

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING
STUDENTS' CHOICE IN PURSUING
DIPLOMA PROGRAMME:
A CASE IN UTM JOHOR BAHRU
CAMPUS**

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ABSTRACT

This study investigates the factors that influence students' decisions when choosing the UTM diploma programme. The primary data was collected through a survey that was conducted on all active diploma students of the UTM Johor Bahru Campus. The responses of all 126 participating students were analysed using descriptive statistics such as frequencies, means, standard deviations and inferential analysis such as correlation, regression and reliability tests using the SPSS software. The findings indicate that there are three main factors that students consider in choosing a university: the university's reputation, the campus location and family influence. These findings have the potential to assist UTMSPACE in addressing the pressing concern of the decrease in number of new intakes for the diploma programmes offered at the UTMJB Campus.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Education works in many forms and ways. It can be agreed that education plays a vital role in the development of humankind. Learning institutions were built in societies in order to fulfil the need for education. The earliest higher learning institutions can be traced back to the 11th and 12th century (Peters, 2019). Currently, the tertiary education landscape is becoming more complex. In Malaysia, Higher Education Institutions (HEI) can be divided into two main categories; public higher education institution and private higher education institution. Public higher education institutions would include public universities, polytechnics and community colleges, while the private higher education institutions consist of private universities, private university-colleges, private colleges and foreign university branch campuses. The development of the education system has enabled students to choose their level of education along with the specified niche area of programme that they wish to study. Having much flexibility and choice, students are challenged in making a potential life changing decision that would incur substantial amount of cost and years to invest in.

According to the director of student registration at the MOHE, the number of new student intakes for tertiary education in Malaysia is seen decreasing post pandemic (KPT, 2019). Similarly, this situation is also observed in Kenya where the number of students enrolment decreased dramatically around 50,000 students in the year 2019 (Munda, 2019). Additionally, the same trend is identified in the United States of America through the data published by the Education Data Initiative. Since 2010, 9.6% decline of new student registration for undergraduate programmes was seen until the year 2020 with 18.1 million students in 2010 and 15.9 million students in 2020 (Hanson, 2022).

Therefore, this study aims to explore the factors and elements that are related to the decision-making process by students in choosing their preferred university. This study aims to examine the factors that influence students' choice in pursuing their study particularly in diploma programmes offered at the UTMJB Campus.