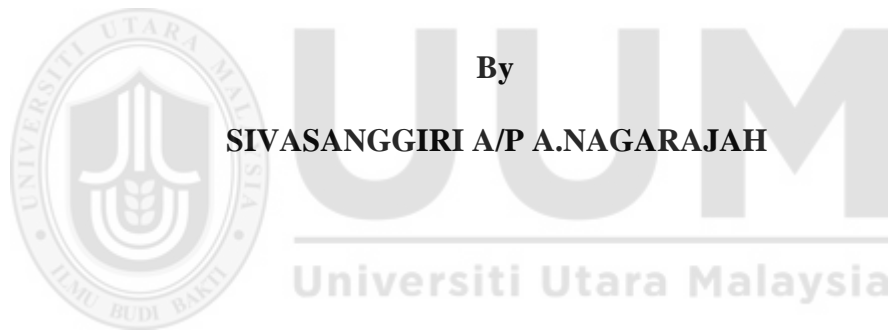


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**FACTORS INFLUENCING THE SELECTION OF HIGHER LEARNING
PRIVATE INSTITUTIONS AMONG STUDENTS IN MALAYSIA**



**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia
in Partial Fulfillment of the Requirement for the Master of Science
(Management)**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

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ABSTRACT

The objective of this study is to examine the factors influencing the selection of higher learning private institutions among students in Malaysia. There are three variables identified which influences the students choice of private institutions which are institutions reputation, cost of education and influence of family and peers. Quantitative analysis approach was used in this study and the instrument is questionnaire, distributed through email. There were 200 respondents involved from the students of various private institutions in Malaysia. The Pearson correlation and multiple regression technique were used to explain the results. By implementing these findings, marketing team would be able to identify new marketing plans to improvise and increase the number of enrollments in their respective institutions. Based on the study, cost of education is the main factor of students' selection of private institutions of higher learning in Malaysia, followed by university reputation and the last one is influence of family and peers.

Keywords: Institutions Reputation, Cost of Education, Influence of Family and Peers, Higher Education Institutions and Students.



ABSTRAK

Objektif kajian ini bertujuan mengenalpasti pemboleh ubah yang mempengaruhi pemilihan pengajian tinggi swasta di kalangan pelajar di Malaysia. Terdapat tiga pemboleh ubah yang dikenalpasti mempengaruhi pilihan pelajar, iaitu reputasi institusi pengajian tinggi swasta, kos pengajian, dan pengaruh keluarga dan rakan-rakan. Kajian ini telah dijalankan menggunakan pendekatan kuantitatif dan instrument kajian yang digunakan ialah borang soal selidik diedarkan melalui email. Seramai 200 responden terdiri daripada pelajar daripada pelbagai pengajian tinggi swasta terlibat dalam kajian ini. Kaedah Korelasi Pearson dan regresi berganda digunakan untuk menerangkan hasil kajian. Kajian ini juga mengesahkan bahawa pemboleh ubah yang mempengaruhi pemilihan pengajian tinggi swasta di kalangan pelajar amatlah penting kerana pemboleh ubah tersebut akan membantu bahagian pemasaran di pengajian tinggi swasta untuk merangka strategi-strategi yang dapat membantu unit pemasaran untuk meningkatkan bilangan pelajar yang akan memasuki pengajian tinggi swasta. Daripada dapatan kajian, ini menunjukkan bahawa kos pengajian merupakan pemboleh ubah utama yang dipertimbangkan oleh pelajar untuk pemilihan pengajian tinggi swasta di Malaysia, diikuti reputasi institusi pengajian tinggi swasta, dan pengaruh keluarga dan rakan-rakan.

Kata Kunci: Reputasi Institusi Pengajian Tinggi, Kos Pengajian, Pengaruh Keluarga dan Rakan-rakan, Institusi Pengajian Tinggi and Pelajar



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ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my academic supervisor **Mr. Dzulhilmi Ahmad Fawzi** for his guidance, advice and tolerance throughout the period he supervise my research. He always there for me whenever I want to clarify any doubts with him.

I would like to express my sincere thanks to my husband Shasikumar who always being the role model for me in completing my research. He always allocates his time and take care of our son when I need to attend my physical classes in UUMKL. My sincere thanks to my son who did not disturb me whenever I do my research.

I eternally grateful to my family members especially my father who always let me to do whatever I wish. My generous appreciation to my sisters, cousins and friends who always help me whenever I need their help to complete my research paper. Without their useful contributions, supports and assistance, completing this research may simply be impossible for me.

Finally, I must express my sincere appreciation to those who have contributed directly and indirectly in completing my research.

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CHAPTER ONE

INTRODUCTION

1.1 Overview

In Malaysia, the education sector has seen fast development particularly in the private sector. Public universities are responsible to provide education for students who are pursuing higher level education has private institutions have existed for decades. With government support and certain privileges, private institutions produce their own syllabus and unique technical and professional courses. The market sensitive education system is advancing in our education sector where private institutions are playing a vital role in providing education for tertiary level. The formation of private institutions of higher learning from the Private Higher Educational Institutions Act 1996 require them to certify their own courses. As of now, there are more than 47 private universities in Malaysia.

The presence of private institutions in Malaysia's education sector has created an innovative and healthy competition among the private institutions to attract more students to enrol in their courses. Furthermore, the strategic team of private institutions and government institutions have implemented competitive actions on their marketing strategies to implement new ideas and procedures to attract students to enrol in their preferred institutions. With the introduction of tuition fees, it shows that the education sector in Malaysia is clearly commercialised where each institution has its own marketing plan and strategy. Therefore, a study on the factors

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APPENDICES



I'm a student from University Utara Malaysia, pursuing MSc in Management. As part of my MSc. (Management) research thesis at University Utara Malaysia KL campus, I am conducting a survey to determine factors influencing students' selection of private institutions of higher learning in Malaysia.

The purpose of this survey is to determine the factors which influence students' selection of private institutions of higher learning in Malaysia which will provide a good platform for students to make their decision when they want to enroll in private institutions. Besides that, it will help the marketing department in private institutions to improve their marketing strategies and therefore increase their number of student intakes.

To ensure confidentiality, all the information provided in this survey is protected and confidential. Please do let me know if you want more details about this project or have any other doubts which I might not have addressed.

I will appreciate if you could complete following survey.

FACTORS INFLUENCING OF STUDENTS' SELECTION OF PRIVATE INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA

Greetings everyone. I'm a student from Universiti Utara Malaysia based in KL Campus. This survey is meant for my research which intends to determine factors influencing of students' selection of private institutions of higher learning in Malaysia. The results obtained from your response will help the marketing department in private institutions to improve their marketing strategies and therefore increase their number of student intake. This survey is divide into two parts, the first part collects demographics information whereas the second part focuses on the independent variables of this study.

All the information provided in this survey is protected and confidential.

Name : Sivasanggiri a/p A.Nagarajah
Degree : Bachelor of Electronics Engineering (Hons) majoring in Telecommunication
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[Next](#)

FACTORS INFLUENCING OF STUDENTS' SELECTION OF PRIVATE INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA

* Required

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Section A : Demographic Profile

This section is designed to collect respondents background. Please select the appropriate options.

Age *

- 18-20
- 21-23
- Above 24

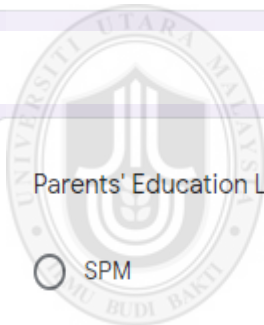
Gender

- Female
- Male
- Prefer not to say

• Rectangular Snip

Current Education Level

- Secondary School
- Pre-University (Foundation/Diploma)
- Undergraduate (Degree)
- Postgraduate (Master/Phd)



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Parents' Education Level

- SPM
- Degree
- Master
- PHD

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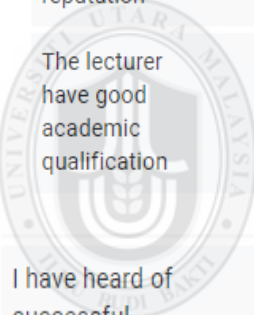
Household Income

- RM0-RM 2000
- RM 2001-RM 4000
- RM 4001-RM 6000
- Above RM 6001

FACTORS INFLUENCING OF STUDENTS' SELECTION OF PRIVATE INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA

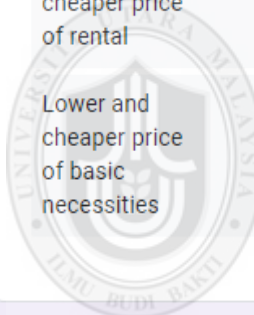
Section B : There are three main attributes and sub attributes which influence students' selection of Private Institutions of higher learning in Malaysia.

1. University reputation

	Extremely Important	Very Important	Neutral	Somewhat Important	Not Important
This institution has a good academic reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The lecturer have good academic qualification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Universiti Utara Malaysia					
I have heard of successful graduates from the institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are quality students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong global brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Top ranking national and international university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

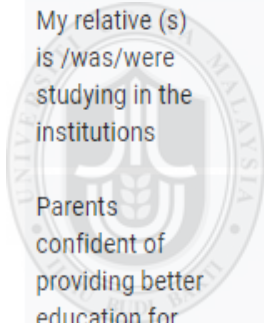
2. Cost of education

	Extremely Important	Very Important	Neutral	Somewhat Important	Not Important
Because the fee is comparatively affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because the cost of the programme is considerably affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower and cheaper prices of basic foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower and cheaper price of rental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower and cheaper price of basic necessities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



3. Influence of family and peers

	Extremely Important	Very Important	Neutral	Somewhat Important	Not Important
My parent(s) prefer the institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone recommended the institutions for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friend(s) is/was/were studying in the institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My relative (s) is /was/were studying in the institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents confident of providing better education for their children's future success	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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1. Higher Education Reputation

Reliability Statistics

Cronbach's Alpha	N of Items
.814	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This institution has a good academic reputation	9.4350	9.182	.508	.799
The lecturer have good academic qualification	9.3750	8.587	.563	.787
I have heard of successful graduates from the institutions	9.1350	8.308	.609	.777
There are quality students	9.0450	8.415	.543	.792
Strong global brand name	9.0400	7.878	.609	.778
Top ranking national and international university	9.1450	8.205	.630	.772

2. Cost of Education

Cronbach's Alpha	N of Items
.869	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Because the fee is comparatively affordable	7.8200	9.736	.592	.865
Because the cost of the programme is considerably affordable	7.8150	9.880	.567	.870
Lower and cheaper prices of basic foods	7.4050	7.961	.734	.832
Lower and cheaper price of rental	7.6300	8.063	.796	.814
Lower and cheaper price of basic necessities	7.5700	7.925	.794	.814

3. Influence of family and peers

Reliability Statistics

Cronbach's Alpha	N of Items
.868	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
My parent(s) prefer the institutions	9.0800	10.908	.586	.881
Someone recommended the institutions for me	8.8450	9.931	.755	.820
My friend(s) is/was/were studying in the institutions	8.5450	8.802	.793	.801
My relative (s) is /was/were studying in the institutions	8.4350	8.910	.760	.816

Demographic Profile

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20	98	49.0	32.0	32.0
21-23	38	19.0	19.0	51.0
24+	64	32.0	49.0	100.0
Total	200	100.0	100.0	

Parents' Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SPM	137	68.5	68.5	68.5
Degree	51	25.5	25.5	94.0
Master	11	5.5	5.5	99.5
PHD	1	.5	.5	100.0
Total	200	100.0	100.0	

Current Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary school	5	2.5	2.5	2.5
Pre-University (Foundation/Diploma)	68	34.0	34.0	36.5
Undergraduate (Degree)	112	56.0	56.0	92.5
Postgraduate (Master/Phd)	15	7.5	7.5	100.0
Total	200	100.0	100.0	

Gender

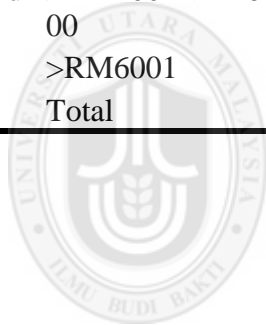
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	116	58.0	58.0	58.0
Male	84	42.0	42.0	100.0
Total	200	100.0	100.0	

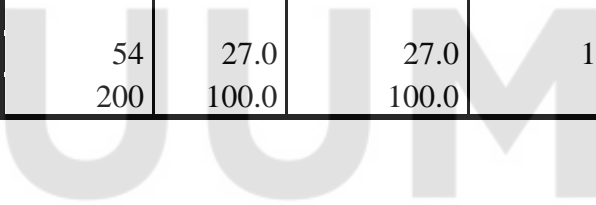
This institution has a good academic reputation

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	101	50.5	50.5	50.5
Valid Very Important	78	39.0	39.0	89.5
Neutral	21	10.5	10.5	100.0
Total	200	100.0	100.0	

Household Income

	Frequency	Percent	Valid Percent	Cumulative Percent
>RM0<RM2000	36	18.0	18.0	18.0
>RM2001<RM4000	73	36.5	36.5	54.5
Valid >RM4001<RM6000	37	18.5	18.5	73.0
>RM6001	54	27.0	27.0	100.0
Total	200	100.0	100.0	




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Mean and Standard Deviation

Statistics

	This institution has a good academic reputation	The lecturer have good academic qualification	I have heard of successful graduates from the institutions	There are quality students	Strong global brand name	Top ranking national and international university
N Valid	200	200	200	200	200	200
Missing	0	0	0	0	0	0
Mean	1.6000	1.6600	1.9000	1.9900	1.9950	1.8900
Std. Deviation	.67250	.76638	.78938	.82663	.88821	.79439

The lecturer have good academic qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Extremely Important	99	49.5	49.5	49.5
Very Important	74	37.0	37.0	86.5
Neutral	24	12.0	12.0	98.5
Somewhat Important	2	1.0	1.0	99.5
Not Important	1	.5	.5	100.0
Total	200	100.0	100.0	

There are quality students

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Extremely Important	57	28.5	28.5	28.5
Very Important	98	49.0	49.0	77.5
Neutral	37	18.5	18.5	96.0
Somewhat Important	6	3.0	3.0	99.0
Not Important	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Statistics

		Because the fee is comparatively affordable	Because the cost of the programme is considerably affordable	Lower and cheaper prices of basic foods	Lower and cheaper price of rental	Lower and cheaper price of basic necessities
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		1.7400	1.7450	2.1550	1.9300	1.9900
Std. Deviation		.77161	.76347	1.01297	.93782	.96673

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	90	45.0	45.0	45.0
	Very Important	74	37.0	37.0	82.0
	Neutral	34	17.0	17.0	99.0
	Somewhat Important	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Strong global brand name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	63	31.5	31.5	31.5
	Very Important	87	43.5	43.5	75.0
	Neutral	42	21.0	21.0	96.0
	Somewhat Important	4	2.0	2.0	98.0
	Not Important	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

I have heard of successful graduates from the institutions

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	69	34.5	34.5	34.5
Very Important	85	42.5	42.5	77.0
Neutral	44	22.0	22.0	99.0
Somewhat Important	1	.5	.5	99.5
Not Important	1	.5	.5	100.0
Total	200	100.0	100.0	

Top ranking national and international university

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	66	33.0	33.0	33.0
Very Important	97	48.5	48.5	81.5
Neutral	32	16.0	16.0	97.5
Somewhat Important	3	1.5	1.5	99.0
Not Important	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Because the cost of the programme is considerably affordable

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	86	43.0	43.0	43.0
Very Important	83	41.5	41.5	84.5
Valid Neutral	27	13.5	13.5	98.0
Somewhat Important	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Lower and cheaper prices of basic foods

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	61	30.5	30.5	30.5
Very Important	69	34.5	34.5	65.0
Valid Neutral	54	27.0	27.0	92.0
Somewhat Important	10	5.0	5.0	97.0
Not Important	6	3.0	3.0	100.0
Total	200	100.0	100.0	

Lower and cheaper price of rental

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	74	37.0	37.0	37.0
Very Important	82	41.0	41.0	78.0
Valid Neutral	33	16.5	16.5	94.5
Somewhat Important	6	3.0	3.0	97.5
Not Important	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Lower and cheaper price of basic necessities

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	71	35.5	35.5	35.5
Very Important	78	39.0	39.0	74.5
Neutral	38	19.0	19.0	93.5
Somewhat Important	8	4.0	4.0	97.5
Not Important	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Statistics

	My parent(s) prefer the institutions	Someone recommended the institutions for me	My friend(s) is/was/were studying in the institutions	My relative (s) is /was/were studying in the institutions
N	200	200	200	200
Valid	200	200	200	200
Missing	0	0	0	0
Mean	2.5550	2.7900	3.0900	3.2000
Std. Deviation	1.10593	1.10545	1.27279	1.28775

My parent(s) prefer the institutions

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	35	17.5	17.5	17.5
Very Important	65	32.5	32.5	50.0
Neutral	70	35.0	35.0	85.0
Somewhat Important	14	7.0	7.0	92.0
Not Important	16	8.0	8.0	100.0
Total	200	100.0	100.0	

Someone recommended the institutions for me

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	21	10.5	10.5	10.5
Very Important	62	31.0	31.0	41.5
Neutral	77	38.5	38.5	80.0
Somewhat Important	18	9.0	9.0	89.0
Not Important	22	11.0	11.0	100.0
Total	200	100.0	100.0	

My friend(s) is/was/were studying in the institutions

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	19	9.5	9.5	9.5
Very Important	52	26.0	26.0	35.5
Neutral	65	32.5	32.5	68.0
Somewhat Important	20	10.0	10.0	78.0
Not Important	44	22.0	22.0	100.0
Total	200	100.0	100.0	

My relative (s) is /was/were studying in the institutions

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely Important	19	9.5	9.5	9.5
Very Important	43	21.5	21.5	31.0
Neutral	66	33.0	33.0	64.0
Somewhat Important	23	11.5	11.5	75.5
Not Important	49	24.5	24.5	100.0
Total	200	100.0	100.0	

Correlation

		Student Selection	Reputation	Education cost	Influencer
Student Selection	Pearson Correlation	1	0.077	.237**	-0.039
	Sig. (2-tailed)		0.280	0.001	0.582
	N	200	200	200	200
Reputation	Pearson Correlation	0.077	1	.400**	.240**
	Sig. (2-tailed)	0.280		0.000	0.001
	N	200	200	200	200
Education cost	Pearson Correlation	.237**	.400**	1	0.116
	Sig. (2-tailed)	0.001	0.000		0.101
	N	200	200	200	200
Influencer	Pearson Correlation	-0.039	.240**	0.116	1
	Sig. (2-tailed)	0.582	0.001	0.101	
	N	200	200	200	200



ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.302	3	2.101	4.220	.006b
	Residual	97.578	196	0.498		
	Total	103.880	199			

Multiple Regression

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.647	0.213		7.745	0.000
	University Reputation	-0.008	0.098	-0.006	-0.079	0.937
	Education Cost	0.246	0.075	0.247	3.271	0.001
	Influence family and peers	-0.047	0.051	-0.066	-0.932	0.353



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