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Factors That Influence the Program Choice of Freshmen Students of the Bachelor of Science in Radiologic Technology: A Quantitative Study of Motivations

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Introduction: Upon choosing their courses, freshmen students rely on several motivations which can help select the appropriate program for each of them. Intrinsic factors include emotions, thoughts, achievements, psychological power, self-realization, and fields of interest. Extrinsic factors include social background, family, environment, education, and socio-economic phenomena of the individual contribute to the formation of internal motivations. **Methods:** The study was conducted with the objective to determine which of the extrinsic and intrinsic factors influenced the freshmen students of Bachelor of Science in Radiologic Technology (BSRT) upon choosing their program and to examine whether it varied among their demographic profile and Senior High School Program strand. A self-made survey questionnaire was utilized by the researchers to gather data from the respondents; the freshmen students enrolled in the BSRT program of Calayan Educational Foundation Inc. during the academic year 2023-2024. Necessary data were collected from a sample of 66 respondents from a population of 75 students upon conducting the survey. **Results:** According to the results of the study, intrinsic factors were the most significant motivating factor. Overall, the students were motivated by Job Opportunities, Personal Interests, Desire to Serve, and Cognitive Skills. On the other hand, Social Influences and Program Advertisements were not considered to be significant factors by the students. **Conclusions:** Furthermore, the program choice of the students is not significantly associated with their demographics.

Keywords: intrinsic factors, extrinsic factors, program choice