



**FACTORS THAT INFLUENCES THE STUDENTS' INTENTION  
TO STUDY ABROAD**

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**JULY 2017**

## ACKNOWLEDGEMENT

Alhamdulillah, with the blessing and permission from Almighty Allah S.W.T for giving me chances to have my research done as a fulfillment for my Bachelor in International Business (IBM246). Some people played a big role in accomplishing this paper.

My pleasure to say that I am feeling grateful to have Mr Juan Rizal bin Sa'ari as my advisor and my second examiner Miss Nurul Azrin binti Ariffin. Their patience, encouragement, advice and understanding are indeed valuable and I appreciate the most. The guidance have lead me to produce a remarkable research paper.

I am really thankful with the cooperation from the staff of UiTM Melaka City Campus as they willing to give me the requested data. I would love to express my gratitude to students itself for the time spent to answer my questionnaire at the time given.

Not forgotten, the supports and encouragement from my family and friends throughout the process of completing this paper. Their understanding and warm words have become the drives for me to complete this paper and also for those people not mentioned above but have assisted me, thank you so much for the effort. May Allah bless you all.

## **ABSTRACT**

The purpose of this paper is to explore the variables that influence intention to study abroad. Most countries recognize that maintaining quality of higher education is crucial as to ensure the long term competitiveness. As the competition among countries increasingly for attracting international students, it is important to have better understanding of factors that influence the decision to study abroad. The findings show that the study abroad intent are interrelated and shaped by using a model that has underpinnings in the theory of planned behaviour (TPB). The study use TPB to identify behavioural attitude, social belief and behavioural control to the study abroad context. The researcher tested the model through 273 students of UiTM Melaka City Campus and find support for the hypothesis. The findings reveal that behavioural attitude and perceive behavioural control became the drives of students intention. The researcher contributes to the extent research in TPB by applying it to the context of study abroad programs by identifying and finding support for the relationship of factors and intentions.

**Keywords:** Study Abroad, Higher Education, Theory Planned Behaviour

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