

**FACTORS INFLUENCING INTERNATIONAL
STUDENTS' DECISION TO STUDY IN
UNIVERSITI UTARA MALAYSIA**

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UNIVERSITI UTARA MALAYSIA**

By

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Abstract

Nowadays, higher education is becoming increasingly globalized and internationalized. Malaysia today aspires to be a regional hub of higher education where internationalization is believed to be the best empowerment approach to throw the country's higher education to world class. The number of international students studying in Malaysian institution of higher education is continuously growing. International students contribute their own success, campus diversity, campus internationalization and also economic of Malaysia. Universiti Utara Malaysia (UUM) meets the challenges of internationalization by offering learning opportunities to international students. The purpose of this study is to identify the factors that influencing international student's decision to study in UUM. However, this study will focus only on all the international students in UUM, total 2608 international students in different education level and from different countries. This study is a quantitative research. The questionnaires were distributed to the respondent. A total of 289 international students at UUM provide feedback via the questionnaires form. Technique of regression analysis and Pearson Correlation in SPSS is used to identify the relationship and test the hypothesis. The findings of this study indicate that there is a significant and positive relationship between university reputation, pricing and promotion/advertising with decision of international student's choosing UUM to further study.

Keyword: Higher Education, Internationalization, International Student Decision, UUM Malaysia

Abstrak

Kini, sektor pendidikan tinggi telah menjadi semakin globalisasi dan internationalizes. Sistem Pendidikan Tinggi Malaysia kini lebih terbuka dan berhasrat menjadikan hub pendidikan tinggi serantau. Pengantarabangsaan merupakan satu pendekatan yang dapat mempertingkatkan keupayaan dan keperkasaan pengajian tinggi agar setanding dengan sistem pengajian tinggi yang terbaik di dunia. Bilangan pelajar antarabangsa yang belajar di institusi pengajian tinggi Malaysia juga semakin berkembang dan mereka bukan sahaja menyumbangkan kerjayaan mereka sendiri, kepelbagaian kampus antarabangsa dan juga ekonomi Malaysia. UUM menyahut cabaran pengantarabangsaan dengan menawarkan peluang pengajian kepada pelajar antarabangsa. Tujuan kajian ialah untuk mengenalpasti faktor yang mempengaruhi keputusan pelajar antarabangsa menyambung pengajian di UUM. Sejumlah 2608 pelajar antarabangsa di UUM yang berbeza peringkat pendidikan dan pelbagai Negara termasuk dalam kajian ini. Kajian ini adalah kajian kuantitatif. Borang soal selidik yang disediakan diberi kepada responden. Seramai 289 pelajar antarabangsa di UUM memberikan maklum balas menerusi borang kaji selidik. Teknik Regression dan korelasi Pearson dalam SPSS telah digunakan untuk mengenal pasti hubungan dan menguji hipotesis. Hasil kajian ini menunjukkan, bahawa terdapat hubungan yang signifikan dan positif antara keputusan pelajar antarabangsa menyambung pengajian di UUM dengan reputasi universiti, kos pengajian dan promosi serta pengiklanan.

Katakunci: Pendidikan Tinggi, Pengantarabangsaan, Keputusan Pelajar Antarabangsa, UUM Malaysia

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CHAPTER ONE

INTRODUCTION

In this chapter, reviews the outline of the study. In this section, will start with the background of study then problem statement, which will describe the regarding issues of study. Next, will discuss on research objective, which is to determine what the researcher wants. After that, research questions will be discussed. Then, significant of study and definition of key terms will be emphasized. Lastly, in this chapter will highlight out the organization of chapter for the study.

1.1 Background of Study

Higher education in Malaysia has knowledgeable an increasing competition among universities and higher education institutes to attract more students both locally and internationally (Mazzarol, 1998). The competitive had pressured the higher educational institutions to look more competitive marketing strategies in order to compete in their own markets. Malaysia aspires toward position itself as a centre of educational distinction in the Asia Pacific region and in the completion, a variety of facilities and infrastructure and educational facilities have been well-known. Institute of Public and Private Higher Education and collaboration with higher education institutions abroad more actively organized to welcoming more international students to further study in Malaysia.

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