



FACTORS INFLUENCING STUDENT ENROLLMENT
DECISION IN SELECTION OF HIGHER EDUCATION
INSTITUTIONS (HEIS)

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ABSTRACT

Higher education environments have become increasingly competitive and higher educational institutions also have increased substantially. However, the higher education institutions (HEIs) are faced with a difficult situation of trying to understand how students select HEIs of their choice. This study is aimed to identify the variables related to the choice criteria of factors that affect students' choices of HEIs and also to investigate the factors that have the greatest influence on students' choice in the selection of HEIs. Findings of this study will be beneficial to assist the HEIs marketer to plan and improve their approach to attract and enroll students.

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Every year graduating high school students are faced with the problem of having to decide on future career path. The decision whether or not to continue with post secondary education and the choice of an institution to attend are two critical decisions that students make this time in their lives (Johnson and Chapman, 1979).

As a result of efforts taken by Ministry of Education to expand the education industry, the Malaysian higher education sector has undergone substantial growth. It is the government's long-term goal to make Malaysia regional center of excellence in education. Ariffin (2008) stated that the growth of higher education in Malaysia can be seen in several areas: increase in students' enrolment, increase in number of higher education institution (HEIs), increase in government spending, additional government policies in promoting education and the country's continuous need for human resources.

Tertiary education, also known as post-secondary education, is taken to include undergraduate and postgraduate education. Tertiary education generally culminates in the receipt of certificates, diplomas, or academic degree. Colleges, universities, institutes of technology and polytechnics are the main institutions that provide tertiary education.

In Malaysia, tertiary education is the responsibility of the Ministry of Education. There are two groups that provide higher education in Malaysia. First group is public institutions that consist of public universities, polytechnics, community colleges and teacher training institutes. Meanwhile, the second group is known as private institutions which are included the private universities, private university collages, foreign university branch campuses and private college.

CHAPTER TWO

LITERATURE REVIEW

2.0 LITERATURE REVIEW

Many studies have been carried in order to discover the different antecedents and factors which effect the university or college selection decisions among students. Numerous variables have been identified and investigated to determine their impact on the students' choice of university or college. There are few established combination models that investigated the factors that seem to determine students' intentions to study at HEIs. Chapman (1981) has presented the first well constructed theoretical frameworks incorporating various aspect of the affecting students' intention to study at HEIs to this study. Chapman's general conceptual model of student college choice is based on the relationship between the students' characteristics of socioeconomics status, aptitude, educational aspiration and achievement and a series of external influences (see figure 1, Appendix A).

The external factors fall into three different categories. First category is significant person including friends, parents, high school teachers and counselors. Second is fixed characteristics of the institution, namely the cost (financial aid), location and program availability. Third are communication efforts of the college. The communications are campus visit, written information, admission and recruiting activities (Chapman, 1981).

It is appeared in this model that the interactive effects of the factors has directly influence the student's college choice decisions. The model looks at the effect of student characteristics and external influences on the general expectation college life. Chapman (1981) stated that many