

INTERNATIONALIZATION OF TERTIARY EDUCATION IN MALAYSIA

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INTERNATIONALIZATION OF TERTIARY EDUCATION IN MALAYSIA

A Thesis Submitted to the College of Business Universiti Utara Malaysia in the
Fulfillment of the Requirement for Master Science (International Business)

By
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ABSTRACT

Internationalization plays an important role in the tertiary education sector. Internationalization of tertiary education will urge the society of a nation to form a "knowledge-based society". Internationalization process in tertiary education has allowed researchers and students to obtain information and knowledge even without have to travel abroad. Besides, it also bring opportunities for students to go overseas' tertiary education institutions. Consequently, a nation tertiary education which internationalizes their operation will change it characteristics, products and services in order to meet the demand. The main purpose for this study is to explore the possible existence relationship between the independent variables (facility, quality, cost and image and prestige) and the dependent variables (international undergraduate students' satisfaction) in University Utara Malaysia (UUM). The data used for this study is derived from the questionnaire survey conducted among the international undergraduate students in UUM randomly from who come from various countries. A total of 50 useable respondents were successfully obtained. The descriptive analysis, reliability analysis and correlation analysis were undertaken in this study. This research develops and evaluates a model of international undergraduate students' satisfaction which related to the facility, quality, cost and image and prestige. Result shows that all of the factors have impact on international undergraduate student satisfaction. This study provide insight to the four important factors which are facility, quality, cost and image and prestige as perceived by international undergraduate student as important in affecting their satisfaction toward a tertiary education institution. Therefore, university should develop diversify marketing plan which meet the needs of international undergraduate student satisfaction as discovered in this study.

Keywords: Students' satisfaction, Undergraduates, Facility, Quality, Cost, Image and prestige, Tertiary education

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LIST OF ABBREVIATIONS

CESQ	=	College Student Experiences Questionnaire
MOHE	=	Ministry of Higher Education
MQA	=	Malaysia Qualifications Assurance
MNC	=	Multinational Corporation
OECD	=	Organization for Economic Development and Cooperation
UUM	=	Universiti Utara Malaysia
WOM	=	Word Of Mouth

CHAPTER 1

INTRODUCTION

1.0 An Overview

The human being histories have the impact to the revolution of the living way whether in the most of the developing countries or the developed countries. A nation's economies and the cultures are globalizing with the respond of people's live transformation. Globalization tolerate for more investment, creation and innovation. Multinational firms can assemble and produce more goods in other countries especially in the developing countries due to the availability of bundle and cheap resources. This phenomenon has lead to the internationalization of higher education for the countries which accepts foreign investors. The higher education institutions need to make modification in their current operation in supporting the global development in economy, social and political.

The internationalization of tertiary education becomes the major challenge which faced by universities in producing sufficient quality students and generating competitive workforce for the multinational corporation (MNC) which set up by the investors. Globalization has made the transportation systems very effective and efficient which increase the mobility of the students to travel worldwide. The students' mobility creates the opportunities and threat to the global universities in which there are needed of transformation in education system in order to remain or attract the students. Drucker (1997) has intrepidly predicted the demise of "*traditional*

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