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DOES INSTITUTION RANKING INFLUENCES STUDENTS' DECISIONS- MAKING TO ENROL AT PRIVATE HIGHER EDUCATION INSTITUTIONS? A PLS-SEM APPROACH

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LET'S GET TO KNOW

ABOUT

This study exclusively focused on private Higher Education Institutions (HEIs) due to the growing trend of Malaysian students opting for private HEI to further their study. The purpose of this study is to (1) determine the direct relationship between ranking of institution and students' decision-making to enrol at private HEIs, (2) financial aid and students' decision-making to enrol at private HEIs and (3) to determine the interaction of relationship path where financial aid moderates the relationship between ranking of institution and the students' decision-making to enrol at private HEI.

DESIGN/METHODOLOGY/ APPROACH

Underpinned by the Theory of Planned Behaviour (TPB), this study investigating the influential factor of institutional ranking and financial aid toward enrolment decision by students in private HEI as well as moderating effect. 500 questionnaires were distributed at selected private HEI around Kuala Lumpur and Selangor. The unit of analysis for this study was the first-year undergraduate students (in their first academic semester) at 23 selected private HEIs across Kuala Lumpur and Selangor. Data were analysed using Variance-Based Structural Equation Modelling (VB-SEM) technique that utilised SmartPLS 3.0.

FINDINGS/EXPECTED FINDINGS

The empirical findings had expounded a significant direct relationship between financial aid and ranking of institutions towards decision making to enrol at private HEIs. In addition, results on moderation assessment had explicated financial aid did not moderate the relationship path between ranking of institution and decision making. The result of the path coefficient reveals that institution ranking ($\beta=3.281$, $p<0.5$) has a significant effect on decision making; and financial aid ($\beta=2.827$, $p<0.5$) has a significant effect on decision making. However, financial aid did not moderates the relationship path between ranking of institution and students' decision-making ($\beta=0.321$, $p>0.5$). Therefore, overall results on structural model assessment concludes that hypotheses h1 and hypotheses h1a were accepted. Whereas, on the other hand hypothesis h1b was rejected.

ORIGINALITY/VALUE/ CONTRIBUTION

This study had contributed to the existing body of knowledge in two folds, (1) revalidating the relationships of ranking of institution and the students' decision-making to enrol at private HEI; and (2) confirming the moderating role of financial aid on the relationships between ranking of institution and students' decision-making to enrol at private HEI in Malaysia setting. Added to the latter, current empirical finding expected to benefit Malaysian HEIs in their efforts to strategize their marketing strategies to increase student's enrolment at their institutions.

REFERENCES

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