

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS AFFECTING  
INTERNATIONAL STUDENTS'  
INTENTION TO ENROLL AT  
UNIMAS**

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## AUTHOR'S DECLARATION

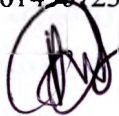
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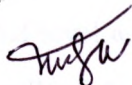
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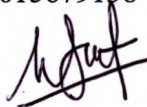
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## ABSTRACT

There is a stiff competition in education industry in attracting students either local students or international students. The higher education institutions need to have the right characteristics required by the students in order to outweigh their competitors. Therefore, universities or higher education institution need to understand the factors which can attract students to enroll at their university. Despite the target by UNIMAS to recruit at least 50 international students per intake, UNIMAS seldom achieve its target. Hence, this study aims to investigate the factors affecting international students' enrollment at UNIMAS. This research focus on major factors influencing international student's choice of higher institution such as location of the university, cost of education, university reputation, academic programs, learning facilities, family/peer influence and country image. Questionnaires were emailed to a total population of 540 international students of which 275 had responded and the analysis was carried out using SPSS. From the reliability test, only Low Cost, University Reputation, Academic Programs and Country Image are reliable in measuring the international students' intention to enrol in UNIMAS. The multiple regression shows that all the factors are reliable at 1% significant level except for Academic Programs. The findings can assist UNIMAS to plan their strategy to promote UNIMAS in international level as well as to understand the critical factors that need to be improved in order to attract more international students and to give the best experience for the current students.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Internationalisation of higher education has grown over the past 30 years (Bodycott, 2009) and has emerged as one of the most significant service industry in 1980s and 1990s (Mazzarol, 1988). Increase in students' mobility worldwide has been the major challenges for universities in the internationalisation of education (Manjet Kaur Mehar Singh, 2016). New and existing higher education institutions are competing to get more international students into their institutions as the value of the education market is now worth billions of dollars a day (Manjet Kaur Mehar Singh, 2016). Furthermore, it is forecasted that approximately 7 million students will study abroad by the year 2025 (Boehm et. el., 2002). Malaysia has been the feeder for students studying in foreign countries especially in English-speaking nation such as the USA, United Kingdom, Australia, Canada and New Zealand (Hemsley-Brown and Oplatka, 2006). The increase in the demand of higher education worldwide provides opportunities for Malaysia to transform its higher education to be the regional centre of education excellence and open the door for international students in Malaysia (Tan, 2002). In 1980's, Malaysian government realized that Malaysian institutions alone are unable to educate more than 6% of its population and has subsequently begun to work together with international institution to supplement the Malaysian system of higher education (Lenn, 2000). Malaysia aims to become the hub of higher education in the region and, according to the Ministry of Higher Education Malaysia, has targeted to achieve 200,000 foreign students intention to enroll in Malaysian Higher Education Institution by the year 2020 (M.Y. Chu, B.K.Foong, C.L.Lai &A.N.Pang, 2015). According to the World Competitive Yearbook (M.Y.Chu et al., 2015), Malaysia was ranked as the 10th most competitive education countries in the world in 2010. Based on the statistics by the Ministry of Higher Education Malaysia, there were a total of 114,653 foreign students studying in Malaysia as at 30 September 2015.