Also, other institutions can benefit from the results of their study to identify, compare and assess their strengths and weaknesses. Therefore, institutions can make research on it and can take action in terms of recruitment or marketing them.

1.7 Definition of Terms

1.7.1 International student

According to Organization of Economic Cooperation and Development (OECD), international students are those who travel to a country different from their own for the purpose of tertiary study.

1.7.2 Decision making

Refer to students make some comparison with all universities and evaluate their preferred alternatives which of the terms universities give attributes most important to them (Sidin, Hussin, & Soon, 2003).

1.7.3 Reputation

Reputation of the university refers to institutions with the most important aspect of international students in the decision to choose their university to pursue their study (Soontiens, 2009).

1.7.4 Pricing

Can be defined as “cost of education” such as tuition fees, accommodation fees, exchange rate and others as one of the factors in decision making by international students (Padlee et. al., 2010).

1.7.5 Promotion and Advertising

Advertising shows how the services provided to prospective users which will determine the difference of supply and demand for

services and to assist in evaluating and understanding the user in the service of money (Day, 1992).

1.8 Organization of the Study

Chapter one is briefly discuss about the background of study, and problem statement. After the problem statement, research objectives and research question is discussing. Follow by the objectives, definition term of every variable is discussing. Overall of chapter one is briefly give the reader acknowledgement about what the research is going to study. Then, chapter two will deliver a review on literature which is related to international of higher education and student mobility. The final section of chapter two is a review on the three factors that will influences international student's decision to study in UUM and overview of dependant variable. After that, chapter three will discuss on the methodology and instruments that used to measure international student's decision to study in UUM. In this chapter, a review on population and sample sizes of the study also discussed. Research and data analyse design will be giving a complete view in chapter three. All the result of data analysis will be explosion and discussing in Chapter four. Chapter five will encompass a summary discussion on finding, limitation of the study, recommendation for future research and conclusion.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

According to Shen (2004), there are several factors which influence them in choosing an institution. Therefore, in producing quality graduates and always maintain a high reputation; the institution must also provide a comfortable learning environment. It also affects the students to choose the best education for themselves. In addition, previous studies have indicated that student satisfaction is related to each other by infrastructure and environmental services (Gruber et al, 2010;. & Shehla Amine, 2011). For example, such as the library facilities, computer laboratories, academic buildings and administration, accommodation facilities, cafeterias, sports and recreational facilities, and transportation facilities.

Therefore, universities need to be sensitive to all aspects of the provision of accommodation and infrastructure facilities to the students to maintain the image of the university in a better position. Indirectly, with the ease of these aspects, it also affects the students in choosing the best university.

2.2 Internationalization of Higher Education

At present, the process of internationalization has various parts in affecting aspects of human life. It indirectly owns a significant factor in affecting the human being through the cultural, economic and political. However, in the context of higher education, internationalization process is a

very important role in which he has brought reform to the characteristics of the higher education institution that is public or private. Due to the higher learning institution, it has got the view that highly responsive to international developments and indirectly it also contributed to the internationalization of society. Therefore, higher education has been shown to increase the enrolment of international students in higher education institutions throughout Malaysia September 11, 2011 and thereafter. It is the result of the efforts of the Ministry of Higher Education (KPT) in enriching internationalization (Morshidi, 2008). At present, international student mobility has become an important element of higher education in the world. Thus, according to the Organization for Economic Cooperation and Development (2009), there are approximately 3.0 million international students who continue their studies around the world from different countries.

In support of the objectives of each country's economy, higher education is very important in developing the local workforce including direct generation of foreign income (Yorke, 1999). However, in previous years, the government has welcomed foreign universities to function in Malaysia. Indirectly, by this measure, the government has made another good decision to make Malaysia an education hub in the region. Therefore, both public and private HEIs need to take more responsibility for promoting products and services in order to attract them to study in Malaysia. It has witnessed many serious IPT using business strategies, marketing strategies specific to strategic activities in their operations.

In this study, it focuses focus on the selection of institutions of higher education for international students. According to Ross, Heaney and Cooper (2007), education and marketing education is a service industry presents a particular set of challenges where the main focus is student is the customer. Furthermore, choosing higher education institutions is the first step and necessary measures taken by the thought of international students in the process of connecting education in institutions of higher learning. In addition, choosing higher education institutions is an important decision that can form life and career success of students but also to their family life. In reviewing the selection criteria in the international context, students as customers need to make the right decisions in the demand for higher education institutions. In addition, the factors to be taken into account are the influence from media, parents, peers, location, cost, mass of the host country and other variables.

According to OECD “international students are those who travel to a country different from their own for the purpose of study”. From that, due to increased international students each year, Malaysia develop and expand recruitment in the recruitment of international students from various countries such as the United Arab Emirates (UAE), Oman, Yemen, Saudi Arabia and Somalia (Sedgewick, 2004) and their numbers have been growing steadily ever since. According to Altbach et al, 2009, since the emergence of an international knowledge network, the internationalization of higher education now have their own place and is a major trend. Altbach et al (2009, p.2), also defined that globalization is a reality that is shaped by an increasingly integrated world economy and the sophistication of information and communication technologies (ICT) are new. It is shaped by the emergence of

an international knowledge network, the role of English as well as other forces beyond the control of the academic institution itself. According to Stoltenberg (2011) defines "Internationalization" is the activity of higher education institutions that are fully supported or affected by multilateral agreements or programs as well as expand their influence over national borders. According to previous researchers, "internationalization" has been described as "innovative" (Wende, 1999), "challenge" (Altbach & Peterson, 2007), "complex" (Bond & Browry, 2002) and "rough" (Knight, 2008). However, internationalization in higher education has been a response to the institution. It also affects back to global influences that overrule the purpose of production or dissemination of knowledge (Friensen, 2009). While Beerkens (2007) discusses that the internationalization of higher education is the process of incorporating an international measurement into the teaching, research and service institution of higher education.

Damme (2001) stated the internationalization of higher education gradually dealing with risks and difficulties, either directly or indirectly related to the general quality challenges. In addition, the internationalization activities and policies can be an objective that is spacious and has the diversity and economic growth by taking input from paying foreign students. It is also an expanded curriculum and academic experience for local students in institutions of foreign partners (Stoltenberg, 2011). According to Stoltenberg (2011), the integration of international students and local students will facilitate international students easily adapt to the new environment and focus on their education. Among the activities carried out from an international standpoint is involved with research projects, exchange of students and staff

mobility projects. The recommended projects were designed specifically for foreign students to encourage them together in curriculum development (Stoltenberg, 2011). However, according to Gwendolyn (2006), the process of internationalization involving foreign student exchange program, a program of global issues, overseas projects and research cooperation is very important and useful for local students to equip themselves and to adapt them to the challenges of the global market. It is as useful to local students so that they are more sensitive to different cultures. In addition, to contribute to the process of internalization of universities, it must add more interaction and communication between international students and local students (Stoltenberg, 2011).

According to (Ayoubi & Massoud, 2007), the trend of internationalization of higher education has become a fundamental strategic element to universities around the world. Many universities have made marketing one of the main activities of the organizations and students of the university itself is one of those marketing products (Chen, 2008). Prem & Massimiliano (2009) states the student movement across cultural and geographical boundaries in international education efforts, and exposure has intensified because of globalization. In addition, international students are part of an important asset in the process of internationalization of the university. It attracts international students to adapt to a better learning environment and also communicate with local students. Furthermore, the cross-cultural interaction can lead to the spread of knowledge between cultures and can be a motivational tool for international students and domestic. Over the past few years, Malaysia has undergone a major change in

the landscape of higher education. There are several factors which are preferred for the high demand of higher education in Malaysia that operates at the level of the individual or community. For example, at the individual level, higher education is considered a key to getting a better job, get new experience, and provide opportunities for self-development. In the community, the government uses a higher education program for restructuring the Malaysian society whose inhabitants are native to continue higher education, enabling them to improve their lives in the future (Ghazali & Kassim, 2003;. Yusof et al, 2008).

Cant (2004) said that in order to succeed in this global environment, students must improve several major global cultural skills. With the availability of these requirements, it will increase with the search for international students in higher education worldwide (Enders, 2004; Teichler, 2004). Increase in the number of international students in education and admission of new states is as a destination for the purpose of increasing needs and understands consumer behaviour from the perspective of cross-country. In this point, educational institutions need to keep their good advantage by developing a unique image and reputation position (Ivy, 2001). With the reputation of a good image, efficiency to attract international students has grown to both government and the regional countries. The UK government has sponsored a number of enterprises to attract more international students with the aim to become one of the world's leading countries in international education (Binsardi and Ekwulugo, 2003). In fact, the United States and Australia also have used aggressive international marketing strategy for advancement in education (Mazzarol and Hosie, 1996). According Ivy

(2001), global trends in higher education has led to intense competition to invite new students (Nicholls 1995, Soutar and Turner, 2002).

Following the increase in Latin American students, the regional government of Madrid has been studying the possibility of opening a special office for the management of this international demand from Latin countries. In addition, also increase the capacity of existing facilities. The most important subject which attracts international students to study in Malaysia is focusing on higher education institutions involved in the internationalization strategy, national governments, regional and local. This is the way or method of promoting their region as an education destination. Therefore, there are important for marketers to understand the factors in the obtaining of potential students and recognize the nature of the relationship between these factors. According to Ahmad (2002), the high demand for education services, marketers need to be alert that these factors have affected consumers in accessing facilities and if they want to survive in this competitive environment.

2.3 Students Mobility

In the context of international student mobility, there are many researchers which are defined as "the global flow of students is complex and multi-directional" (Thiuri 2011, .29). This is because there are many reasons why students choose to continue their studies abroad. Moreover, from the point of view of history student mobility, early medieval period, international student exchange began to develop after the Second World War (Barnett & Wu, 1995). While in years 1990, universities around the world have become

more active internationally before the mobility of students, staff exchange and international curriculum dimension (Al-Ayoubi & Halbaibeh, 2006) it. In addition, international student mobility has become an important section in the world of higher education. Internationalization of education is a major challenge faced by the university due to increasing student mobility worldwide (Arambewela & Hall, 2009). However, the higher education systems in the whole world not only have challenges and identified as a threat but as an opportunity (Arambewela & Hall, 2009). According to forecasts by designation Drucker (1997) in (Arambewela & Hall, 2009) study, traditional universities will eliminate the growth of open universities. This is because the scope of cross border education to expand with the increased mobility of students, academic mobility, mobility program and institution mobility (Naidoo, 2006).

In international student mobility, there are two major trends involved. First, it consists of Asian students who enter primary academic system in North America, Western Europe and Australia. In addition, countries in the United Kingdom, Australia and Canada have streamlined endorsement and immigration requirements to appeal foreign students (Gornitzka et al, 2008). However, other trends in the European Union have various programs to promote student mobility (Gornitzka et al, 2008). Institutions of higher education formed a large number of bilateral agreements for student mobility has become more formal. A significant increase in student mobility should be understood from the perspective of other global phenomena (Friesen, 2011). Furthermore, technological advances have increased the speed of communication and the delivery of a variety of program options (Altbach,

2008). Many scholars refer to the question of how higher education has responded to the challenges of massification and they are defined. It is expected and greater social mobility for a growing segment. Due to new patterns of higher education funding, various systems of higher education offered in most countries, though generally there is a decline in academic standards and other trends (Altbach et al, 2009, P.1. However, massification is not a new phase as it is a deep stage of an ongoing revolution in higher education (Altbach et al, 2009). Researchers by Friesen (2011), believe that the widespread belief about knowledge is fundamental to economic development while individual universities across globally accessible resource for eligibility for work and efficiency.

Following the increasing internationalization, it increases the mobility of students and institutions that make many new partnership agreements with foreign institutions to understand what is really important for students and what makes students feel satisfaction with the university. Based on student mobility, it is important to understand the existence of a form of choice for international students from different countries (Kondakci, 2011). Due to the increase in international students, international student services office many know themselves need a way to evaluate both the actual status and future requirements for serving an international student body growing in an environment with growing demand (Hammons et al, 2004). Furthermore, cross-border student mobility largely benefited from the funding standpoint because nearly all areas of study for foreign students to pay fees based or receive a waiver of fees through scholarships which international students pay more than local students (Marginson, 2004). Based of study Clam &

Woodside (2005), he showed that the mobility of students across the world is more to broaden their world view and they can move beyond ethnocentric mentality. As an example, when foreign students studying in a foreign country regardless of the difficulties they face, it shows the opportunity to develop critical thinking and understanding of different cultures (Clam & Woodside, 2005).

2.4 Overview of Dependent Variable

2.4.1 Understanding International Students' Decision

At present, the demand for higher studies abroad in the higher education sector has attracted many international students. This is an interesting study to study. Therefore, education is important for marketers to know the factors that affect the results of prospective students. In addition, Ivy (2010) summarizes the preliminary inquiry which has three types of student selection and dimensional model in which research can be categorized in economics, sociology or information processing model. Furthermore, the economic model that involves student selection emphasizes the costs connected with education, including the cost of choosing to study and so on. In addition, the sociological model that involves students' choices include issues such as family influence, motivation and ability as well as other influences while the information processing model student selection combines both economic and sociological model to determine the results of further research and selection process of the institution (Ivy, 2010).

Some researchers suggest that it is difficult to categorize the students in decision-making. Chen and Zimitat (2006) studied the behavior of students motivation Taiwan has plans to connect higher education in Australia and the United States and found that perceptions of higher education in the country of destination such as tuition fee program, teaching methods, the environment, the influence of family and friends age is the most important factor. In addition, Ivy (2008) also found that if a university has to offer with qualifications that meet the needs of students, involving appropriate teaching methods, providing data where they can make decisions about the choice of qualifications and tuition fees at the level of programs which provide the students look, courses are more likely to be filled. The concept of placing international students in making the choice is between "subjects of interest to the students to connect at the university they choose". It not only focuses on higher education institutions on the internationalization strategy even to national governments, regional and local interested in promoting their region as an education destination.

Maringe (2006) does not support the selection is not a rational process, while Petruzzellis and Romanazzi (2010) concluded that selection is iterative, complex concept that involves three interrelated elements that context, the main influence and choosers. In addition, research on education is an option for behaviour that focuses on the points in the making decisions process and also the issues that influence the choice (Mazzarol & Soutar, 2002). In addition, Cubillo,

Sánchez and Cervino (2006) show the change selection behaviour of students, especially rising consumerism in HE with emphasis on HE in preparation for future careers. Maringe and Carter (2007) concluded that in general decision-making can be conceptualized as a five-stage process that includes identifying problems that need solutions; information search, evaluation of alternatives, purchase decision and finally decided to evaluate the purchase decision.

Morshidi (2008) states that the impact of 11 September has seen some decline in new applications from countries in the Middle East to the United States and the United Kingdom. There are also other studies that show there is a sequential order to the way students choose to study abroad in a variety of situations. The first was the decision to study abroad and learn rather than in their home countries; the following is a selection of destinations studies; and finally the students choose specialized institutions (Chen, 2007; Mazzarol & Soutar, 2002). In addition, Pimpa (2003) asserts that there is no specific sequential order of selection of Thai students. However, alternative academic program is the most important. Like when foreign students studying in a foreign country, regardless of the difficulties they face, there is an opportunity to develop critical thinking and understanding of different cultures (Clam & Woodside, 2005). Therefore, Brennan (2001) also noted that the criteria preferred by students when choosing a university are private, performance, and access university status.

Chen, 2007 and Pimpa, 2003 states that there are exceptions where students who pass the process and will directly elect their respective institutions. Most studies on the factors that influence the decision-making process of foreign students to pursue higher education in the host countries is in developed countries. Maringe and Carter (2007) states the study was modelled by a combination of push-pull factors from decision of overseas student. According Mazarol and Soutar (2002) there are many factors that influence student to choose an international education, such as lack of access to higher education, especially in Asia and Africa, a common language and the availability of technology-based program. For countries such as Australia, France, the United Kingdom and the United States, the management of quality in education is a major focus (Lindsay, 1994). In another study conducted by Mazarol and Hosie (1996) found that many students have decided to study in Australia by education agents. This is because friends also most important source of information about the universities. The results of the study mentioned above, have important implications for strategic international marketing students, recruitment and retention and used as the basis for this study.

Selection of decision-making in educational institutions is very important. This is because it is directly involved with the objectives discussed in chapter one. Decisions made by the student-driven marketing in education and the introduction of an increasing number of market mechanisms to attract new students. According to Rosa (2006) believes that having a clear idea of choice and decision-

making process should, Higher Education Institutions have a better understanding about student recruitment market. In addition, students analyse a "choice" is to develop institutional position in an environment that is increasingly competitive Higher Education "(p. 467). Ringe and Gibbs (2009) defines the position of an institution as" the process of designing the image and value to customers in the target segment understand the goals of your company or brand in line to get in touch with its competitors "(p. 60).

Therefore, the selection of students in decision making is a process of image formation (Grants and Gibbs, 2009) and the behaviour of the applicant's choice. In addition, this process will also be assist in improving the marketing strategy of Higher Education Institutions (Pimpa, 2003). Cubillo et al. (2006) also put more emphasis on the international aspect of the decision making process. They argue that the increase in the number of international students and increase choice in the country of destination has increased the need for understanding from the perspective of consumer behaviour across the country. According to Moog and Baron (2003), analysing the election IPT is the decision-making process and will provide accurate information to staff recruitment to choose a more functional tool in achieving their enrolment targets. IPT has clear information to understand the state of the information processing prospective students, as well as analysing the conceptual framework first choice and decision making.

According to Soutar and Turner (2002) recruiting for HE has been transformed from a domestic, which funded non-marketised entity to a highly marketised and competitive global environment. Over the years, academic institutions are becoming more aggressive in their marketing campaigns in both domestically and internationally. Furthermore foreign students are being sought by so many universities around the world that improvised the marketing and recruitment strategies of HEIs become important year by year. Hence, the appropriate marketing mix for academic institutions should take into consideration environmental and external factors. For example, it needs and their capacity to meet those needs. The student's decision to study in a HEI is a very risky and difficult task which is expressed by Kotler and Fox (1995). "The prospective student can only invest in a single "stock", while the school is investing in a diversified and therefore less risky "mutual fund" (p. 249). If you state that this is difficult decision to study overseas and most significant and expensive initiatives that students may ever undertake (Mazzarol, 1998), you will end up with a very complicated, difficult and challenging equivalence.

Moreover, Cubillo et al. (2006) believes that the high costs involved in studying abroad increase to the difficulty of the decision. By choosing a country to study, the prospective student is not only buying the educational service of that country but he or she is also attaining many services equally provided with the core service. In addition, the choice of the country is also a choice of the quality of

life, living standards and his or her new life style for the least next three or four years of their life. Moreover, the better image of the country internationally will achieve the bigger of number of students who want to study here. For example, the USA country which has very good image of the country that further improved by Hollywood's international movies makes it the first country in international recruitment.

Mazzarol and Soutar (2002) stated that Chinese, Indian, Indonesian and Taiwanese students have gone through three stages when selecting and choosing a study destination, which is influenced by 'push' and 'pull' factors at different stages. Stage one include students decide to study abroad with the influence of the 'push' factors within the home country. Next, stage two involves the selection of the study destination and students evaluate the factors that more attractive with 'pull' factors and lastly in stage three students select the institution in additional 'pull' factors that makes one institution more attractive than its competitors. For example, reputation of the institution, range of courses offered, tuition fees and staff expertise. Through the 1960s and 1970s, 'push' and 'pull' factors, McMachon (1992) considered the expansive phase of international education by examining the flow of students from eighteen developing countries to the world and to the US in particular which could be explained by 'push' and 'pull' factors. According (Soutar & Turner, 2002), there are a variety of 'push' and 'pull'

factors have been identified in relevant research. 'Push' factors include:-

- 1) A lack of admission to local Higher Education Institution,
- 2) Observations of better quality of overseas Higher Education System,
- 3) The knowledgeable of technology-based programs.

On the other hand, 'pull' factors involve:

- 1) The unity of the language and opportunity to improve second language (English),
- 2) The geographic nearness of host country,
- 3) The institution's reputation for quality,
- 4) The range of available programmes/courses and promotion and marketing efforts,
- 5) The staffs' qualification and requirement.

2.5 Overview of Independent Variables

2.5.1 University Reputation

As we know, the image and reputation of an institution has its own identity involving students in decision-making choice of their university. It has a strong influence on the potential of students in universities across and makes a selection. In addition, the appreciation of the reputation of the university students is a factor in the process of selecting university students (Lay & Maguire, 1981; Murphy, 1981;

Sevier, 1986; Kling, 2006). Furthermore, Keling (2007) states that the most influential factor in which the student will evaluate the reputation of the institution itself. Rivet (2006) said that the reputation of a university describes the overall image of the university itself became a factor to people about it. It deals with various issues ranging from university ranking (Harari, 1992), and the ability to program accreditation (Baharun, 2002), the efficiency and expertise of academic staff (Yusof, Ahmad, Tahudin and Ravindran, 2008), academic staff qualifications (Van der Wende 2007), recognition of degrees awarded (Ismail, 2009) and safety on campus (Cohen, 2003). Rivet (2006) concluded that the reputation of the university is the most influential factor that encourages international students chooses their university.

According to (Dichter, 1985), image is a power that has a strong effect in view and reacts to certain things. In this context, the image of the university is a belief that an individual has a good response towards the university (Arpan et al., 2003) and it is fundamental to attracting and retaining students continue to lead the university (Helgesen and Nettet, 2007). Therefore, universities need to create a distinctive image in a more competitive market Mazzarol (1998). In addition, the unique image of a university student can bring satisfaction and loyalty (Sheiry, 2012). In this case, higher education institutions must make a concerted effort to assess the image of the university, represented by current students or alumni students (Alves & Raposo, 2010) and also the general public who are potential

students in the future. Furthermore, the image of a university can help universities to decide what they want is going on. Indeed, the evaluation of the image of something that could disclose to the university about the strengths and emphasize what needs to be communicated. By identifying aspects of the selection criteria, higher education may attract more international students by providing essential criteria required by an effective marketing strategy. Marketing method is so important in providing the needs and culture to students. There are reasons for this is to assign students the importance of academic aspects of their service experience and the resulting effects that have been attributed to the image and reputation of academic universities (Gamage et al, 2008).

However, the image of a university is an effective factor to the selection of students (Kotler & Fox, 1995). For the university, the value given is the image that promotes and beneficial for the education market (Diaconu & Pandelica, 2011). For example, an Australian university is a good image among Asian countries (Arambewela & Hall, 2009). Reputation for university has opportunity to put the image of the university to compete with other universities. In addition, the images of the university are a strategic component and achieve the desired image by students in the long term. Universities need to build in the minds of students to be positive about a university and establish a good relationship among students, so that when they graduate they will be honoured by the university

where they have completed their studies at the university (Sheiry, 2012).

2.5.2 Pricing

At present, students have many options in choosing their own universities that they want. However, one of the factors that influence student satisfaction with the university itself is financial aid such as scholarships, student loans and other loans. Webb, Coccari et al. (1997) said that financial assistance is one of the things that encourage students to choose a university of their choice. In addition, Gamage, Suwanabroma et al. (2008) supports this statement. Based from the findings, they conduct research on Thai and Japanese students about their perception of quality of service and state of the tuition fees and financial assistance may affect students. These factors are seen as the two most important aspects that affect the perception of aspects that are not academics. Ford et al. (1999) said that the quality of services can be seen to influence the cost of education.

Furthermore, the scholarship is providing financial assistance for education has been regarded as one of the most important elements of service quality seen students. Also in some of the literature trying to show that in terms of financial aid and tuition fees for courses offered by the university is measured as one of the most important factors of students' views of service quality (Hill 1995, Joseph, Ngedwa et al. 2005). Cost and determination price is a factor that cannot be ignored in the study of university students' choice.

According Ancheh et al, (2007); Fernandez, (2010); Sia, (2010), they stated that most of the students are more concerned with tuition fees. Therefore, they as students prefer to join universities that offer courses of study at low cost. Thus, in particular, Wagner and Fard (2009) suggest that the administration of the university, university marketing and policy makers should focus on the cost of education in promoting courses. Indirectly, Padlei et al. (2010) have supported the above statement by defining that the "cost of education" is like tuition fees, accommodation fees, exchange rates and others. This is part of the seven factors that are determined by the international students to make decisions. Arguably, at present, students are smart save and keep their money to pursue their studies. This is because low cost education to be one of the factors that influence the choice of university students.

According to previous researchers, Joseph (2000) has pointed out that issues relating to finance a more important influence on the choice of universities for international students. One of the factors is reasonable tuition fees (Webb, 1993) and the availability of other financial assistance for students in universities (Yusof, Ahmad, Tahudin and Ravindran, 2008). Jackson (1986) asserts that the cost of tertiary education has a negative response to their choice of college and financial aid to reduce the cost of having a positive response. In conclusion, it can be stated that the availability of financial assistance may affect the results of international students in choosing a university of their choice. In addition, price is very important for

students enrolled in the new program. Many researchers have found that the demand for education is negative when associated with the presence of price (Mansky and Wise, 1983; Montgomery, 2002; Avery and Hoxby, 2004; Ivy, 2008; Hsieh, 2010). Because too many statements on pricing, Jackson (1982) has proposed a model for university students about their options and concluded that tuition fees is one of the factors that influence them to continue their studies.

Many scholars have investigated where the choice of university is greatly influenced by the price (Domino, Libraire, Lutwiller et al, 2006;. Wagner and Fard, 2009; Beneke and Human Services, 2010), which has a high discount rate seen better from a low discount (Quigley, Bingham, Notarantonio et al., 2000). However, according to Domino, Libraire, Lutwiller et al. (2006) found that price is one very important factor for the evaluation of parents. This is because the parents also play a role on the cost of tuition fees for their own children. Parents also need to make decisions on their own choice of university. In addition, the effects of the financial aid or scholarships and grants have been observed carefully by Kim (2004), Govan et al. (2006) and Hoyt and Brown (2003), while Beneke and Men (2010) find that financial assistance is existing only be categorized as a fifth factor when studying at university in South Africa. Therefore, although it has been found that there are many important factors when choosing a university student, these factors have different levels of importance for each nation and every student. Therefore, this study will determine the most influential factor

contributing to international students when choosing a public or private university in Malaysia as a criterion for decision-making.

According Yusof et al. (2008) state that parents keep well-informed of financial assistance to students is an important factor that affects them in choosing the institution of their choice. Also supports where Xiaoping (2002), Yusof et al. (2008) found that the cost of tuition fees is one of the important factors considered by parents in choosing a particular institution for their children. Hand, the Joseph and Joseph (1998, 2000) and Wagner and Fard (2009) states that the cost of education, the structure and content of education degrees offered are the three most important factors that influence students' choice. Furthermore, Yusof et al. (2008) describe the proposed program is the main thing in choosing their preferred institution for higher education. It showed that respondents who have a lot of information about the institution of their choice and make decisions about the programs offered and applied programs offered and accepted. Similar findings were also found in the literature of Baharun (2002) in which he concluded that the selection of university students are largely determined by the type of academic program, the quality of education, standard of administration, academic qualifications, and the location is convenient and accessible.

In addition, according from previous researchers (Joseph & Joseph, 1998, 2000; Pimpa, 2004; Chen & Zimitat, 2006;. Yusof et al, 2008; Wagner & Fard, 2009) states that in Asian culture, the influence from family, partners play an important role in the selection of

students choose educational institutions of their choice. Comments and suggestions from friends or relatives is regarded as "push" factors Mc Mahon (1992), Mazzarol & Soutar (2002) in a choice of study destination for students from Taiwan, India, China and Indonesia. In addition, Pimpa (2004) support that the family as the most influential factor for the choice of Thai students in international education, while Chen and Zimitat (2006), also strained that the influence from family and friends from Taiwan students as a major factor to study in abroad.

2.5.3 Promotion and Advertising

According to (Mössler et al., 1990), methods of marketing through the media has grown and developed in the last ten years. Television and radio advertising also been shown to increase effective in building institutional image and visibility, particularly in certain geographical areas. This is because the study is based on an analogy in which the advertising is leading significant decisions affecting the choice of university for students. Marketing is very important in every aspect of business-led. In addition, the campaign has covered all aspects of the tools that can be used by universities to provide information about the offering, advertising, publicity, public relations and sales promotion efforts (Ivy, 2008). In addition, having an open campaign and exhibition on higher education is among one of the alternatives that can attract prospective students to continue their studies and can help the marketers.

However, word of mouth can be defined as "a form of unpaid promotion where satisfied customers tell others how much they love the business, product or service". In addition, word of mouth advertising can be defined as occurring when people share information about products or promotions with their friends (Lake, 2010). Thus, Australia, United Kingdom and Singapore was labelled that the website is an important tool to promote their higher education globally (Cheung et al., 2011). According to (Pimpa, 2003; Ringe & Carter, 2007), much exporter of education has their own agencies to assist them in promoting their child. For example, they also have their own agency where, Australian Education International, the British Council and the Singapore Tourism Board (Cheung et al., 2011). Various ways and means they do work for higher education promoting their country at international level. This is because to establish contacts with the government on education issues with other governments.

In addition, studies were also carried out on the market which do promotional activities through websites, events and exhibitions and offset tuition fees for international students (Cheung et al., 2011). It is one of the effects in marketing education (Binsardi & Ekwulugo, 2003) as well as the use of ICT in higher education (Mazzarol et al, 2003; Verbik & Lasanowki 2007). This enables marketers to put the interests of education is more important to marketing communication (Gutman & Miaoulis, 2003).

Furthermore, the internet plays an important role in the higher education sector. This allows marketers to customize the information that targets a different culture, whether verbal or nonverbal (Usunier & Lee, 2009). At present, Australian institutions have matured and evolved in promoting their education by combining cutting-edge technology such as the Internet into their international marketing strategy for attracting students from abroad. Moreover, ICT is one option for marketers because education is seen as a strategy to lower costs and risk to new markets. However, it may be expensive because the forms of delivery and range limitations of global market penetration (Mazzarol et al., 2003).

According to Goode (2008), globalization and internationalization is one way marketer's education to compete and meet the needs of the global economy. According Binsardi and Ekwulugo (2003), a very important principle in marketing is all marketing activities should be the user to achieve customer satisfaction. However, a marketing theory and concepts effectively in the business world, can be directly and indirectly by slowly been recognized by researchers in the field of marketing higher education (Hemsley-Brown & Oplatka, 2006). Therefore, Hemsley-Brown and Oplatka (2006) have identified the potential benefits to the market in the international context even HE does not have a theoretical model to show the specific context of higher education and type of service. In marketing education, innovation and technology advancements have given the impression that a very large (Binsardi & Ekwulugo, 2003).

In addition, the use of ICT in HE (Mazzarol et al, 2003; Verbik & Lasanowki 2007) enables marketers to target the interests of education to achieve more on marketing communications (Gutman & Miaoulis, 2003).

One of the methods to promote products is through a website and mailing e-mail. It is one the opportunity to produce their own products (Gomes & Murphy, 2003). In addition, students will be using the same technology in their decision-making process (Gomes & Murphy, 2003). To achieve this target, marketers need to learn and have a clear understanding of market needs students. Therefore, in order to maintain the success of the university, relationship marketing plays an important role in building relationships with prospective students in competitive HE sector (Binsardi & Ekwulugo, 2003).

In addition, the social media such as Facebook and Twitter are one of the methods to promote the market and communicate with prospective students. A method of advertising and promotion is the most important resource in the dissemination of information and the latest information. This is because, with this campaign, we can see the extent of the accuracy of such information. According Aghaee (2010); Wankel (2009), he stated that the use of social media has been explored to support education and learning in higher education. At present, students are synonymous with the existence of sophisticated technology than in the past. They are comfortable using computers to interact and even mobile phones to communicate with each other. However, Aghaee (2010) states that he does not agree about social

media in which his opinion on social media is less frequently used for academic purposes, although the majority of students frequently using social media as a tool to communicate.

Furthermore, the use of social media has provided more flexibility for marketers to have interaction without fear at the time and place and has a lower cost (Aghae, 2010). In addition, the negative aspects of using social media in academia have been submitted for the loss of non-verbal communication such as body language, technical problems such as power outages and internet connection. This will disrupt the interaction between customers and the media and only rely on social media, such as less creative thinkers (Aghae, 2010).

2.6 Research Framework

Sekaran (2006) summaries that a theoretical framework is a conceptual model of how one hypothesizes can make reasonable sense of the relationships among the several factors that have been recognized as important to the problem.

Based on the literature review above, this section recommends another conceptual framework that illustrated in Figure 1 below. The dependant variable in this study is students' decision to study in institution (UUM). Choice can be defined as when students decide on attending a particular institution (Hossler and Gallagher, 1987) based on statement that choice is a balanced process that is controlled by accurate perception of opportunities and shaped by individual personality (Hodkinson et. al., 1996, cited by Maringe, 2006).

The independent variables are university reputation, pricing and advertising or promotion. Thus, the most important influence factor that students will assess in selecting their choice of institution was reputation of the institution Keiling (2007). Ford et al. (1999) state that most of students perceived service quality can be affected by the financial assistance and cost education. Danko (1986) suggested that education institutions looking more for advertising or promotion to approach more good qualities.

Those variables can be shown in Figure 1:-

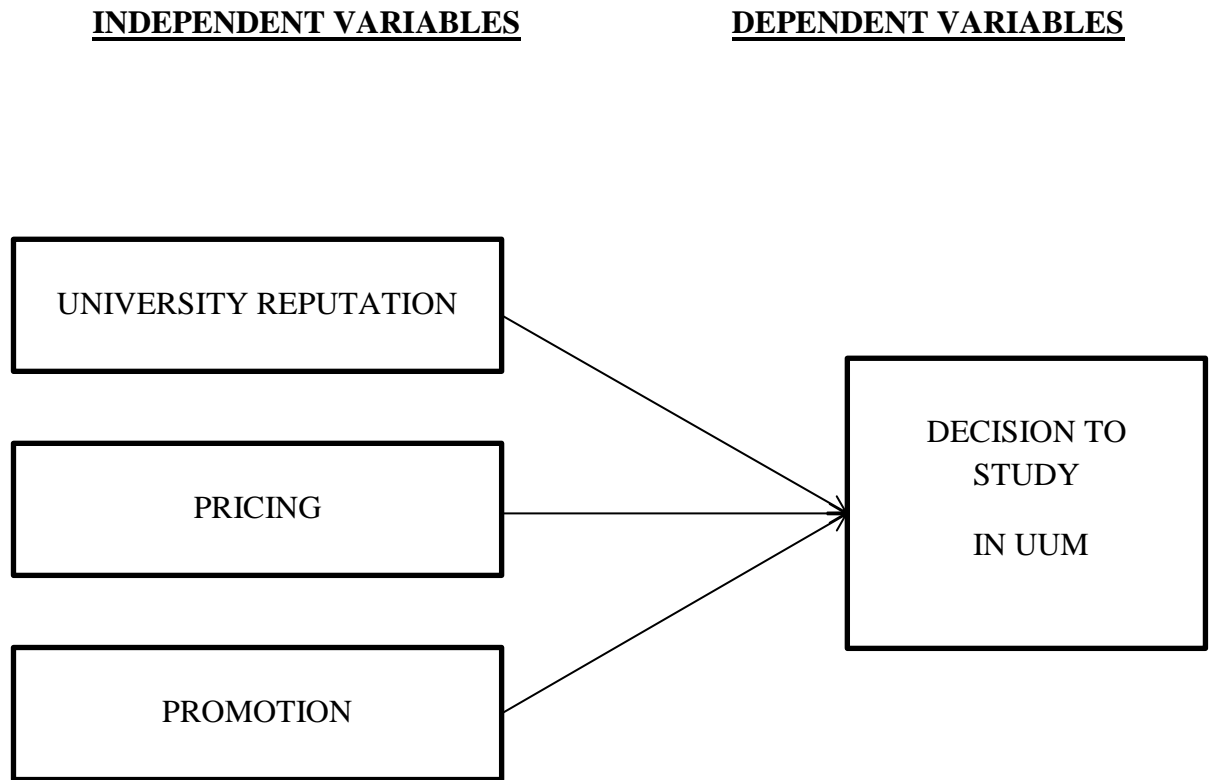


Figure 2.1: Schematic Diagram for Theoretical Framework Model

2.7 Research Hypotheses

The hypotheses for this study are:-

H₁ : University reputation will positively influence international student's choice in decisions towards studying in UUM.

H₂ : Pricing will positively influence international student's choice in decisions towards studying in UUM.

H₃ : Promotion/advertising will positively influence international student's choice in decisions towards studying in UUM.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The purpose of this chapter is to present the research methodology used in the study factors that influence international students 'choice decision towards Universiti Utara Malaysia, where the research design will be explained. The population and sample sizes for the study also will be show on this chapter. The sampling method, data collection method and data analysis method will be explained in details in this chapter.

3.2 Research Design

According to Creswell (2003), quantitative research is mean for testing objective theories by examining the relationship among variables and these variables are measured by using instrument and data statistical procedures.

The framework for this study is used as a guide for collecting and analysing data. The research design of the study is descriptive survey study. This study is intended to describe the significant relationship between dependence variable and independence variable. This is quantitative research, and therefore, the data was conducted through questionnaires.

3.2.1 Type of Study

The research is to examine the relationship between independent variable and dependent variable which is between university reputation, pricing, promotion/advertising towards decision to study in UUM. This study applies the quantitative method to collect the data which distributes a printed questionnaire to the respondents to answer. IBM Statistical Package for Social Sciences (SPSS) version 20.0 was used to analyse the data collected. In order to get the result of the factors that influencing international student's decision to study in UUM, the researcher have to follow some steps. First, distribute the questionnaire and must be collected from the respondents at the same time. Next, the researcher need to check whether the questions has been answered or not. Lastly, the last step is to make coding for each of the questionnaire to be more easily categorized and simplified.

3.2.2 Unit of Analysis

The unit of analysis in this study were 2608 international students who were studying in UUM. The number of international students in UUM is 2608 which covered of the undergraduate and postgraduate students from different colleges.

3.3 Population and Sample

3.3.1 Population

According to Uma & Roger (2009), state that population refers to the number of people or event that wants to study and also share a common characteristic that required by researcher (Zikmund, 2003).

The population for this study was conducted at University Utara Malaysia (UUM), which undergraduate and postgraduate students. The population is from different countries such as China, Indonesia, Thailand, Republic of Uzbekistan, Middle East countries and many more. The population of this study is 2608 international students, which is 1068 are undergraduate students and 1535 are postgraduate students at Universiti Utara Malaysia.

Table 3.1
Total of Undergraduate and Postgraduate International Student

Level of Education	Total
Undergraduate	1608
Postgraduate	1535
	2608

3.3.2 Sample size

The number of population for international students is 2608 students. While according to Krejcie and Morgon (1970), the sample size is about 335 when the population is not more than 2800 ($N < 2800$, $S = 335$), as shown in Table 3.2. The total respondents are 335 out of 2800 students were asked to participate in the surveys.

Table 3.2
Table of Determining Sample Size from a Given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Remarks: N is population size
S is sample

3.3.3 Sampling

According to Sekaran (2006) Simple Random Sampling is the best way when generalizability of the findings to the whole population is the main objective of the study. However, this study used simple random sampling technique where the researcher distribute questionnaire to anyone who is available. This is an easy to access with the respondent. Therefore, in this study, a sample of 335 respondents will be chosen randomly among the available international students in UUM to take part in completing the questionnaire survey.

3.4 Instruments and Measurements

This study is conducted by using quantitative research method. The method of primary data collection was exclusively on questionnaires. In this study, the questionnaires comprising four sections were used in the collection of data for the research. The respondents were required to answer all the questions.

The first section included of the respondent's profile and demography profile, such as gender, semester, age, level of study, marital status and citizenships.

The second section contains of the questionnaire concerning the first independent variable, which is university reputation. University Reputation was measured with 10 item selected by referring to Keiling (2007). This part contains 10 questions and the respondents show the degree of agreement or disagreement of the respondents with university reputation.

Next, the third section contains of the questionnaire concerning the second independent variable, which pricing. Pricing was measured with 5 items by referring to Ford et.al (1999). This part contains 5 questions and the respondents indicate the degree of agreement or disagreement with the pricing.

The fourth section contains of the questionnaire concerning the third independent variable which is promotion/advertising. Promotion/Advertising was measured with 6 items by referring Danko (1986). This part contains 6 questions and respondents will indicate how much they agree or disagree with the promotion/advertising.

The fifth part consists of the questionnaire regarding the dependent variable which is decision choice to study in UUM. It was measured with 10 items which referring by Hossler and Gallagher (1987). This part contains 10 questions and respondents will indicate how much they agree or disagree.

Table 3.3
Distribution of Questionnaires

Section	Dimensions	Number of Items	Sources
1	Respondent's Profile	6	-
2	University Reputation	10	Keiling (2007)
3	Pricing	5	Ford et.al(1999)
4	Promotion/ Advertising	6	Danko(1986)
5	Decision Choice To Study in UUM	10	Hossler and Gallagher (1987)

The Five Point Likert Scale with multiple items was used to measure the independent and dependent variables. The respondents were required to specify the extent to which they agree and disagree with each of the statement. Table 3.4 shown the rating scale is from 1 to 5 which is 1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly agree.

Table 3.4
Distribution of Variables

Variables	Total Number of Items	Scale Used in Research Instruments	Scale Used in Original
University Reputation	10	Five Point Likert Scale (1-5)	Five Point Likert Scale (1-5)
Pricing	5	Five Point Likert Scale (1-5)	Five Point Likert Scale (1-5)
Promotion/ Advertising	6	Five Point Likert Scale (1-5)	Five Point Likert Scale (1-5)
Decision Choice to Study in UUM	10	Five Point Likert Scale (1-5)	Five Point Likert Scale (1-5)

Table 3.5
Rating scale (Five Point Likert Scale)

Scale	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.5 Data Collection Procedures

The data collected for this study is based on two types which is Primary Data and Secondary Data. The data for this study is collected through questionnaires. The questionnaire grows according in different variable and in a ways of five rating scales for the respondent to answer the questionnaires. Meanwhile, since all the international students in UUM able to understand English, the entire question is written in English.

3.5.1 Sources of Data

3.5.1.1 Primary Data

Definition of primary data is the original information that gathers by the researcher. The data that gather for research from the actual position of existence of events is called primary data (Sekaran, 2006). Questionnaire is one of the primary sources of data that being used as a method to collect the information from the respondent. According to Sekaran (1992), the questionnaire is the best way for the collecting data process and it also less expensive and less require little time to accomplish it. To get the information, researcher has distributed the printed questionnaires to the international students that currently studying in UUM. This study is to examine the relationship between university reputation, pricing, promotion/advertising and decision choice to study in UUM.

3.5.1.2 Secondary Data

Secondary data is information that has been collected by someone other than researcher conducting the current study (Uma Sekaran, 2010). Secondary data is usually a historical data in environment which has already gathered and does not require any access to respondents. The advantage of using secondary data is cheaper to obtain and less time consuming because the information is ready and prepared by other researchers or authors.

Furthermore, secondary data can provide an understanding to the researcher on the subject matters from the difference perspective. In this study, researcher used several resources of secondary data such as journal and article, internet resources, books and thesis that already exist. Researcher has used academic articles and journals such as UUM library, Google Scholar, books from various authors.

3.6 Data Analysis Techniques

However, in this study, all the premier data were processes by using the Statistical Packages for Social Science (SPSS) version 20.0 software. Several statistical tests were showed to conclude the hypothesis testing, and the technique of data analysis was discussed as the following section. The analyses which can be performing through SPSS for this study are descriptive analysis, reliability analysis, correlation analysis and multiple regression analysis.

3.6.1 Frequency Analysis

Frequency analysis are used to attain the respondent's profile statistics demographic factors that are being measured such as gender, semester, age, level of study, marital status and citizenships which represent as tenure. This analysis is useful to determine the details of frequency and percentage on the decision choice international students to study in UUM.

3.6.2 Descriptive Statistics

Descriptive statistics was directed by adding the minimum value, maximum value, mean and standard deviation of each measurement of the independent and dependent variables. The purpose of this analysis was to obtain the result for measures of central tendency and measures of variability.

3.6.3 Reliability Analysis

A reliability analysis was conducted on all three (3) variables. Reliability testing was done to test the suitability of questionnaire used in this study. In this study, reliability test employed the used of Cronbach's Alpha to test for reliability and it is a coefficient of reliability or consistency. In other words, it is a test of internal consistency (Santos, 1999). According to Sekaran (2010), an accepted Cronbach's Alpha value is 0.60 and above, while Cronbach's Alpha coefficients that less than 0.6 is consider poor. Meanwhile, the Cronbach's Alpha value which less than 0.60 should be rejected from future analysis. So a variable measure is considered reliable if it has a Cronbach's alpha score above 0.6. Table 3.6 show the Cronbach's Alpha scores for all the variables that will influence the international student's decision choice to study in UUM.

Table 3.6
The Range of Cronbach's Alpha Value with Reliability

Range of Cronbach's Alpha value	Reliability
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
≥ 0.9	Excellent

If alpha >0.95, items should be examined to ensure they measure different aspects of the concept.

Sources: Hair, Jr et. al. (2007)

3.6.4 Inferential Statistics

Inferential statistics are the techniques that allow the researcher to attain at conclusions that go further than the direct data. To test the hypotheses developed in this study, inferential statistics are employed. In this study, Pearson Correlation and Multiple Linear Regression are used in inferential analysis in analysing data.

3.6.4.1 Pearson Correlation Analysis

Table 3.7
Pearson's Indicate of Correlation

Value of Coefficient (r)	The Strength of Correlation
0.70 to 1.00	Very strong positive correlations
0.30 to 0.69	Strong positive correlations
0.01 to 0.29	Weak positive correlations
-0.01 to -0.29	Weak negative correlations
-0.30 to -0.69	Strong negative correlations
-0.70 to -1.00	Very strong negative correlations

A correlation coefficient is calculated to examine the strength of correlation among the variables. When the measure is closer to 1.00, that's mean the relationship is very strong positive correlations while if the measure near the -1.00, the relationship is very strong negative correlation. The measure suggested by Saunders, Lewis and Thornhill, (2007) is applied to describe the strength of the relationship between the dependent and independent variables in this study.

3.6.4.2 Multiple Regression Analysis.

In this study, multiple regressions were used to test the hypothesis. Multiple Regression analysis are used to show if independent variable have a significant relationship with the dependent variable and indicate the relative strength of different independent variables effects on a dependent variable (Mooi & Sartedt, 2011). According to (Sekaran, 2013), the early point of multiple regression analysis is the theoretical model that researcher has created in an earlier stage of the research process. Thus, multiple regression analysis offers a mean of accurately measuring the degree and the character of the relationship between the independent variables and the dependent variable (Sekaran, 2013). The regression coefficients show the relation importance of each of the independent variables in the expectation of the dependent variable (Sekaran, 2013). According to Sekaran, 2013, the variable is coder as significant; if the significant value is lower than 0.05.

3.7 Chapter Summary

This chapter is explaining about how the study was conducting on. Research design is show at the beginning of chapter to describe how the research approach accepted in the study. Then, explain the details research based on the population and sampling. Next, the data collection procedure such as questionnaire was described and how the questionnaire will be administered and conducting of this survey. The data collected then has been analysed using SPSS Version 20.0 software. This chapter has concisely all measures of the research methodology applied and the results of statistically analysis are explained in the next chapter, Chapter 4.

CHAPTER FOUR

RESULTS AND FINDINGS

4.1 Introduction

In this chapter will be discussing about the result of data analysis from data collected from the questionnaire survey. All the variable in the study will be analyse by using SPSS version 20.0 software. The main determination of the study is to examine the relationship between university reputation, pricing, promotion/advertising and perception of international student's decision to study in UUM. This study also aims to achieve the research objectives and research questions as highlighted in chapter one. After that, this study aims to verify the hypotheses. This chapter will be discussed on the overview of the data collected, demographic respondent, reliability analysis, descriptive analysis, multiple regressions, and summary of findings.

4.2 Overview of Data Collected

4.2.1 Response Rate

A total of 340 sets of questionnaire were distributed to respondent from international students. However, only 289 sets were returned to researcher. This gave the percentage of response rate for this study is 85%.

Table 4.1
Response Rate

Description	Total (set)	Percentage (%)
Questionnaire distributed	340	100.00
Questionnaire returned	289	85.00
Questionnaire unreturned	51	15.00

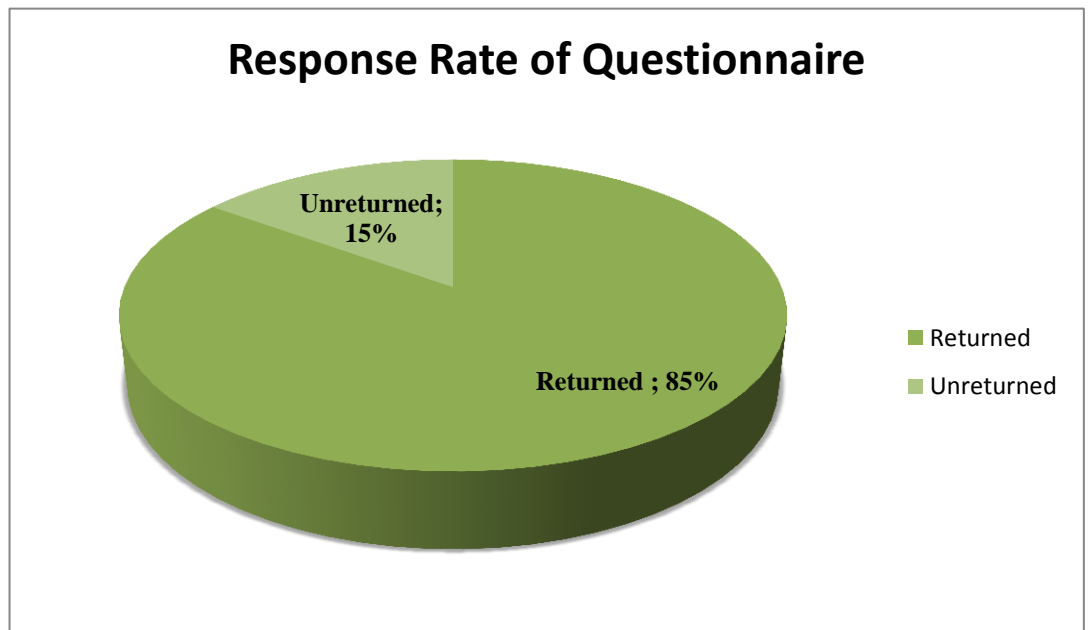


Figure 4.1
Response Rate of Questionnaire Distributed

4.3 Profile of Respondents

Table 4.2 below shows the background of respondents or demographic characteristics.

Table 4.2
Respondent's Profile

Demographic	Categories	Frequency	Percentage (%)
Gender	Male	166	57.4
	Female	123	42.6
Semester	1	73	25.3
	2	70	24.2
	3	51	17.6
	4	42	14.5
	5	12	4.2
	6	12	4.2
	7	9	3.1
	8	8	2.8
	9	8	2.8
	11	4	1.4

Age	Less than 35 years old	177	61.2
	36 - 45 years old	74	25.6
	46 -50 years old	37	12.8
	51 and above	1	0.03
Level of Study	PhD	146	50.5
	Masters	94	32.5
	Undergraduate	49	17.0
Status	Married	140	48.4
	Single	149	51.6
Citizenship	China	22	7.6
	Indonesia	40	13.8
	Iran	17	5.9
	Jordan	19	6.6
	Nigeria	64	22.1
	Saudi Arabia	7	2.4
	Somalia	28	9.7
	Thailand	12	4.2
	Yemen	21	7.3
	Others	59	20.4

Table 4.2 above shows the profile of respondents. The study involved 166 or 57.4% male respondents and 123 or 42.6% female respondents. There are 73 or 25.3% respondents who in Semester 1, follow by 70 or 24.2% respondents in Semester 2, 51 or 17.6% respondents in Semester 3, 42 or 14.5% respondents in Semester 4, 12 or 4.2% respondents in Semester 5 and 6, 9 or 3.1% respondents in Semester 7, 8 or 2.8% respondents in Semester 8 and 9, lastly 4 or 1.4% respondents in Semester 11. There are four categories in the age, which are less than 35 years old, 36 to 45 years old, 46 to 50 years old and 51 years old and above. Age in range less than 35 years old is the highest with frequency 177 or 61.2% respondents. Then, range of age 36 to 45 years old is second highest with frequency 74 or 25.6% respondents. There are 37 or 12.8% respondents of 46 to 50 years old. Only 1 or 0.03%

respondents are 51 and above years old. For level of study, majority of the respondents is in PhD level which represents 146 or 50.5%. While 94 or 32.5% of the respondents are consist in Masters. Only 49 or 17.00% of the respondents is from Undergraduate. For marital status, 140 or 48.4% respondents who are already married and 149 or 51.6% of respondents is single. For citizenship, most of the respondents come from Nigeria with frequency 64 or 22.1%, continue with the second highest, which is Indonesia with frequency 40 or 13.8%, Somalia with frequency 28 or 9.7% respondents, China with frequency 22 or 7.6% respondents, Yemen with frequency 21 or 7.3% respondents, Jordan with frequency 19 or 6.6% respondents, Iran 17 or 5.9% respondents, Thailand 12 or 4.2% respondents, follow by Saudi Arabia with frequency 7 or 2.4% respondents and others with frequency 59 or 20.4%.

4.4 Reliability Analysis

Cronbach's alpha was used to test the dependent variable and independent variable for reliability. According to George & Mallery (2003), reliability is the degree to measure is free from error and produce consistent results. According to Sekaran (2003), alpha coefficients that less than 0.6 is consider poor.

Table 4.3
Result of Reliability Analysis

Variable	Number of Item	Cronbach's Alpha	Reliability
University Reputation	10	0.785	Acceptable
Pricing	5	0.862	Acceptable
Promotion/ Advertising	6	0.731	Acceptable
Decision Choice To Study in UUM	10	0.884	Acceptable

Table 4.3 shows the measurement of university reputation described a Cronbach's Alpha value of 0.785, the pricing described Cronbach's Alpha value of 0.862 and the measurement of promotion/advertising described Cronbach's Alpha value 0.731. The measurement of decision choice to study in UUM described a Cronbach's Alpha value of 0.884. So all the variable that have alpha reliability above 0.7 is consider as reliability.

4.5 Descriptive Analysis

Descriptive statistics used to describe the minimum value, maximum value, mean, and standard deviation of the variables. Table 4.4 shown data of descriptive statistics.

Table 4.4
Descriptive Statistics of the Variables

Variable	Minimum	Maximum	Mean	Standard Deviation
University Reputation	1.00	5.00	3.57	.46
Pricing	1.00	5.00	3.20	.76
Promotion/ Advertising	1.17	5.00	3.59	.46
Decision Choice To Study in UUM	1.10	5.00	3.77	.51

N-289

The descriptive analysis for university reputation represents the minimum value 1.00, maximum value 5.00, mean 3.57, and standard deviation 0.46. Pricing obtain minimum value 1.00, maximum value 5.00, mean 3.20, and standard deviation 0.76. Promotion/Advertising obtains minimum value 1.17, maximum value 5.00, mean 3.59, and standard deviation 0.46. While decision choice to study in UUM obtain minimum value 1.10, maximum value 5.00, mean 3.77, and standard deviation 0.51.

4.6 Pearson Correlation Analysis

Pearson product-moment correlation coefficient was employed to measure the significant of linear bivariate between the independent variables (university reputation, pricing, and promotion/advertising) and dependent variable (decision choice to study in UUM). The findings will be used to identify the significant level among the variables and to test the hypotheses developed in the study.

Table 4.5
Pearson's Correlation Analysis of the Variables

		Correlations			
		University Reputation	Pricing	Promotion/ Advertising	Decision Choice To Study in UUM
University Reputation	Pearson Correlation	1	.582**	.610**	.659**
	Sig. (2-tailed)		.000	.000	.000
	N	289	289	289	289
Pricing	Pearson Correlation	.582**	1	.534**	.567**
	Sig. (2-tailed)	.000		.000	.000
	N	289	289	289	289
Promotion/Advertising	Pearson Correlation	.610**	.534**	1	.600**
	Sig. (2-tailed)	.000	.000		.000
	N	289	289	289	289
Decision Choice to Study in UUM	Pearson Correlation	.659**	.567**	.600**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	289	289	289	289

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.5 represents the correlation among the dependent and independent variables. University reputation, pricing and promotion/advertising have strong positive relationship with decision choice to study in UUM and shows with r value 0.659, 0.567, and 0.600.

4.6.1 H₁ : There is a significant relationship between university reputation and international student's choice in decisions towards studying in UUM.

Table 4.6
Pearson's Correlation between university reputation and decision choice towards UUM

Variable	N	Pearson's Correlation	Significant (2-tailed)
University Reputation	289	.659**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

The result displayed in Table 4.6 show that there is a significant and strong correlation between university reputation and decision choice to study in UUM with value $r = 0.659$. Therefore, H₁ accepted because that there is a significant relationship between university reputation and decision choice to study in UUM.

4.6.2 H₂ : There is a significant relationship between pricing and international student's choice in decisions towards studying in UUM.

Table 4.7
Pearson's Correlation between pricing and decision choice towards UUM

Variable	N	Pearson's Correlation	Significant (2-tailed)
Pricing	289	.567**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

The result displayed in Table 4.7 show that there is a significant and strong correlation between pricing and decision choice to study in UUM with

value $r = 0.567$. Therefore, H2 accepted because that there is a significant relationship between pricing and decision choice to study in UUM.

4.6.3 H₃ : There is a significant relationship between promotion/advertising and international student's choice in decisions towards studying in UUM.

Table 4.8
Pearson's Correlation between promotion/advertising and decision choice towards UUM

Variable	N	Pearson's Correlation	Significant (2-tailed)
Promotion/ Advertising	289	.600**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

The result displayed in Table 4.8 show that there is a significant and strong correlation between promotion/advertising and decision choice to study in UUM with value $r = 0.600$. Therefore, H3 accepted because that there is a significant relationship between promotion/advertising and decision choice to study in UUM.

4.7 Multiple Regression Analysis

Multiple regressions were used to test the hypothesis on the study. The multiple regression analysis was conducted to answer for H1, H2, and H3. The researcher wants to know is university reputation, pricing or promotion/advertising has the most effect on decision choice to study in UUM. Table 4.9 shows the result of the multiple regression analysis.

Table 4.9
Multiple Regression Analysis of Independent Variables on Decision Choice

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.787	.185		4.244	.000
1 University Reputation	.425	.062	.382	6.837	.000
Pricing	.138	.035	.208	3.970	.000
Promotion/Advertising	.284	.060	.256	4.771	.000

a. Dependent Variable: Decision Choice to Study in UUM

The results indicate that university reputation is more significant than pricing and promotion/advertising in influencing decision choice towards UUM with a standardized beta value of 0.382.

Table 4.10
ANOVA result for Regression Analysis

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	38.795	3	12.932	104.240	.000 ^b
Residual	35.356	285	.124		
Total	74.151	288			

a. Dependent Variable: Decision Choice to Study in UUM

b. Predictors: (Constant), Promotion/Advertising, Pricing, University Reputation

Table 4.10 shows that the significant value of university reputation is 0.000, pricing is 0.000, and promotion/advertising is 0.000. So according to the significant value, all variable is accepted because the significant value is less than 0.05.

Table 4.11
Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
University Reputation	.659 ^a	.434	.432	.38232
Pricing	.567 ^a	.321	.319	.41875
Promotion/ Advertising	.723 ^a	.523	.518	.35222

Table 4.11 show that adjusted R square of independent variable which is university reputation, pricing and promotion/advertising. The adjusted R square for university reputation is 0.432, pricing is 0.319, and promotion/advertising is 0.518.

4.8 Summaries of Findings

Based on the multiple regression analysis, the summary of findings for this study is shown in Table 4.11.

Table 4.12
Summary Findings

	Hypotheses	Decision
H1	There is a significant relationship between university reputation and international student's choice in decisions towards studying in UUM.	Accepted
H2	There is a significant relationship between pricing and international student's choice in decisions towards studying in UUM.	Accepted
H3	There is a significant relationship between promotion/advertising and international student's choice in decisions towards studying in UUM.	Accepted

CHAPTER 5

RECOMMENDATION AND CONCLUSION

5.1 Introduction

This chapter will give a conclusion for the overall study based on the analysis result on previous chapter. Besides that, this chapter will summarize the overall research which had been perform, discussion reviewing, and limitation of the study will be explained in this chapter. Furthermore, conclusion and summary also will be discussed and researcher will give several recommendations for reader on the future study.

5.2 Discussion

The aim objectives of this study to be held is to recognize whether there are existences of relationship between university reputation, pricing and promotion/advertising with the international students who currently do their decision for pursuing study in Universiti Utara Malaysia (UUM). The following discussion is based on the research findings and research question were developed in this study.

5.2.1 Research question: Does the UUM's reputation influence the international student's choice in decision towards studying in UUM?

Howard (2002) said that college rankings are generally represented as tools for making decisions about the college selection process. Therefore, reputation of the institution is also important to future students along with the suggestion that upon successful achievement of

their selected program. A strong positive correlation between university reputation and decision choice to study in UUM with r value = 0.659 indicate that university reputation has a significant affect to decision choice to study in UUM. H1 was accepted.

5.2.2 Research question: Does the UUM's pricing influence the international student's choice in decision towards studying in UUM?

The financial situation of student's was an important influence in choosing the specific university (Shank et.al. 2005; Reed, Lahey and Downey 1984). A strong positive correlation between pricing and decision choice to study in UUM with r value = 0.567 indicate that pricing has a significant affect to decision choice to study in UUM. H2 was accepted.

5.2.3 Research question: Does UUM's promotion/advertising influence the international student's choice in decision towards studying in UUM?

The effective promotion or advertising is the choice of communication to reach the target students. International students have contact to a variety of information sources to encouragement in decision making in choosing the university. A strong positive correlation between promotion/advertising and decision choice to study in UUM with r value = 0.600 indicate that promotion/advertising has a significant affect to decision choice to study in UUM. H3 was accepted.

5.3 Limitation of Study

There are several limitations had been recognize in this study. These limitations should be unease for future research by other researcher in the same topic.

First limitation is the time constraint for this study. This study has to be submitted within three months period which set by the authority of postgraduate management. Due to the time and budget constraints, the findings of the study were only based on 289 respondents who had completed the questionnaire. Due to the time limitation, researcher cannot reach the entire respondent who available in University Utara Malaysia (UUM) which has been chosen as the sample for the data collection.

Second limitation for this research is the sample size sample for this study should increase to get good results, opinions, and responses from all of the international students who pursuing their tertiary education in Malaysia.

Third limitation that occurred in this research is the limited variables chosen to obtain more independent variables in theoretical framework which contribute to international students' factors choice for their tertiary education destination. Therefore, it would allow researchers to compare the findings further.

5.4 Recommendation for Future Research

The previous study just focused only on the international students at UUM. Thus, there are no comparison had been done with other IPTAs. Therefore, comparison should be made with other international students in other IPTAs with the same factors or different factors. It is because the result can be unfairness. In addition, researcher also has to investigate why students choose UUM and no other IPTAs. In other words, it is recommended to widen the scope of same research should be carried out to all IPTAs and IPTS.

The study found that university reputation the most influential factor in influencing international students to pursue higher education in UUM. Therefore, it is recommended that reputation of the university is encourages international students chooses their university. So UUM have to maintain their good reputation and image.

For future research, researchers need to focus on the promotional or advertising. The promotion must have an open campaign and exhibition on higher education that can attract prospective students to continue their studies. With the several promotion also, students can gather together with their friends. Then, students will get the same information about universities and this would ultimately develop their decision-making competence in choosing a university.

Therefore, in future studies, the choice criteria of selecting higher education institution (HEIs) should be analysed from the view of the various stakeholder groups such as parents, their friends, and employers who relate with the HEIs. Thus, this study used quantitative research using questionnaires as an instrument to collect the primary data. In the future, could be showed by using an in-depth interview, a qualitative research, in order to get more specific data from respondents.

5.5 Conclusion

As conclusion in this study, it was hypothesized that university reputation, pricing and promotion/advertising would influence international students' to study in UUM. The results of the study supports the hypotheses expected and show that there is a positive relationship of university reputation, pricing and promotion/advertising with international students' decision to study in UUM. Therefore, three research questions have been answer by the research finding. Among of these three independent variables, university reputations are most influence to decision choice of the international students' to study in UUM. So UUM have to maintain and improve their image reputation as well.

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