

**FACTORS INFLUENCING INTERNATIONAL STUDENTS
INTENTION IN CHOOSING BANKS
IN MALAYSIA**

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ABSTRACT

The number of international students studying in Malaysian institution of higher education is continuously growing. The vast numbers of international students in Malaysia has contributed not only to the country's education sector, but the banking industry as well. Thus, the purpose of the study is to examine the factors influence international student's intention to choose a bank. This study focuses on all international students in Northern State of Malaysia, particularly three public universities, namely University Utara Malaysia, University Sains Malaysia and University Malaysia Perlis. A total of 150 questionnaires are distributed and 141 usable responses were received. The result of the study shows that 60 percent of the variance of international student's intention to choose banking system can be explained by the independent variables which are attitude, subjective norm, religiosity, trust and knowledge. However, out of the five independent variables, the variable, namely attitude, subjective norm and religiosity are found significant to the intention to choose bank, while the other two variables, which are trust and knowledge are not significant.

Keyword: international Student, intention, religiosity, attitude, subjective norm

ABSTRAK

Bilangan pelajar antarabangsa yang menuntut di institusi pendidikan tinggi Malaysia terus berkembang. Sejumlah besar pelajar antarabangsa di Malaysia telah menyumbang bukan sahaja kepada sektor pendidikan di negara ini, tetapi juga kepada industri perbankan. Oleh itu, tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat pelajar antarabangsa untuk memilih bank. Kajian ini memberi tumpuan kepada semua pelajar antarabangsa di Utara Malaysia, terutamanya tiga universiti awam, iaitu Universiti Utara Malaysia, Universiti Sains Malaysia dan Universiti Malaysia Perlis. Sebanyak 150 soal selidik diedarkan dan 141 jawapan yang boleh digunakan telah diterima. Hasil kajian menunjukkan bahawa 60 peratus daripada varians niat pelajar antarabangsa untuk memilih sistem perbankan dapat dijelaskan oleh pembolehubah bebas iaitu sikap, norma subjektif, keagamaan, kepercayaan dan pengetahuan. Walau bagaimanapun, daripada lima pembolehubah bebas, tiga pembolehubah, iaitu sikap, norma subjektif dan keagamaan didapati signifikan dalam mempengaruhi niat untuk memilih bank, manakala kedua pembolehubah lain, iaitu kepercayaan dan pengetahuan adalah tidak signifikan.

Katakunci: pelajar antarabangsa, niat, keagamaan, sikap, norma subjektif

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CHAPTER ONE

BACKGROUND OF THE STUDY

1.0 Introduction

This chapter provides a discussion of the factors influencing the intention of international students in choosing banks. The chapter starts with explanations on international student mobility in the world followed by explanations about the international student mobility in Malaysia on section 1.2. Then, it continues with section 1.3 about banking institutions in Malaysia. Section 1.4 discusses about international student and Malaysian banks while section 1.5 is about factors influencing the intention of international student in choosing banks. The problem statement is stated in section 1.6. Further, Section 1.7 and 1.8 provide the research questions and objective of this study respectively. The significance of the study is discussed in section 1.9. The organization of the study is provided in section 1.10.

1.1 International student mobility in the World

The UNESCO Institute for Statistics, the OECD and Eurostat define international students as those who are not residents of their country of study or those who received their prior education in another country (OECD, 2004). Nowadays, millions of students all over the world study outside their own countries every year. In the past 20 years, education has become an industry with tremendous potential as other trade business.

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