



**SOCIO-ECONOMIC FACTORS THAT INFLUENCE  
STUDENT DECISION MAKING IN CHOOSING A UNIVERISTY**

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## **ABSTRACT**

Student decision making has always been a remarkable topic to be observed among after school students. The outcomes of the student decision lead to which industry they will go after graduate. This study aims to examine do the socio-economic factor affect the student decision making and to determine the most influence factor towards student decision making. In this study, the researcher choose to use three independent variable which are cost, university reputation and university facilities and its relation to dependent variable which is student decision making.

This quantitative study relied upon questionnaire with 100 students registered in taught Degree program in University Teknologi Malaysia Kuala Lumpur (UTMKL) for data collection. The data was analyzed by descriptive statistic using Statistical Package for the Social Science Software (SPSS) version 22.0. As a conclusion, this research helps the future researcher to explore in depth on socio-economic factors that influence student decision making in choosing university.

Keywords: student decision making, cost, university reputation, university facilities