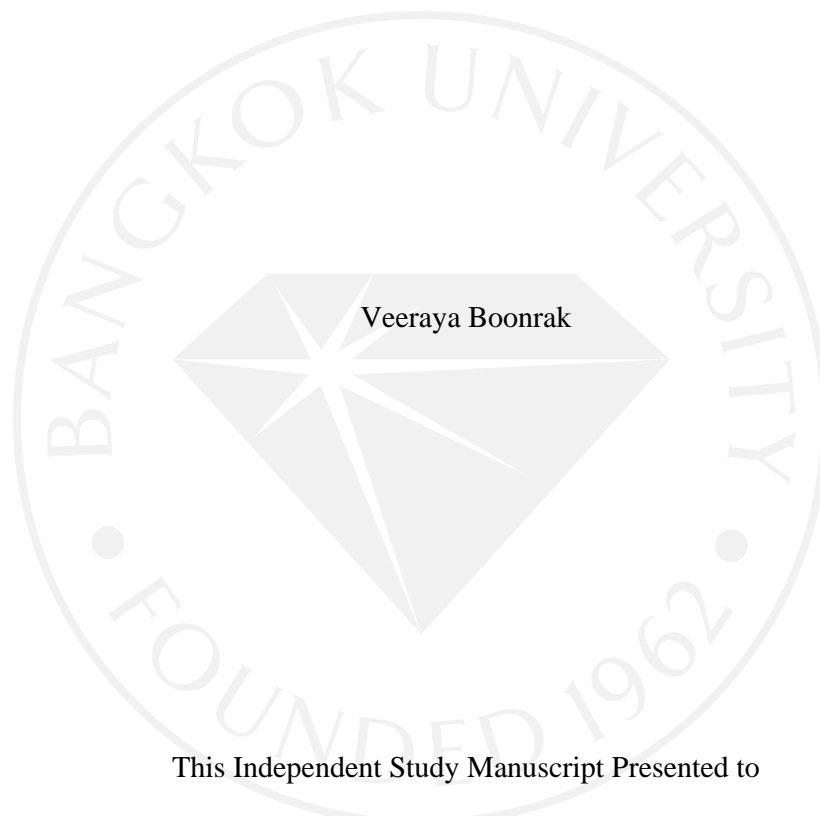


A COMPARATTIVE STUDY OF CHOICE DECISION BETWEEN PUBLIC
AND PRIVATE UNIVERSITY IN THAILAND



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AND PRIVATE UNIVERSITY IN THAILAND



This Independent Study Manuscript Presented to
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**This Independent Study has been approved by
the Graduate School
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AND PRIVATE UNIVERSITY IN THAILAND

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ABSTRACT

The purpose of the study were to examine the personal characteristics, to investigate university choice decision of the students of both public and private university in Bangkok and compare and analyze the factors that influence to choice decision.

The sample used in the study totally 400 students which were Bachelor's Degree university students divided to be 200 public university students and 200 private university students. The methods used for sampling were purposive sampling. The data collection consists of questionnaires regarding to the factors affecting decision to study public or private university, seven rating scale and T-test.

The result of the study shows that the comparison of the factors affecting the study of choice decision between public and private university in aspects of environment conditions, program of study fee.

Keywords: Factors Affecting Decision to Study, Public Universities, Private Universities

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Bangkok University

Bangkok, Thailand

Ms.Veeraya Boonrak

March 2017

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CHAPTER 1

INTRODUCTION

1.1 Background

Education is the most powerful weapon which can use to change the world by Mandela (Duncan, 2013). Education is one of the factors that can improve people to be qualified, acknowledge, morality and ethics to be socialize and living happily. According to John. F. Kennedy in 1963, the future promise of any nation can be directly measured by the present prospects of its youth (Peter & Philip, 2009).

Educational institution is a place where people of different ages gain an education, including preschools, childcare, elementary schools, secondary schools, and universities. They provide a variety of learning environments and learning spaces. In recent year, society is a highly competitive and society advancement. People need to be active and effort to receive the highest degree for their life. To receive the highest degree not only improves their potential but also challenge for the organization. To become a qualified person, choosing the study is criticizing. There are a lot of high educations Institutions. Choosing the institute is more comparative both public and private university, as the university organization also try to compete to be in top ranking to receive more student. Both of public and private universities are consider as being a choice of the students after finished high school. Public university will be the first choice to consider for the selection.

Why? Because the attitude and the social value, people believe that public education is more acceptable and offer more quality of education. The public higher education institutes in Bangkok, Thailand are

Table 1.1: Public University

No.	Institute Name
1	University of Bangkok Metropolis
2	Chulalongkorn University
3	Kasetsart University (Bangkhen Campus)
4	King Mongkut's Institute of Technology Ladkrabang/North Bangkok/Thonburi
5	Mahachulalongkornrajavidyalaya University
6	Mahamakut Buddhist University
7	Mahidol University (Phyathai Campus)
8	National Institute of Development Administration
9	Rajamangala University of Technology
10	Ramkhamhaeng University
11	Silpakorn University (Wang Tha Phra Campus)
12	Srinakharinwirot University
13	Thammasat University(Tha Phrachan Campus)

Nowadays there are many private universities which have a greater role in the lives of the students. They arrange the academics education to respond to the students' needs to have more chances and more choices. Higher Education Level can be seen from school numbers. The private higher education institutes in Bangkok, Thailand are

Table 1.2: Private University

No.	Institute Name
1	Assumption University
2	Bangkok University
3	Stamford International University
4	Dhurakijpundit University
5	Dusit Thani College
6	Kasem Bundit University
7	University of the Thai Chamber of Commerce
8	Mahanakorn University of Technology
9	North Bangkok University
10	Rangsit University
11	Ratana Bundit University
12	SAE Institute Bangkok
13	Saint John's University
14	Siam University
15	Sripathum University
16	Webster University

“College is more than a preparation for a career. Often the person who graduates has become a different person from what he or she was as an entering freshman. Moreover, the imprint of a particular college or university can remain

for life. For better or worse, the choice of a college has lifelong implications” (Sowell, 1989).

The major difference between public universities and private colleges’ lies in how they are funded that affected to tuition prices. First, most public universities and colleges were founded by state governments; this influx of public money is why tuition is lower at a public university. The real cost of an attendance is subsidized. Second, their size and the number of degrees they typically offer. Private colleges tend to be much smaller than public universities and may have only a few thousand students. Public universities and colleges can be big, and some are huge. Thirds, Class-size is another major difference. Private colleges keep classes small, with easy access to professors. At public universities, however, 200 students may be enrolled in some classes, especially in lower-division courses. Last, Private and public colleges also tend to have different demographics and ratios. (“Public university”, 2017).

However, students should identify their goals and consider costs, class size, culture, and environment before choosing between a public university and private school for their college experience. For that reason, researcher is interested in the factors and the comparative study of choice decisions between Public and Private University in Bangkok.

1.2 Statement of Problem

Education is one of the parts in life started from Early Childhood, Primary Education, Middle education, Secondary education, Vocational Education and Tertiary Education. There are many influential and many discussions before choosing the school. According to the discussion on the website which criticizes about private

university: First, Because of the private section was respond to the government policy to establish many private universities but lack of government support that will make the business closed down. The intense competition of getting the students between public and private university is happening more than 10years. Because of public university was increasing the channels of admission: for example; direct admission, quota, clearing house or admissions system that make private university was affected of getting new students. The reason is because almost people believe in the social value about choosing public university even the new private university was established. (Isaranews, 2013). Second, why private university in Thailand is not the first goal or pull in smart students as public university? (Chuupla, 2015)

Comment: Because of private university is easy to get in if compare with public university which is hard and more competitive. However, nowadays is not that much different between both universities? .

Comment: Private university cost is more expensive and is the other way if cannot attend to public university.

Comment: Because of public university is more strict, more quality and professional lecturers. However even private university is famous, smart people still choose the top public university which is established more than 30 years.

According to the discussion, nowadays there are many choices of choosing the university to study however, it depends on the personal decision and other factors.

1.3 Intention and Reason for Study

In this research, the researcher's purpose is to study a comparative study of choice decisions between Public and Private University in Bangkok.

1.4 Research Objectives

The objective of this research could be separated into 2 major objectives:

1.4.1 To study the Bio-Social Factors that affected to choice of choosing the university in Bangkok

1.4.1.1 Personal data

1.4.2 To study the Affective Factors that affected to choice of choosing the university in Bangkok

1.4.2.1 Attitude and Value

1.4.2.2 Other's Influence

1.5 Research Questions

1.5.1 What are the influential factors of the student's university choice selection in Bangkok?

1.5.2 What is the level of students overall experience at the university?

1.6 Scope of Study

The questionnaires concern with the influential factors of choosing public and private university in 2016. The researcher uses questionnaires as an instrument of survey and defined the scope of study as follow:

1.6.1 Scope of Content

In this study, the researcher examined and identified factors of choice decision of choosing public and private university. This study is quantitative research based on the concept of the factors influencing university choice decision .

1.6.2 Scope of Demographics, Samples and Location

The researcher identified the population and sample is public and private university Bachelor's degree students in Bangkok. The Sample population is 400 students which were 200 public university students and 200 private university students.

1.6.3 Scope of Related Variables

In this study, variables are presented accordingly to proposed hypothesis as followed;

Dependent variables

The decision of choosing the university that they are studying.

Independent variables

The factor influences the university choice selection that they are studying.

- H1 Academics quality and standard
- H2 University reputation
- H3 Top-ranked faculty
- H4 Academic programs
- H5 Professional Instructors/ Lecturers
- H6 A lot of branched located in different place
- H7 The length of study
- H8 Scholarship and internship

- H9 Technologically advanced university
- H10 University facilities
- H11 Good university environment
- H12 Opportunities for jobs and career advancement
- H13 Successful and well-known alumni
- H14 Social acceptance
- H15 Staff services
- H16 Tuition fee
- H17 Family influence
- H18 Friend influence
- H19 Senior influence
- H20 Teacher influence
- H21 Student lifestyle

1.7 Limitations of Research

To research the topic of a comparative study of choice decisions between public and private University in Bangkok. The researcher has to make a clear focus and limitation on the independent variables which becomes the powerful effective. Furthermore, researcher can collect the information and conduct this study by using English that are simple for the respondents to understand the detail of the study.

1.8 Assumptions

The influential factors are tuition fee cost, location, social value and studying program.

1.9 Benefits of Research

1.9.1 To understand the factors that affected to the choice decision of choosing public and private university of the university bachelor degree student's.

1.9.2 To understand attitude and value and evaluate overall satisfaction of choice decision of choosing public and private university in Bangkok.



CHAPTER 2

LITERATURE REVIEW

This study is to investigate the comparative factors of the university choice selection in Bangkok by studying the theory and the research to be the reference.

2.1 Public and Private University Definition

2.2 Theory of Motivation

2.3 Expectancy Theory

2.4 The Factors Influencing Consumer Behavior

2.5 Theory of Decision

2.6 Choice Theory

2.7 Brand Choice Theory

2.8 Utility Maximization

2.9 Research Framework

2.1 Public and Private University Definition

Public University

A public university, also commonly called a state university, is funded by the public through the government of that state. Public universities are nonprofit institutions. Because these schools are state-run, they usually offer lower tuition rates to residents of the state where the school is located. (Burrows, 2016).

Private University

A private university is not funded or operated by the government. Private colleges and universities are funded by endowments, tuition and donations. A private

college can be a for-profit or nonprofit institution. (Burrows, 2016).

2.2 Theories of Motivation

Motivation involves the biological, emotional, social and cognitive forces that activate behavior. In everyday usage, the term motivation is frequently used to describe why a person does something. (Cherry, 2016)

The term motivation refers to factors that activate, direct, and sustain goal-directed behavior. Motives are the "whys" of behavior—the needs or wants that drive behavior and explain what we do. We don't actually observe a motive; rather, we infer that one exists based on the behavior we observe." (Nevid, 2013)

Psychologist Abraham Maslow first developed his famous theory of individual development and motivation in 1940's. Maslow's (1943) hierarchy of needs is a motivational theory in psychology comprising a five tier model of human needs, often depicted as hierarchical levels within a pyramid.

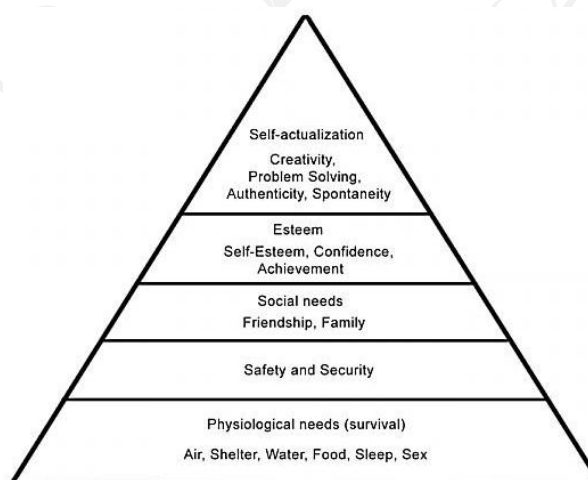


Figure 2.1: Maslow's Hierarchy of Needs

Source: Maslow, A. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-396.

This five stage model can be divided into deficiency needs and growth needs. The first four levels are often referred to as deficiency needs (D-needs) and the top level is known as growth or being needs (B-needs) (McLeod, 2016).

The Maslow motivation theory is typically represented by 5 steps:

- Physiological needs is the basic human requirement such as hunger, thirst and sleep
- Safety needs is security, protection from danger and freedom from pain.
- Social needs sometimes also referred to as love needs such as friendship, giving and receiving love, engaging in social activities and group membership.
- Esteem needs these include both self-respect and the esteem of others. For example, the desire for self-confidence and achievement, and recognition and appreciation: for example; successful in life and career advancement.
- Self-actualization is to highest requirement to desire to develop and realize your full potential and become everything you can be.

In summary, the needs of human beings are not the end as Maslow hierarchy theory point out that people might respond to the basic needs before develop to the highest needs.

Theory of Maslow is related to social factors and esteem needs because people need an acceptable from others and also want to be successful and advancement in life.

Alderfer classifies needs into three categories in ERG Theory, ordered hierarchically in 3 levels.

- Growth needs is the development of competence and realization of potential. People expected to be successful in life and this is the highest needs same as
- Relatedness needs the satisfactory relations with others likes friends, colleagues, manager which similar to Maslow theory that called social needs.
- Existence needs is the physical well-being: for example; food, water, place, clothes which is similar to Maslow theory called safety needs.

ERG Theory contain all of the needs present in the human experience which are related to Family, Friend, Senior and Teacher factors because human interaction and maintains relationships. Most people need human interaction to feel content with their lives.

2.3 Expectancy Theory (Vroom, 1964)

The nature of human being is when people decide or doing something, people might have the motivation and expected to receive the successful and satisfaction; for example; the students expect that after they finished all academics, they will received the degree or the students expects that after they chose the university, they will receive the quality of the studying leading to have job advancement which related to social value factors. In fact, the expectation causes to the action and the human behavior causes from the expectation to receive the successful.

Vroom's expectancy theory suggests that although individuals may have different sets of goals, they can be motivated if they believe because there is a positive correlation between efforts and performance. Favorable performance will result in a desirable reward and the reward will satisfy an important need. However, the desire to satisfy the need is strong enough to make the effort worthwhile. Therefore, Vroom

realized that performance is based on individuals' factors such as personality, skills, knowledge, experience and abilities. (Management and Motivation,1983)

Not only the theory of motivation and expectation theories but also the factors influence to the consumer behavior and it cause to the decision-making.

2.4 The Factors Influencing Consumer Behavior

Consumer behavior refers to the selection, purchase and consumption of goods and services for satisfaction of their wants. Consumer behavior is quite subjective as a consumer decision-making process is affected by number of factors. The most substantial personal influences that affect consumers purchase decisions can be classified in two categories (Hoyer & Macinnis, 2008). First, Internal influences are also known as personal influences and it includes perceptions, attitude, motivation, lifestyle, learning and roles which related to Bio Social Factor. These internal influences affect all our purchase decisions (Dawson & Kim, 2009). Second, External Influences, these influences are also recognized as social influences and it includes cultures, social norms, subcultures, family roles, household structures, and groups that affect an individual's purchase decision (Bennett, 2009) which related to affective factors and others influence.

2.5 Theories of Decision

According to Chester Barnard defined that decision making is the technique to make lots of choices becomes less choice; however; the most important is only choose the right way or the suitable way.

“Decision-making is usually defined as a process or sequence of activities involving stages of problem recognition, search for information, definition of alternatives and the selection of an actor of one from two or more alternatives consistent with the ranked preferences” (Simon,1948).

Therefore, making a decision is related to thinking process which comes from attitude and value. What is attitude and value? Attitudes are the mental dispositions people have towards others and the current circumstances before making decisions that result in behavior. People primarily form their attitudes from underlying values and beliefs. Values are stable long-lasting beliefs about what is important to a person. They become standards by which people order their lives and make their choices. Therefore, a belief will develop into a value when the person’s commitment to it grows and they see it as being important. A person must be able to articulate their values in order to make clear, rational, responsible and consistent decisions: however; attitude and values in individual which depend on how the person belief and making a choice.

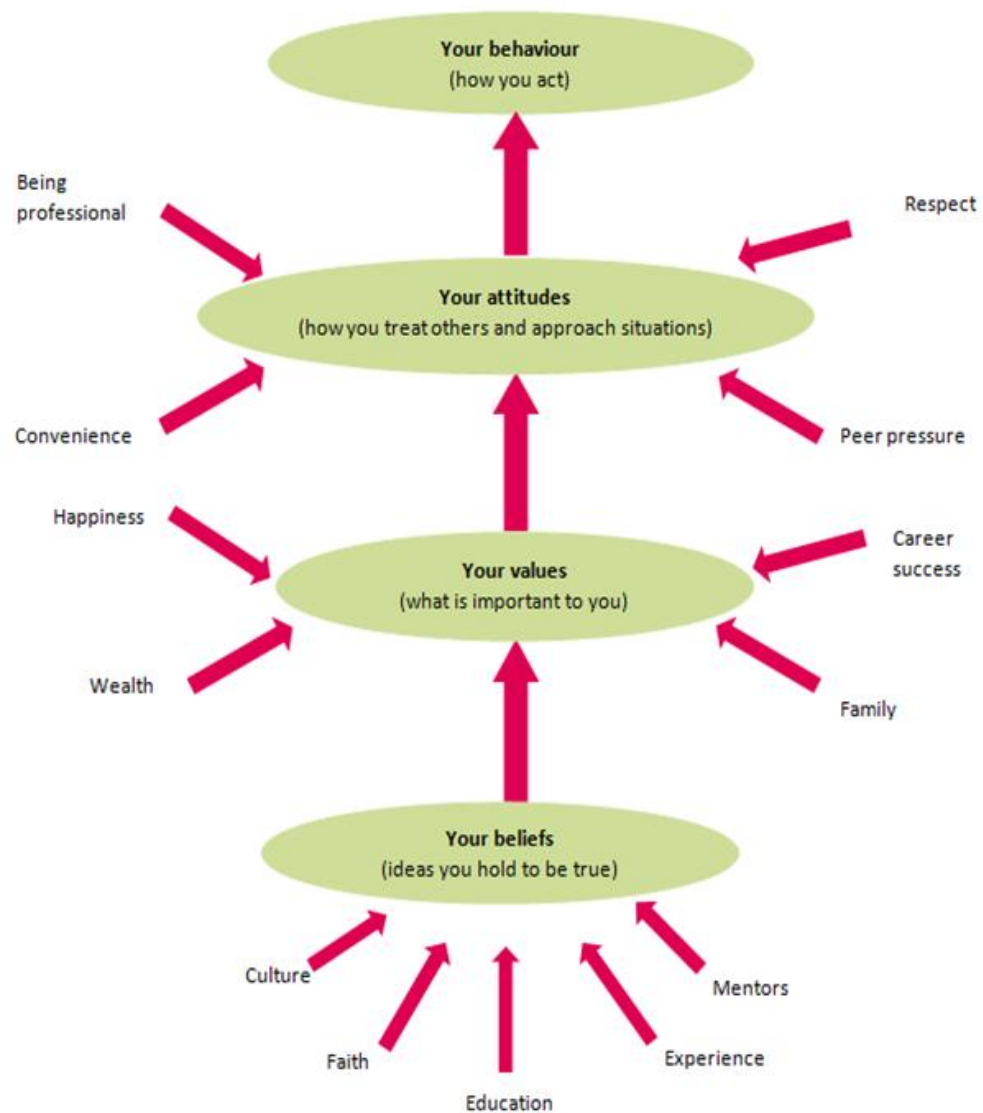


Figure 2.2: Personal Beliefs, Values, Attitudes and Behavior

Making the right decision is important for education especially the place or the academic program. The decision is the reasonable process for choosing the appropriate procedures or making the satisfaction to achieve the goal according the expectation; however; it depend on the situation and personal decision.

2.6 Choice Theory

Choice means the act of choosing. Human wants or ends are unlimited and a choice has to be made from among the multiple wants (Robbins, 1932). Choice Theory is explained about human behavior based on internal motivation relationship and habits; all human behavior is chosen as we attempted to meet one or more of the five basic needs. These needs are the general motivations for everything we do: survival, love, belonging, power, freedom and fun that are part of our genetic structure. (Glasser, 1998). Because of humans constantly compare their perception that is why choice theory is the notion that we always have some choice about how to behave.

This does not mean that we have unlimited choice or that outside information is irrelevant as we choose how to behave. It means that we have more control than some people might believe and that we are responsible for the choices we make.

2.7 Brand Choice Theory

Brand choice model, the stochastic models of individual brand choice focus on the brand that will be purchased on a particular purchase occasion, given that a purchase event will occur. This type of model includes Bernoulli processes and Markov models. Models in this category vary in their treatment of population heterogeneity, purchase event feedback, and exogenous market factors (Lilien & Kotler 1983).

Consumers look to purchase products and brands that are relevant to their needs or the self-evident. However, the ways in which they make choices are much more complex than quality or availability (Somma, 2016). Consumer brand

preference is often coincide with brand choice that means the consumers tend to choose their preference brand. The most situations facing every business are to identify the factors determining preferences for the brands with supporting reasons which affect consumer choice". (Itamar & Nowlis, 2000).

As Brown study identified that, "physical characteristics of the brand, user's experience with the brand, packaging, price, premiums, guarantees, habit, recommendation by friends, recommendation by experts, convenience of dealer's location, personal salesmanship, services, prestige, advertising, policy, location, or social acceptance" (Brown, 1950). As the students made a decision of choosing, they might consider about brand and factors which is related to the second part questionnaire.

2.8 Utility Maximization

Utility maximization is economics concept when consumer making a decision and they attempts to get the greatest value possible from the expenditure by maximize the total value derived from the available money.

Policies were to be decided based on attaining the "greatest good for the greatest number (Levin & Milgrom, 2004). It directly influences the demand, and price of good or service. The Utility cannot be measured but it can be compared. It can be determined indirectly with consumer behavior theories, which assume that consumers will strive to maximize their utility. The satisfaction power or the pleasure a consumer obtains from the consumption of a good or service is related to overall experience at university where they are study in last part of the questionnaire.

All is the theories which are related to study the factors of the university choice selection between public and private university in Bangkok.

2.9 Research Framework

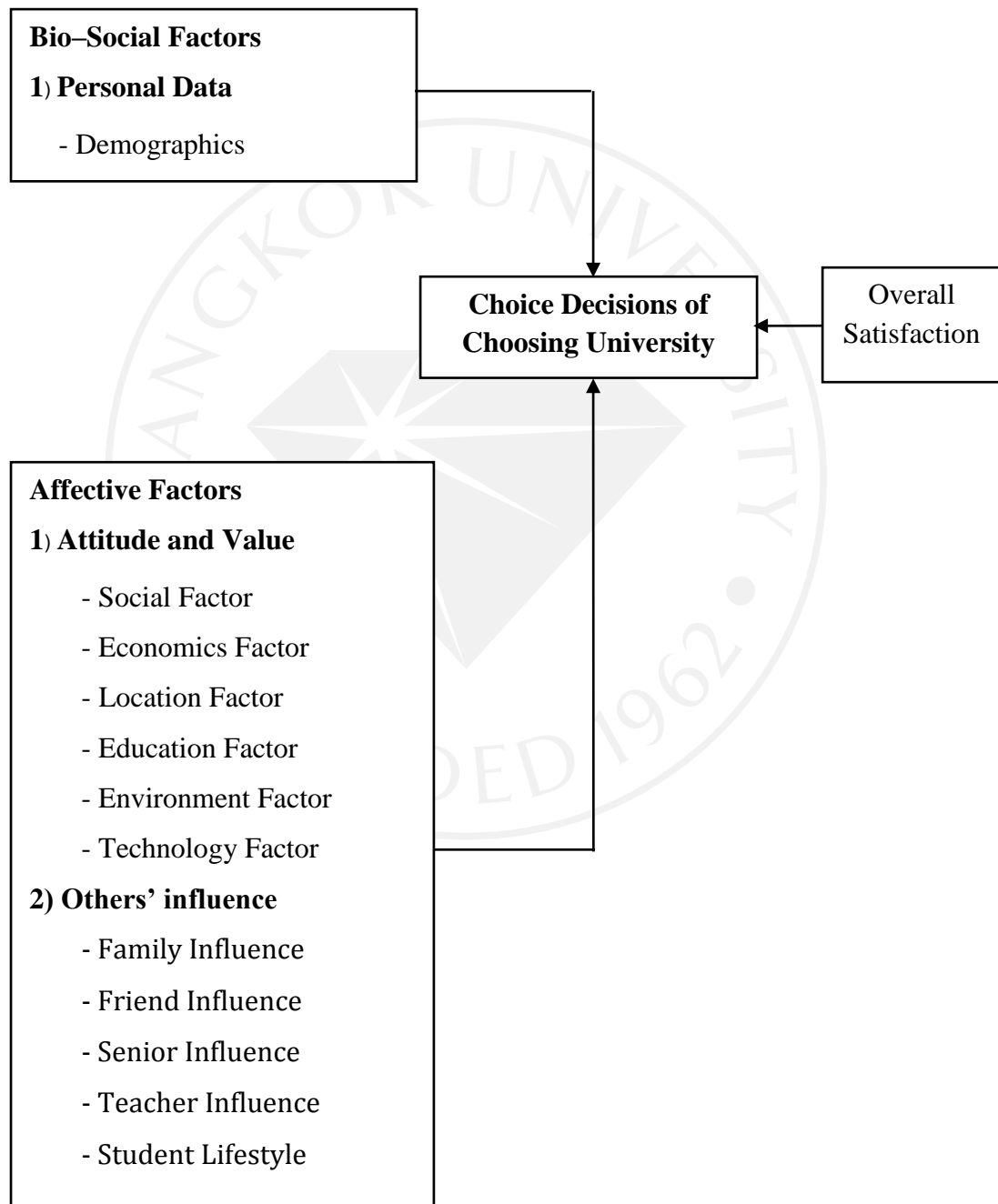


Figure 2.3: Frame of Research

CHAPTER 3

METHODOLOGY

In this chapter, the researcher explained about research methodology of the comparative study of choice decisions between Public and Private University in Bangkok. The researcher explained the strategy and approaches; moreover, the researcher also provides detail about population and sample, survey instrument, reliability, data collection and statistic for data analysis.

3.1 Research Strategy

This research is quantitative research by using the questionnaires for the data analysis. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. (Babbie, 2008). The main purpose of the study is to examine and identify the main factor of university choice decision between public and private university in Bangkok.

3.2 Populations and Samples

3.2.1 Populations

The target group of this study is the bachelor's degree students from public and private university in Bangkok who are currently studying.

3.2.2 Samples

The method of Yamane (1973) has been set as follow:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{658,135}{1 + 658,135(0.05)^2} = 400$$

Where n = sample size, N = population size, e = the error of sampling (%)

By using formula Yamane (1967) has a simplified formula for calculating sample size. A 95% confidence level and P = .05 are assumed. The calculation from population 400 came up with Sampling are divided 200 samples (for comparison purpose, we use split-half random sampling technique) in both public and private university in Bangkok. The sample of the study is the Bachelor's degree university students.

3.3 Variables

3.3.1 Independent variables are

- Attitude and value
- Social factor
- Economics factor
- Location factor
- Education factor
- Environment factor

- Technology factor

Others' influence

- Family Influence
- Friend Influence
- Senior Influence
- Teacher Influence
- Student Lifestyle

3.3.2 Dependent variables is the decision of choosing the university that they are studying.

3.4 Survey Instrument

This research collected by using the questionnaire which examine and identify the factors of a comparative study of choice decision between Public and Private University in Bangkok. The questionnaire used to collect three main types of information for the quantitative data analysis: the demographics overall experience and the attitudinal factors associated with the university student's choice decision. The questions are related to the theoretical framework, which identified the factors associated with university choice decision-making.

The questionnaires are divided into 3 parts:

First part is the student's demographic information

Second part is rating the following factors that affect college/ university choice selection

Third part is rating overall experience of the university that they are studying

The Level of Information Measurement and Criteria

1) The first part, the questionnaire is personal information that measure by using the frequency distribution and the percentage to analyze the data

2) The measurement and Criteria Classification in the second part, a rating scale of the reason of choosing the university is in 7 levels. The meaning of each scale is:

7	means	Strongest
6	means	Very Strong
5	means	Strong
4	means	Neutral
3	means	Mild
2	means	Very Mild
1	means	Most Mild
0	means	No Effect

3.5 Validity and Reliability Assessment

There are two important assessments for research instrument which is validity and reliability. Reliability and validity assessment is merely the first step toward understanding the complex issues of measurement in theoretical and apply research setting (Carmines & Zeller, 1979)

3.5.1. The content must be the evidence of content relevance, representativeness, and technical quality. To prove the consistency of the question, the researcher using Index of Item Objective Congruence method (IOC) that given by three experts, the consistency index value will be accepted the value at 0.5 or above.

The equation as below:

$$\begin{aligned} \text{IOC} &= \frac{\sum R}{N} = \text{IOC} = \frac{21.01}{22} \\ &= 0.955 \end{aligned}$$

The assessment result is equal 0.955

$$\text{IOC} = (\sum R)/N$$

IOC = consistency between the objective and questions.

$\sum R$ = total assessment points given from all qualified experts.

N = number of qualified experts.

3.5.2 Reliability is the degree to which an assessment tool produces stable and consistent results (Colin & Julie, 2006). The questionnaire was collected by 30 samples of the questionnaire to examine the reliability. The reliability test is Cronbach's alpha coefficient by using IBM SPSS statistic software.

Table 3.1: Criteria of Reliability

A rule of thumb for interpreting alpha for dichotomous questions is:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha.

International Journal of Medical Education, 2, 53–55.

Table 3.2: The Result of Cronbach's Alpha Test with 30 Try-out Questionnaires

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Table 3.3: Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.937	23

As the table above, the alpha coefficient for the twenty three items is .937, suggested that the items have relatively high internal consistency.

3.6 Data Collection

This research collected the data by using the questionnaire paper. The researcher chose the university which is well known and located in the Bangkok. The research has been conducted the questionnaire between October 2016–February 2017 based in Bangkok, Thailand. The universities are located in Bangkok and choosing by geographical area.

The universities where the researcher collected the questionnaire were

- 1) Chulalongkorn University
- 2) Ramkhamhang University
- 3) Srinakarinwirot University
- 4) Bangkok University
- 5) Stamford University
- 6) Assumption University

3.7 Statistic for Data Analysis

The data that was collected will process by using SPSS program, for the statistic of the data analysis, the researcher use;

3.7.1 Binary Logistic Regression

Binary logistic regression estimates the probability that a characteristic is present (e.g. estimate probability of "success") given the values of explanatory variables, in this case a single categorical variable; $\pi = \Pr(Y = 1|X = x)$. Suppose a physician is interested in estimating the proportion of diabetic persons in a population. Naturally she knows that all sections of the population do not have equal probability of 'successes, i.e. being diabetic. Older population, population with hypertension, individuals with diabetes incidence in family is more likely to have diabetes. Consider the predictor variable X to be any of the risk factor that might contribute to the disease. Probability of success will depend on levels of the risk factor.

$$\pi_i = \Pr(Y_i = 1|X_i = x_i) = \frac{\exp(\beta_0 + \beta_1 x_i)}{1 + \exp(\beta_0 + \beta_1 x_i)}$$

Variables:

- Let Y be a binary response variable
 $Y_i = 1$ if the trait is present in observation (person, unit, etc...) i
 $Y_i = 0$ if the trait is NOT present in observation i
- $X = (X_1, X_2, \dots, X_k)$ be a set of explanatory variables which can be discrete, continuous, or a combination. x_i is the observed value of the explanatory variables for observation i . In this section of the notes, we focus on a single variable X .

Data Analysis of Binary Logistic Regression

Do independent variable 1 and independent variable 2 predict dependent variable?

Ho: Independent variable 1 and independent variable 2 do not predict dependent variable.

Ha: Independent variable 1 and independent variable 2 predict dependent variable.

To examine the research question, a binary logistic regression will be conducted to assess if the independent variable(s) predict the dependent variable. The binary logistic regression is an appropriate statistical analysis when the purpose of research is to assess if a set of independent variables predict a dichotomous dependent variable (Stevens, 1980). This type of analysis can be used when the independent variables (predictors) are continuous, discrete, or a combination of continuous and discrete. For this research question, the independent variables are independent variable 1, independent variable 2, etc.; the dependent variable is dependent variable and consists of two levels. This analysis permits the evaluation of the odds of membership in one of the two outcome groups based on the combination of predictor variable values. Evaluation of the logistic regression model includes the overall model evaluation and a classification table showing the percentage of correct predictions.

The overall model significance for the binary logistic regression will be examined using the χ^2 omnibus test of model coefficients. The Nagelkerke R² will be examined to assess the percent of variance accounted for by the independent variables. Predicted probabilities of an event occurring will be determined by Exp (β).

Binary logistic regression analysis, by design, overcomes many of the restrictive assumptions of linear regressions. For example, linearity, normality and equal variances are not assumed, nor is it assumed that the error term variance is normally distributed and the major assumption is that the outcome variable must be dichotomous. (Schuppert, 2009).

3.7.2 Descriptive Statistics Analysis

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures; for example; sample size, maximum and minimum values, averages and measures of variation of the data about the average.

The researcher uses a cross-tabulation to summarize the relationship between two categorical variables which is about The Students' demographic information, the factors that influence to the university choice decision consist of attitude and value which is social factor, economics factor, location factor, education factor, environment factor, Technology factor and others' influence which is family influence, friend influence, senior influence, teacher influence and student lifestyle. The last part is the university overall experience.

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

In this chapter, the research was shown about the complete result and analyzes the data. After the researcher conducted the 400 questionnaires by following the conceptual framework and methodology,

4.1 The analysis of binary logistic regression method, the result was shown about the factors that affected to the choice decision (7 Likert scale)

4.2 The analysis of descriptive statistics

4.2.1 The analysis of descriptive statistics between student's choice selection and demographics

4.2.2 The analysis of descriptive statistics of the factors that influence to students choice selection between public and private university

4.2.3 The analysis of descriptive statistics of the students overall university experience

4.1 The Analysis of Binary Logistic Regression Method, the Result was Shown about the Factors that Affected to the Choice Decision (7 Likert Scale)

In this part, the researcher uses the binary regression to analyze the data as mentioned in the methodology that binary regression represented the single categorical variable consider the predictor variable X to be any of the risk factor that might contribute to the disease. A binary regression method shown that;

Table 4.1: Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	400	100.0
	Missing Cases	0	.0
	Total	400	100.0
Unselected Cases		0	.0
Total		400	100.0

a. If weight is in effect, see classification table for the total number of cases.

Table 4.2: Dependent Variable Encoding

Original Value	Internal Value
Public University	0
Private university	1

The Case Processing Summary simply tells us about how many cases are included in our analysis; the second row tells us that no participants are missing data.

The Dependent Variable Encoding reminds us how our outcome variable is encoded – ‘0’ for public university and “1” for private university.

Table 4.3: Classification Table^{a,b}

Observed	Predicted		
	University		Percentage Correct
	Public University	Private university	
Step 0 University Public	0	200	.0
University			
Private	0	200	100.0
university			
Overall Percentage			50.0

a. Constant is included in the model.

b. The cut value is .500

Table 4.4: Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.000	.100	.000	1	1.000	1.000

The Variables in the Equation table shows us the coefficient for the constant.

According to this table the model with just the constant is a statistically significant predictor of the outcome ($p < .001$). However it is only accurate 50.0% and Sig. 1.000.

Table 4.5: Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	554.518	21	.000
	Block	554.518	21	.000
	Model	554.518	21	.000

Table 4.6: Model Summary

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
.000 ^a	.750	1.000

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

The Omnibus Tests of Model Coefficients is used to check that the new model (with explanatory variables included) Here the chi-square is highly significant (chi-square = 554.518, df = 21, $p < .000$).

The *Model Summary* provides the $-2LL$ and pseudo- R^2 values for the full model. The $-2LL$ value for this model (.000) and Nagelkerke which suggests that the model explains 100% and Cox & Snell R Square is 75% of the variation in the outcome.

Moving on, the Hosmer & Lemeshow test table 4.7 of the goodness of fit suggests the model is a good fit to the data as $p = 1.000 (> .05)$.

Table 4.7: Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	.000	6	1.000

Table 4.8: Classification Table^a

Observed	Predicted		
	University		Percentage Correct
	Public University	Private university	
Step 1 University Public	200	0	100
University			
Private	0	200	100
university			
Overall Percentage			100.0

a. The cut value is .500

The Classification Table, this table is the equivalent to that in *Block 0* based on the model that includes our explanatory variables. As you can see our model is now correctly classifying the outcome for 100% of the cases.

Table 4.9: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step	A1	-.135	.131	1.072	1	.300	.873	.676	1.129
1 ^a	A2	.215	.131	2.690	1	.101	1.240	.959	1.602
	A3	-.130	.117	1.245	1	.264	.878	.699	1.103
	A4	.303	.132	5.219	1	.022	1.353	1.044	1.755
	A5	-.352	.137	6.597	1	.010	.704	.538	.920
	A6	.016	.085	.035	1	.851	1.016	.860	1.201
	A7	.059	.112	.279	1	.597	1.061	.852	1.320
	A8	-.165	.084	3.851	1	.050	.848	.719	1.000
	A9	.312	.128	5.955	1	.015	1.366	1.063	1.755
	A10	.184	.155	1.412	1	.235	1.202	.888	1.627
	A11	.199	.146	1.866	1	.172	1.220	.917	1.623
	A12	-.075	.151	.248	1	.619	.928	.690	1.247
	A13	-.133	.139	.927	1	.336	.875	.667	1.148
	A14	-.196	.141	1.945	1	.163	.822	.624	1.083
	A15	.304	.119	6.533	1	.011	1.356	1.074	1.712

(Continued)

Table 4.9 (Continued): Variables in the Equation

A16	-.319	.098	10.606	1	.001	.727	.600	.881
B1	-.105	.090	1.352	1	.245	.900	.754	1.075
B2	.222	.110	4.068	1	.044	1.248	1.006	1.548
B3	.031	.096	.106	1	.744	1.032	.855	1.245
B4	.012	.099	.014	1	.907	1.012	.834	1.228
B5	-.035	.088	.158	1	.691	.966	.813	1.147
Constant	-.935	.721	1.683	1	.195	.393		

a. Variable(s) entered on step 1: A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11, A12, A13, A14, A15, A16, B1, B2, B3, B4, B5

The SPSS output of binary logistic regression shows that p-values of academic program, professional instructors, technologies, university staff services, fee and friend influence are less than .05 except p-value scholarship and internship is equal to .05 which is marginal, therefore we can reject H₀ that academic program, professional instructors, technologies, university staff services, fee and friend influence do not influence university choice selection and accept H_a that all these variables significantly influence university choice selection.

The hypothesis testing results are shown in table 4.9 as following:

Dependent variables

The decision of choosing the university that they are studying.

Independent variables

The factor influences the university choice selection that they are studying.

- H1₀ Academics quality and standard does not significantly influences to the students university choice selection in Bangkok, Thailand ($0.300 > 0.05$).
- H2₀ University Reputation does significantly influences to the students university choice selection in Bangkok, Thailand ($0.101 > 0.05$).
- H3₀ Top-Ranked faculty does significantly influences to the students university choice selection in Bangkok, Thailand ($0.264 > 0.05$).
- H4_a Academic Programs significantly influences to the students university choice selection in Bangkok, Thailand ($0.022 < 0.05$).
- H5_a Professional Instructors / Lecturers significantly influences to the students university choice selection in Bangkok, Thailand ($0.010 < 0.05$).
- H6₀ A lot of branched located in different place does not significantly influences to the students university choice selection in Bangkok, Thailand ($0.851 > 0.05$).
- H7₀ The length of study does not significantly influences to the students university choice selection in Bangkok, Thailand ($0.597 > 0.05$).
- H8₀ Scholarship and internship does not significantly influences to the students' university choice selection in Bangkok, Thailand ($0.050 = 0.05$).
- H9_a Technologically advanced university significantly influences to the students university choice selection in Bangkok, Thailand ($0.015 < 0.05$).
- H10₀ University facilities does not significantly influences to the students university choice selection in Bangkok, Thailand ($0.235 > 0.05$).
- H11₀ Good university environment does not significantly influences to the students university choice selection in Bangkok, Thailand ($0.172 > 0.05$).

- H12₀ Opportunities for jobs and career advancement does not significantly influences to the students university choice selection in Bangkok, Thailand (0.619>0.05).
- H13₀ Successful and well-known alumni does not significantly influences to the students university choice selection in Bangkok, Thailand (0.336> 0.05).
- H14₀ Social acceptance does not significantly influences to the students university choice selection in Bangkok, Thailand (0.163> 0.05).
- H15_a Staff Services significantly influences to the students university choice selection in Bangkok, Thailand (0.011<0.05).
- H16_a Tuition Fee significantly influences to the students university choice selection in Bangkok, Thailand (0.001< 0.05).
- H17₀ Family influence does not significantly influences to the students university choice selection in Bangkok, Thailand (0.245> 0.05).
- H18_a Friend influence significantly influences to the students university choice selection in Bangkok, Thailand (0.044<0.05).
- H19₀ Senior influence does not significantly influences to the students university choice selection in Bangkok, Thailand (0.744>0.05).
- H20₀ Teacher influence does not significantly influences to the students university choice selection in Bangkok, Thailand (0.907>0.05).
- H21₀ Student Lifestyle does not significantly influences to the students university choice selection in Bangkok, Thailand (0.691>0.05).

4.2 The Analysis of Descriptive Statistics

In this part, the researcher uses the descriptive statistical analysis to analyze data. First, the analysis between the student's choice selection and demographics. Second, the analysis between the student's choice selection and the influential factors.

4.2.1 The Analysis of Descriptive Statistics between Student's Choice Selection and Demographics

The descriptive statistics analysis used to analyze a relationship between students choice selection and demographics including gender, age, Nationality, parents job, parents incomes, study program time, type of program, type of high school, parents job and incomes, type of university and tuition fee paid per year. The result was shown in the table below;

Table 4.10: University–Gender

		Gender		Total
		Male	Female	
University Public University	Count	68	132	200
	% within University	34.0%	66.0%	100.0%
	% within Gender	40.0%	57.4%	50.0%
	% of Total	17.0%	33.0%	50.0%
Private university	Count	102	98	200
	% within University	51.0%	49.0%	100.0%
	% within Gender	60.0%	42.6%	50.0%
	% of Total	25.5%	24.5%	50.0%
Total	Count	170	230	400
	% within University	42.5%	57.5%	100.0%
	% within Gender	100.0%	100.0%	100.0%
	% of Total	42.5%	57.5%	100.0%

The table 4.10 provides an overview of the relevant demographic information for the gender of the respondents. The result shows that

- Public universities students who are female count as 132 (66.0%) compare with private university count as 98 (42.8%)
- Private university students are male count as 102(51.0%) which higher than public university count as 68(34.0%).
- The Total of public and private university students who are male count as 170 (42.5%)
- The Total of public and private university students who are female count as 230 (57.5%)

In conclusion, the comparative of the gender shown that male choose to study at private university more than female and female choose public university more than male.

Table 4.11: University–Age

			Age		Total
			18–23 years old	24–29 years old	
University Public	Count		199	1	200
University	% within University		99.5%	0.5%	100.0%
	% within Age		49.9%	100.0%	50.0%
	% of Total		49.8%	0.3%	50.0%

(Continued)

Table 4.11 (Continued): University–Age

Private	Count	200	0	200
university	% within			
	University	100.0%	0.0%	100.0%
	% within Age	50.1%	0.0%	50.0%
	% of Total	50.0%	0.0%	50.0%
Total	Count	399	1	400
	% within			
	University	99.8%	0.3%	100.0%
	% within Age	100.0%	100.0%	100.0%
	% of Total	99.8%	0.3%	100.0%

The table 4.11 provides an overview of the relevant demographic information for the age of the respondents. The result shows that

- Public university count as 199 (99.5%), the age is between 18–23 years old.
- Private university count as 200 (100%), the age is between 18–23 years old.
- Public university count as 1 (0.5%), the age is between 24–29 years old.
- Private university count as 0 (0.0%), there are no students ages between 24–29 years old.

In conclusion, the comparative of the age shown that the Bachelor's degree students both public and private university are almost ages between 18–23 years old.

Table 4.12: University–Nationality

			Nationality				Total
			Thai	American	British	Others	
University	Public	Count	186	6	0	8	200
	University	% within	93.0%	3.0%	0.0%	4.0%	100.0%
	University	% within	54.5%	25.0%	0.0%	25.8%	50.0%
		Nationality					
		% of Total	46.5%	1.5%	0.0%	2.0%	50.0%
	Private	Count	155	18	4	23	200
	university	% within	77.5%	9.0%	2.0%	11.5%	100.0%
		% within	45.5%	75.0%	100.0%	74.2%	50.0%
		Nationality					
		% of Total	38.8%	4.5%	1.0%	5.8%	50.0%
Total		Count	341	24	4	31	400
		% within	85.3%	6.0%	1.0%	7.8%	100.0%
		University					
		% within	100.0%	100.0%	100.0%	100.0%	100.0%
		Nationality					
		% of Total	85.3%	6.0%	1.0%	7.8%	100.0%

The table 4.12 provides an overview of the relevant demographic information for the nationality of the respondents. The result shows that

- Public university students are Thai count as 186 (93.0%)
- Private university students are Thai count as 155 (77.5%)
- Public university students are American count as 6 (3.0%)
- Private university students are American count as 18 (9.0%)
- Public university students is British count as 0 (0.0%)
- Private university students is British count as 4 (2.0%)
- Public university students is others nationality count as 8 (4.0%)
- Private university students is others nationality count as 23(11.5%)

The others nationality of both public and private university are Asian which is Chinese, Vietnam and Cambodia and European which is Denmark, Finland and French.

Table 4.13: University–Parents Job

			Parents' Job				Total
			Business Owner	Government Employee	Private Company Employee	Others	
University	Public	Count	76	62	48	14	200
	University	% within	38.0%	31.0%	24.0%	7.0%	100.0%
		University					
		% within	43.2%	59.6%	47.5%	73.7%	50.0%
		Parents' job % of Total	19.0%	15.5%	12.0%	3.5%	50.0%
University	Public	Count	100	42	53	5	200
	University	% within	50.0%	21.0%	26.5%	2.5%	100.0%
		University					
		% within	56.8%	40.4%	52.5%	26.3%	50.0%
		Parents' job % of Total	25.0%	10.5%	13.3%	1.3%	50.0%
Total		Count	176	104	101	19	400
		% within	44.0%	26.0%	25.3%	4.8%	100.0%
		University					
		% within	100.0%	100.0%	100.0%	100.0%	100.0%
		Parents' job % of Total	44.0%	26.0%	25.3%	4.8%	100.0%

The table 4.13 provides an overview of the relevant demographic information for the parent's job of the respondents. The result shows that

- Parents' job of public university students who are the business owner count as 76 (38.0%)
- Parents' job of private university students who are the business owner count as 100 (50.0%)
- Parents' job of public university students who are the government employee count as 62 (31.0%)
- Parents' job of private university students who are the government employee count as 42 (21.0%)
- Parents' job of public university students who are the private company employee count as 48 (24.0%)
- Parents' job of private university students who are the private company employee count as 53 (26.5%)
- Parents' job of public university students who are in others count as 14 (7.0%)
- Parents' job of private university students who are in others count as 5 (2.5%)
- The others parents job of both public and private university students are state enterprises and farmer.

In conclusion, the comparative of parent's job shown that private university who are the business owner and private company employee is more than public university and who are the government employee and others job is less than Public University.

Table 4.14: University–Parents Incomes

			Incomes				Total
			40,000 Baht and below	40,001– 80,000 Baht	80,000– 120,000 Baht	120,000 Baht above	
University Public	Count		110	47	24	19	200
	University % within		55.0%	23.5%	12.0%	9.5%	100.0%
	University % within		65.5%	42.0%	35.3%	36.5%	50.0%
	Incomes % of Total		27.5%	11.8%	6.0%	4.8%	50.0%
Private	Count		58	65	44	33	200
university	% within		29.0%	32.5%	22.0%	16.5%	100.0%
	University % within		34.5%	58.0%	64.7%	63.5%	50.0%
	Incomes % of Total		14.5%	16.3%	11.0%	8.3%	50.0%

(Continued)

Table 4.14 (Continued): University–Parents Incomes

Total	Count	168	112	68	52	400
	% within University	42.0%	28.0%	17.0%	13.0%	100.0%
	% within Incomes	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	42.0%	28.0%	17.0%	13.0%	100.0%

The table 4.14 provides an overview of the relevant demographic information for the parent's incomes of the respondents. The result shows that

- Parents incomes of public university students in range 40,000 Baht and below count as 110 (55.0%)
- Parents incomes of private university students in range 40,000 Baht and below count as 58 (29.0%)
- Parents incomes of public university students in range 40,001–80,000 Baht count as 47 (23.5%)
- Parents incomes of private university students in range 40,001–80,000 Baht count as 65 (32.5%)
- Parents incomes of public university students in range 80,001–120,000 Baht count as 24 (12.0%)
- Parents incomes of private university students in range 80,001–120,000 Baht count as 44 (22.0%)

- Parents incomes of public university students in range 120,001 Baht above count as 19 (9.5%)
- Parents incomes of private university students in range 120,001 Baht above count as 33(16.5%)

In conclusion, the comparative of parent's incomes shown that private university is higher than public university in range , 40,001–80,000 Baht, 80,001–120,000 Baht and 120,001 Baht above. Most of public university students are in range 40,000 Baht and below.

Table 4.15: University–High School

			High School			Total
			Public School	Private School	3	
University Public	Count		161	39	0	200
University	% within University		80.5%	19.5%	0.0%	100.0%
	% within High School		61.7%	28.3%	0.0%	50.0%
	% of Total		40.3%	9.8%	0.0%	50.0%

(Continued)

Table 4.15 (Continued): University–High School

Private university	Count	100	99	1	200
	% within University	50.0%	49.5%	0.5%	100.0%
	% within High School	38.3%	71.7%	100.0%	50.0%
	% of Total	25.0%	24.8%	0.3%	50.0%
Total	Count	261	138	1	400
	% within University	65.3%	34.5%	0.3%	100.0%
	% within High School	100.0%	100.0%	100.0%	100.0%
	% of Total	65.3%	34.5%	0.3%	100.0%

The table 4.15 provides an overview of the relevant demographic information for the High School of the respondents. The result shows that

- The students who are study in Public school are continuing study in public university count as 161 (80.5%)
- The students who are study in Public school are continuing study in private university count as 39 (19.5%)
- The students who are study in private school are continuing study in public university count as 100 (50.0%)

- The students who are study in private school are continuing study in private university count as 99 (49.5%)
- There is one of the students who study on others kind of school is continuing studying in private university. (Industrial and community education college)

In conclusion, the comparative of high school type shown that almost students who study in public high school will choose public university and students who study in private university will choose private university.

Table 4.16: University–Program

			Program		Total
			Thai Program	International Program	
University	Public	Count	160	40	200
	University	% within University	80.0%	20.0%	100.0%
		% within Program	53.2%	40.4%	50.0%
		% of Total	40.0%	10.0%	50.0%

(Continued)

Table 4.16 (Continued): University–Program

Private	Count	141	59	200
university	% within	70.5%	29.5%	100.0%
	University			
	% within	46.8%	59.6%	50.0%
	Program			
	% of Total	35.3%	14.8%	50.0%
Total	Count	301	99	400
	% within	75.3%	24.8%	100.0%
	University			
	% within	100.0%	100.0%	100.0%
	Program			
	% of Total	75.3%	24.8%	100.0%

The table 4.16 provides an overview of the relevant demographic information for the Program of the respondents. The result shows that

- Public university students are studying in Thai program count as 160 (80.0%)
- Private university students are studying in Thai program count as 141 (70.5%)
- Public university students are studying in International program count as 40 (20.0%)

- Private university students are studying in International program count as 59 (29.5%)

In conclusion, the comparative of academics program shown that t public university students are studying in Thai program higher than private International program.

Table 4.17: University–Time

		Program Time			Total
		Day time	Evening time	Night time	
University Public	Count	167	25	8	200
University	% within University	83.5%	12.5%	4.0%	100.0%
	% within Program Time	55.9%	33.8%	29.6%	50.0%
	% of Total	41.8%	6.3%	2.0%	50.0%
Private university	Count	132	49	19	200
	% within University	66.0%	24.5%	9.5%	100.0%
	% within Program Time	44.1%	66.2%	70.4%	50.0%
	% of Total	33.0%	12.3%	4.8%	50.0%

(Continued)

Table 4.17 (Continued): University–Time

Total	Count	299	74	27	400
	% within University	74.8%	18.5%	6.8%	100.0%
	% within Program Time	100.0%	100.0%	100.0%	100.0%
	% of Total	74.8%	18.5%	6.8%	100.0%

The table 4.17 provides an overview of the relevant demographic information for the university time study of the respondents. The result shows that

- Public university students are studying in Day time count as 167 (83.5%), Evening time count as 25 (12.5%) and Night time 8 (4.0%).
- Private university students are studying in Day time count as 132 (66.0%), Evening time count as 49 (24.5%) and Night time 19 (9.5%).

Table 4.18: University–Tuition Fee

University		Tuition Fee						Total
		50,000 - 100,000 baht	100,001 - 150,000 Baht	150,001 - 200,000 Baht	200,001 - 250,000 BAht	250,001 - 300,000 Baht	300,001 Above	
Public	Count	157	26	11	6	0	0	200
	% within University	78.5%	13.0%	5.5%	3.0%	0.0%	0.0%	100%
	% within Tuition Fee	100%	100%	84.6%	4.2%	0.0%	0.0%	50.0%
	% of Total	39.3%	6.5%	2.8%	1.5%	0.0%	0.0%	50.0%
Private	Count	0	0	2	136	30	32	200
	% within University	0.0%	0.0%	1.0%	68.0%	15.0%	16.0%	100%
	% within Tuition Fee	0.0%	0.0%	15.4%	95.8%	100%	100%	50.0%
	% of Total	0.0%	0.0%	0.5%	34.0%	7.5%	8.0%	50.0%

(Continued)

Table 4.18 (Continued): University–Tuition Fee

Total	Count	157	26	13	142	30	32	400
	% within University	39.3%	6.5%	3.3%	35.5%	7.5%	8.0%	100%
	% within Tuition Fee	100%	100%	100%	100%	100%	100%	100%
	% of Total	39.3%	6.5%	3.3%	35.5%	7.5%	8.0%	100%

The table 4.17 provides an overview of the relevant demographic information for the Tuition fee of the respondents. The result shows that

- Public university students paid the tuition fee in range 50,000–100,000 Baht per year count as 156 (100.0%)
- Private university students paid the tuition fee in range 50,000–100,000 Baht per year count as 0 (0.0%)
- Public university students paid the tuition fee in range 100,001–150,001 Baht per year count as 26 (100.0%)
- Private university students paid the tuition fee in range 100,001–150,001 Baht per year count as 0 (0.0%)
- Public university students paid the tuition fee in range 150,001–200,000 Baht per year count as 11 (84.6%)

- Private university students paid the tuition fee in range 150,001–200,000 Baht per year count as 2 (15.4%)
- Public university students paid the tuition fee in range 200,001–250,000 Baht per year count as 7 (4.9%)
- Private university students paid the tuition fee in range 200,001–250,000 Baht per year count as 136 (95.1%)
- Public university students paid the tuition fee in range 250,001–300,000 Baht per year count as 1 (3.3%)
- Private university students paid the tuition fee in range 250,001–300,000 Baht per year count as 29 (96.7%)
- Public university students paid the tuition fee in range 300,000 above per year count as 0 (0.0%)
- Private university students paid the tuition fee in range 300,000 above per year count as 32 (100%)

In conclusion, the comparative of tuition fee that students paid for public university is higher in range 50,000–200,000 Baht and private university is in range 200,000–300,000 Baht per year.

4.2.2 The analysis of descriptive statistics of the factors that influence to students choice selection between public and private university

In this part, the researcher uses the descriptive statistical analysis to analyze data. The descriptive statistics analysis used to analyze a relationship between students choice selection and the comparative factors that influential to choice decision. The result was shown in the table below;

Table 4.19: University–Academics Quality and Standard

University	Academics quality and standard							Total
	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	2	1	18	18	66	53	42	200
% within University	1.0%	0.5%	9.0%	9.0%	33.0%	26.5%	21.0%	100%
% within Academics quality and standard	66.7%	33.3%	78.3%	40.9%	50.8%	42.7%	57.5%	50.0%
% of Total	0.5%	0.3%	4.5%	4.5%	16.5%	13.3%	10.5%	50.0%

(Continued)

Table 4.19 (Continued): University–Academics Quality and Standard

Private	Count	1	2	5	26	64	71	31	200
	% within	0.5%	1.0%	2.5%	13.0%	32.0%	35.5%	15.5%	100%
	University								
	% within								
	Academics								
	quality	33.3%	66.7%	21.7%	59.1%	49.2%	57.3%	42.5%	50.0%
	and								
	standard								
	% of Total	0.3%	0.5%	1.3%	6.5%	16.0%	17.8%	7.8%	50.0%
Total	Count	3	3	23	44	130	124	73	400
	% within	0.8%	0.8%	5.8%	11.0%	32.5%	31.0%	18.3%	100%
	University								
	% within								
	Academics								
	quality	100%	100%	100%	100%	100%	100%	100%	100%
	and								
	standard								
	% of Total	0.8%	0.8%	5.8%	11.0%	32.5%	31.0%	18.3%	100%

The table 4.19 provides an overview of the relevant the academics quality and standard influences the student's choice selection. The result shows that The most public university highest score count as 66 (33.3%) shown that the

academics quality and standard is strong influential. The most private university highest score count as 71(35.5%) shown that the academics quality and standard is very strong influential.

Table 4.20: University–Good Reputation

University	Good Reputation							Total
	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	5	1	7	32	59	56	40	200
% within University	2.5%	0.5%	3.5%	16.0%	29.5%	28.0%	20.0%	100%
% within Good reputation	100%	100%	43.8%	59.3%	50.4%	44.8%	48.8%	50.0%
% of Total	1.3%	0.3%	1.8%	8.0%	14.8%	14.0%	10.0%	50.0%

(Continued)

Table 4.20 (Continued): University–Good Reputation

Private	Count	0	0	9	22	58	69	42	200
	% within University	0.0%	0.0%	4.5%	11.0%	29.0%	34.5%	21.0%	100.0%
	% within Good reputation	0.0%	0.0%	56.3%	40.7%	49.6%	55.2%	51.2%	50.0%
	% of Total	0.0%	0.0%	2.3%	5.5%	14.5%	17.3%	10.5%	50.0%
Total	Count	5	1	16	54	117	125	82	400
	% within University	1.3%	0.3%	4.0%	13.5%	29.3%	31.3%	20.5%	100.0%
	% within Good reputation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	1.3%	0.3%	4.0%	13.5%	29.3%	31.3%	20.5%	100.0%

Table 4.20 provides an overview of the relevant good university reputation influences the student's choice selection. The result shows that the most public university highest score count as 56 (28.0%) shown that the good university reputation is strong influential. The most private university highest score count as 69 (34.5%) shown that the good university reputation is very strong influential.

Table 4.21: University–Top Ranked Faculty

University	Top Ranked Faculty								Total
	No Effect	Most Mild	very mild	Mild	Neutra l	Strong	Very Strong	Strongest	
Public Count	2	3	0	10	32	58	52	43	200
% within University	1.0%	1.5%	0.0%	5.0%	16.0%	29.0%	26.0%	21.5%	100%
% within Top ranked faculty	100%	75.0 %	0.0%	66.7%	49.2%	43.3%	50.0%	59.7%	50.0%
% of Total	0.5%	0.8%	0.0%	2.5%	8.0%	14.5%	13.0%	10.8%	50.0%

(Continued)

Table 4.21 (Continued): University–Top Ranked Faculty

Private	Count	0	1	4	5	33	76	52	29	200
	% within University	0.0%	0.5%	2.0%	2.5%	16.5%	38.0%	26.0%	14.5%	100%
	% within Top ranked faculty	0.0%	25.0%	100%	33.3%	50.8%	56.7%	50.0%	40.3%	50.0%
	% of Total	0.0%	0.3%	1.0%	1.3%	8.3%	19.0%	13.0%	7.2%	50.0%
Total	Count	2	4	4	15	65	134	104	72	400
	% within University	0.5%	1.0%	1.0%	3.8%	16.3%	33.5%	26.0%	18.0%	100%
	% within Top ranked faculty	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	0.5%	1.0%	1.0%	3.8%	16.3%	33.5%	26.0%	18.0%	100%

Table 4.21 provides an overview of the relevant top ranked faculty influences the student's choice selection. The result shows that the most public university highest score count as 58 (29.0%) shown that the top ranked faculty is strong influential. The most private university highest score count as 76 (38.0%) shown that the top ranked faculty is strong influential.

Table 4.22: University–Academics Program

University	Academics Program							Total
	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	2	2	18	36	52	51	39	200
% within University	1.0%	1.0%	9.0%	18.0%	26.0%	25.5%	19.5%	100%
% within Academics program	50.0%	100%	66.7%	66.7%	45.6%	40.2%	54.2%	50.0%
% of Total	0.5%	0.5%	4.5%	9.0%	13.0%	12.8%	9.8%	50.0%

(Continued)

Table 4.22 (Continued): University–Academics Program

Private	Count	2	0	9	18	62	76	33	200
	% within University	1.0%	0.0%	4.5%	9.0%	31.0%	38.0%	16.5%	100%
	% within Academics program	50.0%	0.0%	33.3%	33.3%	54.4%	59.8%	45.8%	50.0%
	% of Total	0.5%	0.0%	2.3%	4.5%	15.5%	19.0%	8.3%	50.0%
Total	Count	4	2	27	54	114	127	72	400
	% within University	1.0%	0.5%	6.8%	13.5%	28.5%	31.8%	18.0%	100%
	% within Academics program	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	1.0%	0.5%	6.8%	13.5%	28.5%	31.8%	18.0%	100%

Table 4.22 provides an overview of the relevant academics program influences the student's choice selection. The result shows that the most public university highest score count as 52 (26.0%) shown that academics program is both strong influential. The most private university highest score count as 76(38.0%) shown that the academics program is very strong influential.

Table 4.23: University–Professional Instructors/ Lecturer

University		Professional Instructors/ Lecturers							Total
		Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public	Count	2	5	8	23	51	65	46	200
	% within University	1.0%	2.5%	4.0%	11.5%	25.5%	32.5%	23.0%	100%
	% within Professional	66.7%	71.4%	50.0%	42.6%	43.6%	51.2%	60.5%	50.0%
	% of Total	0.5%	1.3%	2.0%	5.8%	12.8%	16.3%	11.5%	50.0%
Private	Count	1	2	8	31	66	62	30	200
	% within University	0.5%	1.0%	4.0%	15.5%	33.0%	31.0%	15.0%	100%
	% within Professional	33.3%	28.6%	50.0%	57.4%	56.4%	48.8%	39.5%	50.0%
	% of Total	0.3%	0.5%	2.0%	7.8%	16.5%	15.5%	7.5%	50.0%

(Continued)

Table 4.23 (Continued): University–Professional Instructors/ Lecturer

Total Count	3	7	16	54	117	127	76	400
% within University	0.8%	1.8%	4.0%	13.5%	29.3%	31.8%	19.0%	100%
% within Professional instructors/ lecturers	100%	100%	100%	100%	100%	100%	100%	100%
% of Total	0.8%	1.8%	4.0%	13.5%	29.3%	31.8%	19.0%	100%

Table 4.23 provides an overview of the relevant professional instructors/ lecturers influences the student's choice selection. The result shows that the most public university highest score count as 65 (32.5%) shown that professional instructors/ lecturers is very strong influential. The most private university highest score count as 66 (33.0%) shown that professional instructors/lecturers is strong influential.

Table 4.24: University–A Lot of Branches

University		A Lot of Branches								Total
		No Effect	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public	Count	6	9	12	16	37	46	49	25	200
	% within University	3.0%	4.5%	6.0%	8.0%	18.5%	23.0%	24.5%	12.5%	100%
	% within A lot of branches	100%	39.1%	60.0%	48.5%	50.0%	46.9%	43.8%	73.5%	50.0%
	% of Total	1.5%	2.3%	3.0%	4.0%	9.3%	11.5%	12.3%	6.3%	50.0%

(Continued)

Table 4.24 (Continued): University–A Lot of Branches

Private	Count	0	14	8	17	37	52	63	9	200
	% within University	0.0%	7.0%	4.0%	8.5%	18.5%	26.0%	31.5%	4.5%	100%
	% within A lot of branches	0.0%	60.9%	40.0%	51.5%	50.0%	53.1%	56.3%	26.5%	50.0%
	% of Total	0.0%	3.5%	2.0%	4.3%	9.3%	13.0%	15.8%	2.3%	50.0%
Total	Count	6	23	20	33	74	98	112	34	400
	% within University	1.5%	5.8%	5.0%	8.3%	18.5%	24.5%	28.0%	8.5%	100%
	% within A lot of branches	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	1.5%	5.8%	5.0%	8.3%	18.5%	24.5%	28.0%	8.5%	100%

Table 4.24 provides an overview of the relevant a lot of branches influences the student's choice selection. The result shows that the most public university highest score count as 49 (24.5%) shown that a lot of branches is very strong influential. The most private university highest score count as 63 (31.5%) shown that a lot of branches is very strong influential.

Table 4.25: University–Length of Study

		Length of Study								Total
		No Effect	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public	Count	3	2	6	16	42	46	56	29	200
	% within University	1.5%	1.0%	3.0%	8.0%	21.0%	23.0%	28.0%	14.5%	100%
	% within Length of study	75.0%	50.0%	50.0%	47.1%	55.3%	43.4%	48.7%	59.2%	50.0%
	% of Total	0.8%	0.5%	1.5%	4.0%	10.5%	11.5%	14.0%	7.2%	50.0%

(Continued)

Table 4.25 (Continued): University–Length of Study

Private	Count	1	2		18	34	60	59	20	200
	% within									
Universit		0.5%	1.0%	3.0%	9.0%	17.0%	30.0%	29.5%	10.0%	100%
y										
	% within									50.0
Length		25.0%	50.0%	50.0%	52.9%	44.7%	56.6%	51.3%	40.8%	%
	% of									50.0
Total		0.3%	0.5%	1.5%	4.5%	8.5%	15.0%	14.8%	5.0%	%
Total	Count	4	4	12	34	76	106	115	49	400
	% within									
Universit		1.0%	1.0%	3.0%	8.5%	19.0%	26.5%	28.7%	12.3%	100%
y										
	% within									100 %
Length		100 %	100%	100%	100%	100%	100%	100%	100%	100%
	% of									
Total		1.0%	1.0%	3.0%	8.5%	19.0%	26.5%	28.7%	12.3%	100%

Table 4.25 provides an overview of the relevant length of study influences the student's choice selection. The result shows that the most public university highest score count as 56 (28.0%) shown that length of study is very strong influential. The most private university highest score count as 60 (30.0%) shown that length of study is strong influential.

Table 4.26: University–Scholarship and Internship

University		Scholarship and Internship								Total
		No Effect	Most Mild	Very mild	Mild	Neutra l	Strong	Very Strong	Strongest	
Public	Count	6	9	10	23	43	59	32	18	200
	% within University	3.0%	4.5%	5.0%	11.5%	21.5%	29.5%	16.0%	9.0%	100%
	% within Scholarship and internship	35.3%	56.3%	45.5%	57.5%	51.8%	54.1%	42.7%	47.4%	50.0%
	% of Total	1.5%	2.3%	2.5%	5.8%	10.8%	14.8%	8.0%	4.5%	50.0%

(Continued)

Table 4.26 (Continued): University–Scholarship and Internship

Private	Count	11	7	12	17	40	50	43	20	200
	% within University	5.5%	3.5%	6.0%	8.5%	20.0%	25.0%	21.5%	10.0%	100%
	% within Scholarship and internship	64.7%	43.8%	54.5%	42.5%	48.2%	45.9%	57.3%	52.6%	50.0%
	% of Total	2.8%	1.8%	3.0%	4.3%	10.0%	12.5%	10.8%	5.0%	50.0%
Total	Count	17	16	22	40	83	109	75	38	400
	% within University	4.3%	4.0%	5.5%	10.0%	20.8%	27.3%	18.8%	9.5%	100%
	% within Scholarship and internship	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	4.3%	4.0%	5.5%	10.0%	20.8%	27.3%	18.8%	9.5%	100%

Table 4.26 provides an overview of the relevant scholarship and internship influences the student's choice selection. The result shows that the most public university highest score count as 59 (29.5%) shown that scholarship and internship is strong influential. The most private university highest score count as 50 (25.0%) shown that scholarship and internship is strong influential.

Table 4.27: University–Technologically Advanced University

University	Technologically Advanced University								Total
	No Effect	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	3	4	6	13	31	73	48	22	200
% within University	1.5%	2.0%	3.0%	6.5%	15.5%	36.5%	24.0%	11.0%	100%
% within Technologically	60.0%	66.7%	75.0%	65.0%	67.4%	55.7%	40.3%	33.8%	50.0%
% of Total	0.8%	1.0%	1.5%	3.3%	7.8%	18.3%	12.0%	5.5%	50.0%

(Continued)

Table 4.27 (Continued): University–Technologically Advanced University

Private	Count	2	2	2	7	15	58	71	43	200
	% within University	1.0%	1.0%	1.0%	3.5%	7.5%	29.0%	35.5%	21.5%	100%
	% within Technologically	40.0%	33.3%	25.0%	35.0%	32.6%	44.3%	59.7%	66.2%	50.0%
	% of Total	0.5%	0.5%	0.5%	1.8%	3.8%	14.5%	17.8%	10.8%	50.0%
Total	Count	5	6	8	20	46	131	119	65	400
	% within University	1.3%	1.5%	2.0%	5.0%	11.5%	32.8%	29.8%	16.3 %	100%
	% within Technologically	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	1.3%	1.5%	2.0%	5.0%	11.5%	32.8%	29.8%	16.3%	100%

Table 4.27 provides an overview of the relevant technologically advanced university influences the student's choice selection. The result shows that The most public university highest score count as 73 (36.5%) shown that technologically advanced university is strong influential. The most private university highest score count as 71 (35.5%) shown that technologically advanced university is very strong influential.

Table 4.28: University Faculties

University	University Faculties								
	No Effect	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	Total
Public Count	1	4	6	13	35	68	51	22	200
% within University	0.5%	2.0%	3.0%	6.5%	17.5%	34.0%	25.5%	11.0%	100%
% within faculties	100%	80.0%	75.0%	61.9%	66.0%	51.5%	45.1%	33.3%	50.0%
% of Total	0.3%	1.0%	1.5%	3.3%	8.8%	17.0%	12.8%	5.5%	50.0%

(Continued)

Table 4.28 (Continued): University Faculties

Private	Count	0	1	2	8	18	64	62	44	200
	% within University	0.0%	0.5%	1.0%	4.0%	9.0%	32.0%	31.0%	22.0%	100%
	% within faculties	0.0%	20.0%	25.0%	38.1%	34.0%	48.5%	54.9%	66.7%	50.0%
	% of Total	0.0%	0.3%	0.5%	2.0%	4.5%	16.0%	15.5%	11.0%	50.0%
Total	Count	1	5	8	21	53	132	113	66	400
	% within University	0.3%	1.3%	2.0%	5.3%	13.3%	33.0%	28.2%	16.5%	100%
	% within faculties	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	0.3%	1.3%	2.0%	5.3%	13.3%	33.0%	28.2%	16.5%	100%

Table 4.28 provides an overview of the relevant university faculties influences the student's choice selection. The result shows that the most public university highest score count as 68 (34.0%) shown that university faculties is strong influential. The most private university highest score count as 64 (32.0%) shown that university faculties is strong influential.

Table 4.29: University–Good Environment

University	Good University Environment								Total
	No Effect	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	0	3	4	18	32	63	52	28	200
% within University	0.0%	1.5%	2.0%	9.0%	16.0%	31.5%	26.0%	14.0%	100%
% within environment	0.0%	75.0%	66.7%	72.0%	68.1%	50.8%	44.1%	37.3%	50.0%
% of Total	0.0%	0.8%	1.0%	4.5%	8.0%	15.8%	13.0%	7.0%	50.0%
Private Count	1	1	2	7	15	61	66	47	200
% within University	0.5%	0.5%	1.0%	3.5%	7.5%	30.5%	33.0%	23.5%	100.0%
% within environment	100.0%	25.0%	33.3%	28.0%	31.9%	49.2%	55.9%	62.7%	50.0%
% of Total	0.3%	0.3%	0.5%	1.8%	3.8%	15.3%	16.5%	11.8%	50.0%

(Continued)

Table 4.29 (Continued): University–Good Environment

Total	Count	1	4	6	25	47	124	118	75	400
	% within University	0.3%	1.0%	1.5%	6.3%	11.8%	31.0%	29.5%	18.8%	100%
	% within environment	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	0.3%	1.0%	1.5%	6.3%	11.8%	31.0%	29.5%	18.8%	100%

Table 4.29 provides an overview of the relevant good university environment influences the student's choice selection. The result shows that the most public university highest score count as 63 (31.5%) shown good university environment is strong influential. The most private university highest score count as 61 (30.5%) shown good university environment is very strong influential.

Table 4.30: University–Opportunities for Jobs and Career Advancement

		Opportunities for Jobs and Career Advancement							Total	
		No Effect	Most Mild	Very mild	Mild	Neutra l	Strong	Very Strong		Strongest
University										
Public	Count	1	1	2	10	21	51	66	48	200
	% within University	0.5%	0.5%	1.0%	5.0%	10.5%	25.5%	33.0%	24.0%	100%
	% within Opportunities for jobs	100%	50.0%	66.7%	62.5%	56.8%	45.5%	49.3%	50.5%	50.0%
	% of Total	0.3%	0.3%	0.5%	2.5%	5.3%	12.8%	16.5%	12.0%	50.0%
Private	Count	0	1	1	6	16	61	68	47	200
	% within University	0.0%	0.5%	0.5%	3.0%	8.0%	30.5%	34.0%	23.5%	100%
	% within Opportunities for jobs	0.0%	50.0%	33.3%	37.5%	43.2%	54.5%	50.7%	49.5%	50.0%
	% of Total	0.0%	0.3%	0.3%	1.5%	4.0%	15.3%	17.0%	11.8%	50.0%

(Continued)

Table 4.30 (Continued): University–Opportunities for Jobs and Career Advancement

Total	Count	1	2	3	16	37	112	134	95	400
	% within University	0.3%	0.5%	0.8%	4.0%	9.3%	28.0%	33.5%	23.8%	100%
	% within Opportunities for jobs	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	0.3%	0.5%	0.8%	4.0%	9.3%	28.0%	33.5%	23.8%	100%

Table 4.30 provides an overview of the relevant opportunities for jobs and career advancement influences the student's choice selection. The result shows that the most public university highest score count as 66 (33.0%) shown that opportunities for jobs and career advancement is very strong influential. The most private university highest score count as 68 (34.0%) shown that opportunities for jobs and career advancement is very strong influential.

Table 4.31: University–Successful and Well-known

University		Successful and Well-known								Total
		No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public	Count	2	3	3	6	30	42	75	41	202
	% within University	1.0%	1.5%	1.5%	3.0%	14.9%	20.8%	37.1%	20.3%	100%
	% within Successful	66.7%	100%	60.0%	46.2%	56.6%	35.0%	59.5%	53.2%	50.5%
	% of Total	0.5%	0.8%	0.8%	1.5%	7.5%	10.5%	18.8%	10.3%	50.5%
Private	Count	1	0	2	7	23	78	51	36	198
	% within University	0.5%	0.0%	1.0%	3.5%	11.6%	39.4%	25.8%	18.2%	100%
	% within Successful	33.3%	0.0%	40.0%	53.8%	43.4%	65.0%	40.5%	46.8%	49.5%
	% of Total	0.3%	0.0%	0.5%	1.8%	5.8%	19.5%	12.8%	9.0%	49.5%

(Continued)

Table 4.31 (Continued): University–Successful and Well-known

Total	Count	3	3	5	13	53	120	126	77	400
	% within	0.8				13.3		31.5		100.0
	University	%	0.8%	1.3%	3.3%	%	30.0%	%	19.3%	%
	% within									
	Successful	100.	100.0	100.0	100.0	100.0	100.0	100.0	100.0%	100.0
	and well-	0%	%	%	%	%	%	%		%
	known									
	% of Total	0.8				13.3		31.5		100.0
		%	0.8%	1.3%	3.3%	%	30.0%	%	19.3%	%

Table 4.31 provides an overview of the relevant successful and well-known influences the student's choice selection. The result shows that the most public university highest score count as 75 (37.1%) shown that successful and well-known is very strong influential. The most private university highest score count as 78 (39.4%) shown that successful and well-known is strong influential.

Table 4.32: University–Social Acceptance

		Social Acceptance							
		No Effect	Most Mild	Very mild	Mild	Neutra l	Strong	Very Strong	Strongest Total
Public	Count	1	4	3	10	27	41	73	41
	% within University	0.5%	2.0%	1.5%	5.0%	13.5%	20.5%	36.5%	20.5%
	% within Social acceptance	50.0%	100%	75.0%	58.8%	50.0%	41.0%	53.7%	50.0%
	% of Total	0.3%	1.0%	0.8%	2.5%	6.8%	10.3%	18.3%	10.3%

(Continued)

Table 4.32 (Continued): University–Social Acceptance

Private	Count	1	0	1	7	27	59	63	41	200
	% within University	0.5%	0.0%	0.5%	3.5%	13.5%	29.5%	31.5%	20.5%	100%
	% within Social acceptance	50.0%	0.0%	25.0%	41.2%	50.0%	59.0%	46.3%	50.0%	50.0%
	% of Total	0.3%	0.0%	0.3%	1.8%	6.8%	14.8%	15.8%	10.3%	50.0%
Total	Count	2	4	4	17	54	100	136	82	400
	% within University	0.5%	1.0%	1.0%	4.3%	13.5%	25.0%	34.0%	20.5%	100%
	% within Social acceptance	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	0.5%	1.0%	1.0%	4.3%	13.5%	25.0%	34.0%	20.5%	100%

Table 4.32 provides an overview of the relevant social acceptance influences the student's choice selection. The result shows that the most public university highest score count as 73 (36.5%) shown that social acceptance is very strong influential. The most private university highest score count as 63 (31.5%) shown that social acceptance is very strong influential.

Table 4.33: University–Staff Services

University	Staff Services								Total
	No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	3	4	7	18	42	61	46	19	200
% within University	1.5%	2.0%	3.5%	9.0%	21.0%	30.5%	23.0%	9.5%	100%
% within Staff Services	75.0%	66.7%	77.8%	69.2%	59.2%	44.9%	41.8%	50.0%	50.0%
% of Total	0.8%	1.0%	1.8%	4.5%	10.5%	15.3%	11.5%	4.8%	50.0%

(Continued)



Table 4.33 (Continued): University–Staff Services

Private	Count	1	2	2	8	29	75	64	19	200
	% within University	0.5%	1.0%	1.0%	4.0%	14.5%	37.5%	32.0%	9.5%	100%
	% within Staff Services	25.0%	33.3%	22.2%	30.8%	40.8%	55.1%	58.2%	50.0%	50.0%
	% of Total	0.3%	0.5%	0.5%	2.0%	7.2%	18.8%	16.0%	4.8%	50.0%
Total	Count	4	6	9	26	71	136	110	38	400
	% within University	1.0%	1.5%	2.3%	6.5%	17.8%	34.0%	27.5%	9.5%	100%
	% within Staff Services	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	1.0%	1.5%	2.3%	6.5%	17.8%	34.0%	27.5%	9.5%	100%

Table 4.33 provides an overview of the relevant staff services influences the student's choice selection. The result shows that the most public university highest score count as 61 (30.5%) shown that staff services is strong influential. The most private university highest score count as 75 (37.5%) shown that staff services is strong influential.

Table 4.34: University–Tuition Fee

		Tuition fee cost								Total
		No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public	Count	3	4	3	12	23	41	81	33	200
University	% within University	1.5%	2.0%	1.5%	6.0%	11.5%	20.5%	40.5%	16.5%	100%
	% within Tuition fee cost	50.0%	57.1%	37.5%	38.7%	40.4%	38.3%	60.9%	64.7%	50.0%
	% of Total	0.8%	1.0%	0.8%	3.0%	5.8%	10.3%	20.3%	8.3%	50.0%

(Continued)



Table 4.34 (Continued): University–Tuition Fee

Private university	Count	3	3	5	19	34	66	52	18	200
	% within University	1.5%	1.5%	2.5%	9.5%	17.0%	33.0%	26.0%	9.0%	100%
	% within Tuition fee cost	50.0%	42.9%	62.5%	61.3%	59.6%	61.7%	39.1%	35.3%	50.0%
	% of Total	0.8%	0.8%	1.3%	4.8%	8.5%	16.5%	13.0%	4.5%	50.0%
Total	Count	6	7	8	31	57	107	133	51	400
	% within University	1.5%	1.8%	2.0%	7.8%	14.2%	26.8%	33.3%	12.8%	100%
	% within Tuition fee cost	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	1.5%	1.8%	2.0%	7.8%	14.2%	26.8%	33.3%	12.8%	100%

Table 4.34 provides an overview of the relevant tuition fee cost influences the Student's choice selection. The result shows that the most public university highest score count as 81 (40.5%) shown that tuition fee cost is very strong influential. The most private university highest score count as 66 (33.0%) shown that tuition fee cost is strong influential.

Table 4.35: University–Family Influence

University	Family Influence								Total
	No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	11	7	6	27	27	47	44	31	200
% within University	5.5%	3.5%	3.0%	13.5%	13.5%	23.5%	22.0%	15.5%	100%
% within Family	78.6%	53.8%	42.9%	62.8%	38.6%	42.0%	53.0%	60.8%	50.0%
% of Total	2.8%	1.8%	1.5%	6.8%	6.8%	11.8%	11.0%	7.8%	50.0%

(Continued)



Table 4.35 (Continued): University–Family Influence

Private	Count	3	6	8	16	43	65	39	20	200
	% within University	1.5%	3.0%	4.0%	8.0%	21.5%	32.5%	19.5%	10.0%	100%
	% within Family	21.4%	46.2%	57.1%	37.2%	61.4%	58.0%	47.0%	39.2%	50.0%
	% of Total	0.8%	1.5%	2.0%	4.0%	10.8%	16.3%	9.8%	5.0%	50.0%
Total	Count	14	13	14	43	70	112	83	51	400
	% within University	3.5%	3.3%	3.5%	10.8%	17.5%	28.0%	20.8%	12.8%	100%
	% within Family	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	3.5%	3.3%	3.5%	10.8%	17.5%	28.0%	20.8%	12.8%	100%

Table 4.35 provides an overview of the relevant family influences the Student's choice selection. The result shows that the most public university highest score count as 47 (23.5%) shown that family influence is strong. The most private university highest score count as 65 (32.5%) shown that family is influence is strong.

Table 4.36: University–Friend Influence

University	Friend Influence								Total
	No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	12	9	13	32	46	51	28	9	200
% within University	6.0%	4.5%	6.5%	16.0%	23.0%	25.5%	14.0%	4.5%	100%
% within Friend	66.7%	50.0%	59.1%	60.4%	59.7%	45.5%	37.3%	36.0 %	50.0%
% of Total	3.0%	2.3%	3.3%	8.0%	11.5%	12.8%	7.0%	2.3%	50.0%
Private Count	6	9	9	21	31	61	47	16	200
% within University	3.0%	4.5%	4.5%	10.5%	15.5%	30.5%	23.5%	8.0%	100%
% within Friend	33.3%	50.0 %	40.9%	39.6%	40.3%	54.5 %	62.7 %	64.0 %	50.0 %
% of Total	1.5%	2.3%	2.3%	5.3%	7.8%	15.3%	11.8%	4.0%	50.0%

(Continued)

Table 4.36 (Continued): University–Friend Influence

Total	Count	18	18	22	53	77	112	75	25	400
	% within	4.5%	4.5%	5.5%	13.3	19.3%	28.0%	18.8%	6.3%	100.0
	University				%					%
	% within	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0%	100.0
	Friend	%	%	%	%	%	%	%		%
	Influence									
	% of Total	4.5	4.5	5.5%	13.3	19.3	28.0	18.8	6.3%	100.0
		%	%		%	%	%	%		%

Table 4.36 provides an overview of the relevant friend influences the Student's choice selection. The result shows that the most public university highest score count as 51 (25.5%) shown that friend influence is strong. The most private university highest score count as 61 (30.5%) shown friend influence is strong.

Table 4.37: University–Senior Influence

University	Senior Influence								Total
	No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	22	10	25	33	39	51	11	9	200
% within University	11.0%	5.0%	12.5%	16.5%	19.5%	25.5%	5.5%	4.5%	100%
% within Senior	64.7%	41.7%	69.4%	49.3%	52.0%	49.0%	26.2%	50.0%	50.0%
% of Total	5.5%	2.5%	6.3%	8.3%	9.8%	12.8%	2.8%	2.3%	50.0%

(Continued)

Table 4.37 (Continued): University–Senior Influence

Private	Count	12	14	11	34	36	53	31	9	200
	% within University	6.0%	7.0%	5.5%	17.0%	18.0%	26.5%	15.5%	4.5%	100%
	% within Senior	35.3%	58.3%	30.6%	50.7%	48.0%	51.0%	73.8%	50.0%	50.0%
	% of Total	3.0%	3.5%	2.8%	8.5%	9.0%	13.3%	7.8%	2.3%	50.0%
Total	Count	34	24	36	67	75	104	42	18	400
	% within University	8.5%	6.0%	9.0%	16.8%	18.8%	26.0%	10.5%	4.5%	100%
	% within Senior	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	8.5%	6.0%	9.0%	16.8%	18.8%	26.0%	10.5%	4.5%	100%

Table 4.37 provides an overview of the relevant senior influences the Student's choice selection. The result shows that the most public university highest score count as 51 (25.5%) shown that senior influence is strong. The most private university highest score count as 53 (26.5%) shown that senior influence strong.

Table 4.38: University–Teacher Influence

University	Teacher Influence								Total
	No Effect	Most Mild	very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	16	8	21	42	30	44	28	11	200
% within University	8.0%	4.0%	10.5%	21.0%	15.0%	22.0%	14.0%	5.5%	100%
% within Teacher	64.0%	38.1%	63.6%	58.3%	41.7%	40.7%	58.3%	52.4%	50.0%
% of Total	4.0%	2.0%	5.3%	10.5%	7.5%	11.0%	7.0%	2.8%	50.0%

(Continued)

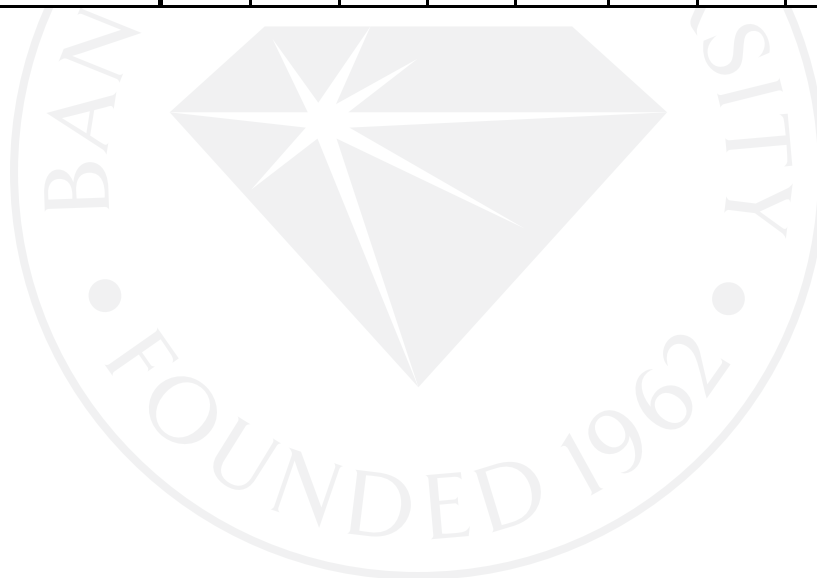


Table 4.38 (Continued): University–Teacher Influence

Private	Count	9	13	12	30	42	64	20	10	200
	% within University	4.5%	6.5%	6.0%	15.0%	21.0%	32.0%	10.0%	5.0%	100%
	% within Teacher	36.0%	61.9%	36.4%	41.7%	58.3%	59.3%	41.7%	47.6%	50.0%
	% of Total	2.3%	3.3%	3.0%	7.5%	10.5%	16.0%	5.0%	2.5%	50.0%
Total	Count	25	21	33	72	72	108	48	21	400
	% within University	6.3%	5.3%	8.3%	18.0%	18.0%	27.0%	12.0%	5.3%	100%
	% within Teacher	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	6.3%	5.3%	8.3%	18.0%	18.0%	27.0%	12.0%	5.3%	100%

Table 4.38 provides an overview of the relevant teacher influences the Student's choice selection. The result shows that the most public university highest score count as 44 (22.0%) shown that teacher influence is strong. The most private university highest score count as 64 (32.5%) shown that teacher influence is strong.

Table 4.39: University–Student Lifestyle

University	Student lifestyle								Total
	No Effect	Most Mild	Very mild	Mild	Neutral	Strong	Very Strong	Strongest	
Public Count	5	2	6	28	39	40	49	31	200
% within University	2.5%	1.0%	3.0%	14.0%	19.5%	20.0%	24.5%	15.5%	100%
% within Student lifestyle	45.5%	66.7%	42.9%	60.9%	54.9%	44.0%	45.4%	55.4%	50.0%
% of Total	1.3%	0.5%	1.5%	7.0%	9.8%	10.0%	12.3%	7.8%	50.0%

(Continued)

Table 4.39 (Continued): University–Student Lifestyle

Private	Count	6	1	8	18	32	51	59	25	200
	% within University	3.0%	0.5%	4.0%	9.0%	16.0%	25.5%	29.5%	12.5%	100.0%
	% within Student lifestyle	54.5%	33.3%	57.1%	39.1%	45.1%	56.0%	54.6%	44.6%	50.0%
	% of Total	1.5%	0.3%	2.0%	4.5%	8.0%	12.8%	14.8%	6.3%	50.0%
Total	Count	11	3	14	46	71	91	108	56	400
	% within University	2.8%	0.8%	3.5%	11.5%	17.8%	22.8%	27.0%	14.0%	100%
	% within Student lifestyle	100%	100%	100%	100%	100%	100%	100%	100%	100%
	% of Total	2.8%	0.8%	3.5%	11.5%	17.8%	22.8%	27.0%	14.0%	100%

Table 4.39 provides an overview of the relevant student's lifestyle influences the Student's choice selection. The result shows that the most public university highest score count as 49 (24.5%) shown that students lifestyle is very strong influential. The most private university highest score count as 59 (29.5%) shown students lifestyle is very strong influential.

4.2.3 The analysis of descriptive statistics of the students overall university experience

In this part, the researcher uses the descriptive statistical analysis to analyze data. The descriptive statistics analysis used to analyze a relationship between students choice selection and the students overall experience to the university.

The result was shown in the table below;

Table 4.40: University–Overall Experience Rate

University	Overall Experience Rate					
	Highly Unsatisfactory	Unsatisfactory	Neutral	Satisfactory	Highly Satisfactory	Total
Public Count	0	0	51	97	52	200
% within University	0.0%	0.0%	25.5%	48.5%	26.0%	100%
% within Overall experience	0.0%	0.0%	46.8%	50.5%	54.7%	50.0%
% of Total	0.0%	0.0%	12.8%	24.3%	13.0%	50.0%

(Continued)

Table 4.40 (Continued): University–Overall Experience Rate

Private	Count	1	1	58	95	43	200
	% within						
	University	0.5%	0.5%	29.0%	47.5%	21.5%	100.0%
	% within						50.0%
	Overall	100.0%	100.0%	53.2%	49.5%	45.3%	
	experience						
	% of Total	0.3%	0.3%	14.5%	23.8%	10.8%	50.0%
Total	Count	1	1	109	192	95	400
	% within						
	University	0.3%	0.3%	27.3%	48.0%	23.8%	100.0%
	% within						
	Overall	100%	100%	100%	100%	100%	100%
	experience						
	% of Total	0.3%	0.3%	27.3%	48.0%	23.8%	100%

Table 4.40 provides an overview of the relevant the overall experience of student's choice selection. The result shows that the most public university highest score count as 97 (48.5%) that is satisfactory. The most private university highest score count as 95 (47.5%) that is satisfactory.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Conclusion

5.2 Discussion

5.3 Managerial Implication

5.4 Recommendation for Future Research

5.1 Conclusion

In this chapter, the researcher summarizes and discusses the details of research and also recommend and suggest for the future research. This research purpose is to study the factors influencing student's choice decision in topic "A comparative study of choice decisions between Public and Private University in Bangkok. The focus target is Bachelor's degree students. The research has been conducted the data between October 2016 – February 2017 based in Bangkok, Thailand. This research conducted for beneficial purposes for the education business owners, investors, marketing experts related to all university students. This research is quantitative research which is collected questionnaires by paper to random sample group as a tool of data.

The research questionnaires are

- What are the influential factors of the student's university choice selection in Bangkok?
- What is the level of students overall experience at the university?

In this study, the researcher analyzes the data by following hypotheses in the conceptual framework. The P value, or calculated probability, is the probability of finding the observed, or more extreme, results when the null hypothesis (H_0) of a study question is true – the definition of ‘extreme’ depends on how the hypothesis is being tested. P is also described in terms of rejecting H_0 when it is actually true; however, it is not a direct probability of this state. This research refer to statistically significant as $P < 0.05$ and statistically highly significant as $P < 0.001$

The result shown that p-values of academic program, professional instructors, technologies, university staff services, tuition fee and friend influence are less than .05 (except Scholarship and Internship p-value equals .051 which is marginal), therefore we can reject H_0 that academic program, professional instructors, technologies, university staff services, fee and friend influence do not influence university choice selection and accept H_a that all these variables significantly influence university choice selection.

Following the conceptual framework in order to analyzed and explored influential factors of the university choice decision. The results shown as below;

Since P–value of β Affective factors and other influences $< .05$; therefore, we can reject null hypothesis which significantly influences university choice decision in Bangkok; the hypotheses are as the following:

H4 _a Academic Programs	(0.022 < 0.05)
H5 _a Professional Instructors/ Lecturers	(0.010 < 0.05)
H9 _a Technologically Advanced University	(0.015 < 0.05)
H15 _a Staff Services	(0.011 < 0.05)
H16 _a Tuition Fee	(0.001 < 0.05)

H18_a Friend influence (0.044 < 0.05)

Since P-value of β Affective factors and other influences > .05; therefore, we cannot reject null hypothesis and not significantly influences university choice decision in Bangkok; the hypotheses are as the following

H1 ₀ Academics Quality	(0.300 > 0.05)
H2 ₀ University Reputation	(0.101 > 0.05)
H3 ₀ Top-Ranked Faculty	(0.264 > 0.05)
H6 ₀ A Lot of Branches	(0.851 > 0.05)
H7 ₀ The Length of Study	(0.597 > 0.05)
H10 ₀ University Facilities	(0.235 > 0.05)
H11 ₀ Good University Environment	(0.172 > 0.05)
H12 ₀ Opportunities for Jobs and Career Advancement	(0.619 > 0.05)
H13 ₀ Successful and well-known alumni	(0.336 > 0.05)
H14 ₀ Social acceptance	(0.163 > 0.05)
H17 ₀ Family influence	(0.245 > 0.05)
H19 ₀ Senior influence	(0.744 > 0.05)
H20 ₀ Teacher influence	(0.907 > 0.05)
H21 ₀ Student Lifestyle	(0.691 > 0.05)

Since P-value of β Affective factors and other influences = .05 which is marginal the estimated probability of rejecting the hypotheses are as the following

H8₀ Scholarship and Internship (0.050 = 0.05)

5.2 Discussion

In this research, the researcher studies about the factors that influence the university choice selection between public and private university in Bangkok, Thailand. The question in the study explored the factors of university choice selection, The researcher found that there are several the influential factors which are Academic Programs, Professional Instructors / Lecturers, Technologically advanced university, Staff Services, Tuition fee and Friend influence. The influential factors that researcher mentioned above are the standard of university choice selection and the overall pattern of the experience shown as satisfactory.

Table 5.1: The Comparative between Public and Private University: Demographics

Demographics	Public University	Private University
Gender	Female > Male	Male < Female
Age	18–23 years old	18–23 years old
Nationality	Thai	Thai
Parents Job	Business Owner Government employee	Business Owner Private Company employee
Parents Incomes	40,000 Baht and below	40,001–80,000 Baht
High School	Public High School	Public High School Private High School
Program	Thai	Thai
Time	Day	Day
Tuition Fee	50,000–200,000 Baht	200,001–300,000 Baht

Table 5.2: The Comparative between Public and Private University: Factors

Factors	Public University	Private University
Academics Quality	Strong	Very Strong
University Reputation	Strong	Very Strong
Top–Ranked Faculty	Strong	Strong
Academic Programs	Strong	Very Strong
Professional Instructors	Very Strong	Strong
A Lot of Branches	Very Strong	Very Strong
The Length of Study	Very Strong	Strong
Scholarship	Strong	Strong
Technologically	Strong	Very Strong
University Facilities	Strong	Strong
Good Environment	Strong	Very Strong
Job and Career	Very Strong	Very Strong
Successful Alumni	Very Strong	Strong
Social Acceptance	Very Strong	Very Strong
Staff Services	Strong	Strong
Tuition Fee	Very Strong	Strong

(Continued):

Table 5.2 (Continued): The Comparative between Public and Private University:

Factors

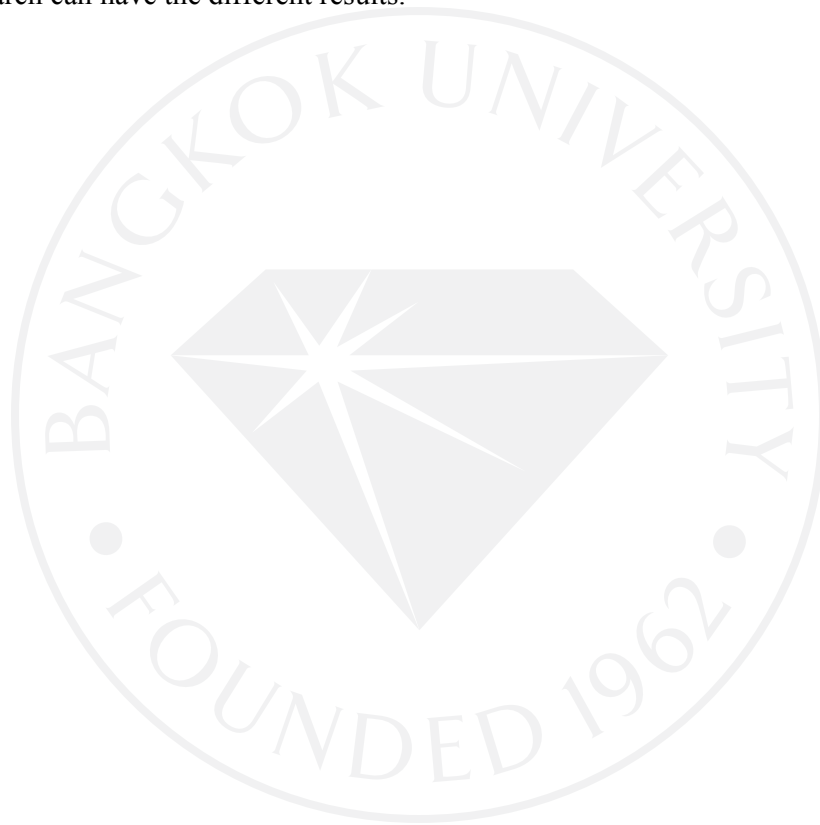
Factors	Public University	Private University
Family Influences	Strong	Strong
Friend Influences	Strong	Strong
Senior Influences	Strong	Strong
Teacher Influences	Strong	Strong
Student Lifestyle	Very Strong	Very Strong

5.3 Managerial Implications

This study to understand the main factors influencing to the students university choice selection between public and private university in Bangkok, academic quality and standard, university reputation, top-ranked faculty, academics programs, professional instructors/lecturer, many branches, length of study, scholarship and internship, technologically advanced, university faculty, university environment, opportunity for job and career advancement, successful well-known alumni, social acceptance, staff service, tuition fee, family influence, friends influence, senior influence, teacher influence or students lifestyle. Higher education institution needs to understand the consumer needs and want to improve marketing strategies in attracting the students and in order to remain competitive and survive among others higher education providers. The business education owners, investors, marketers have to understand and adjust for the education business development.

5.4 Recommendation for Future Research

The results of this study can use as a recommendation and development for standards and quality of education in future. This paper was limited university in Bangkok. The suggestion for future research should be in others city because people who live in others city might have different attitudes and background so the future research can have the different results.



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Appendix A: Questionnaire

A Comparative Study of Choice Decisions between Public and Private

University in Bangkok

Directions:

1) As part of my MBA Independent Study course in Bangkok University, I am conducting a survey entitled “**A Comparative Study of Choice Decisions between Public and Private University in Bangkok.**” I would greatly appreciate if you could take a few minutes to complete this short survey.

2) This survey has 3 parts. Please fill in every part and item.

Part I Please mark ✓ inside the box ☐ of the best item you choose and/ or fill the information in the blank (.....)

Part II Please rate the factors that affects your college/university choice on a rating scale of 0–7, where 0 is “no effect” and 7 is “strongest”

The meaning of each scale is:

7	means	Strongest
6	means	Very Strong
5	means	Strong
4	means	Neutral
3	means	Mild
2	means	Very Mild
1	means	Most Mild
0	means	No Effect

Part III Please mark ✓ inside the box ☐ that corresponds to your answer to the question.

3) Please return this questionnaire back with highly thanks for your kindly reply.

Researcher

Part I Demographics/ Background ข้อมูลทั่วไป

Please mark ✓ inside the box ☐ that has the information relative to you and/or fill in the blank with your personal data. กรุณาทำเครื่องหมาย ✓ ลงใน ☐ ที่ตรงกับข้อมูลที่ตรงกับความเป็นจริง

1) Gender เพศ

☐ male ชาย

☐ female หญิง

2) Age อายุ

☐ 18–23 years old

☐ 24–29 years old

☐ 30–35 years old

☐ 36 years old and above

3) Nationality สัญชาติ

☐ Thai ไทย

☐ American อเมริกัน ☐ British อังกฤษ

☐ Others อื่น ๆ (Please specify)) โปรดระบุ

4) Your parents' job type อาชีพผู้ปกครอง

☐ Business owner เจ้าของธุรกิจ

☐ Government Employee พนักงานรัฐบาล

☐ Private Company Employee พนักงานเอกชน

☐ Others อื่น ๆ (Please specify) โปรดระบุ

5) Your parent's monthly income รายได้ผู้ปกครองต่อเดือน

- ☐ 40,000 Baht and below ☐ 40,001– 80,000 Baht
- ☐ 80,001 – 120,000 Baht ☐ 120,000 Baht – above

6) Type of the high school that you joined ประเภทโรงเรียนที่ศึกษา

- ☐ Public school โรงเรียนรัฐบาล ☐ Private school โรงเรียนเอกชน

7) Type of the university you are studying now ประเภทมหาวิทยาลัยที่กำลังศึกษา

- ☐ Public university มหาวิทยาลัยรัฐบาล ☐ Private university มหาวิทยาลัยเอกชน

8) Academic Degree Program ประเภทโปรแกรมที่ศึกษา

- ☐ Thai program ภาควิชาไทย ☐ International Program ภาควิชาเอกชน
- ☐ others อื่น ๆ

9) Program Time of your studies เวลาที่ศึกษา

- ☐ Day Time ภาคเช้า ☐ Evening Time ภาคค่ำ
- ☐ Night Time ภาคกลางคืน

10) The amount of money you pay for tuition/fee per year รายจ่ายค่าเล่าเรียนต่อปี

- ☐ 50,000–100,000 Baht ☐ 100,001–150,000 Baht
- ☐ 150,001–200,000 Baht ☐ 200,001–250,000 Baht
- ☐ 250,001–300,000Baht ☐ 300,001 Baht–above

Part II Please rate each of the following factors that affects your college/ university choice decision on a rating scale of 0–7, where 0 is “no effect” and 7 is “strongest”

	No Effect \longleftrightarrow Strongest Effect ไม่มีผลกระทบ มีผลกระทบมากที่สุด							
Please rate each of the following factors that affects your university choice decision	0	1	2	3	4	5	6	7
Attitude and Value								
1. Academic quality and standards								
2. Good reputation								
3. Top-ranked faculty								
4. Academic Programs								
5. Professional Instructors								
6. A lot of branches								
7. The length of study								
8. Scholarship and Internship								
9. Technologically advanced								
10. University facilities								
11. Good University environment								
12. Opportunities for jobs and career Advancement								

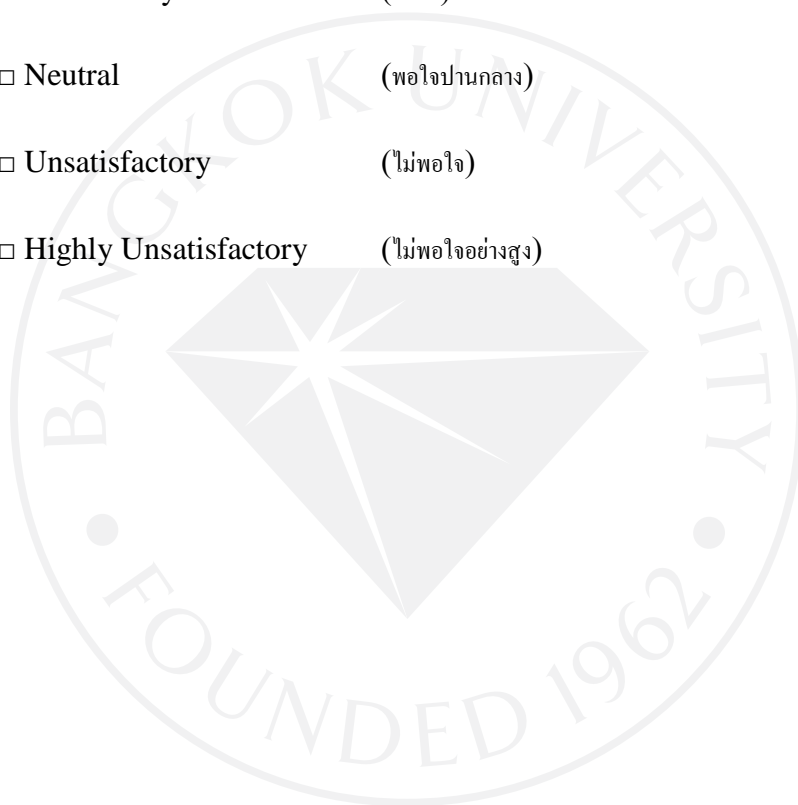
	<div style="display: flex; justify-content: space-between; align-items: center;"> No Effect ↔ Strongest Effect </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 5px;"> ไม่มีผลกระทบ มีผลกระทบมากที่สุด </div>							
Please rate each of the following factors that affects your university choice decision	0	1	2	3	4	5	6	7
13. Successful and well-known alumni								
14. Social acceptance								
15. Staff Services								
16. Tuition fee								
<u>Other factors</u>								
17. Family influence								
18. Friend influence								
19. Senior influence								
20. Teacher influence								
21. Student life style								

Part III Please mark ✓ inside the box □ that corresponds to your answer to the question.

กรุณาทำเครื่องหมาย ✓ ลงใน □ ที่ตรงกับความคิดเห็นเกี่ยวกับระดับความพึงพอใจในมหาวิทยาลัยที่ท่านกำลังศึกษา

How would you rate your overall experience at your university?

- ☐ Highly satisfactory (พอใจเป็นอย่างสูง)
- ☐ Satisfactory (พอใจ)
- ☐ Neutral (พอใจปานกลาง)
- ☐ Unsatisfactory (ไม่พอใจ)
- ☐ Highly Unsatisfactory (ไม่พอใจอย่างสูง)



Appendix B: Content Validity

Index of Item Objective Congruence (IOC) is the consistency between the objectives and content calculate as formula below.

where

$$IOC = \frac{\sum R}{N}$$

$$IOC = (\sum R)/N$$

IOC = consistency between the objective and questions.

$\sum R$ = total assessment points given from all qualified experts.

N = number of qualified experts

Therefore

$$IOC = \frac{21.01}{22}$$

$$= 0.955$$

The assessment result is equal 0.955

The level of the assessment

Score	Meaning
+1	Certainly consistent with the objective of the Questionnaire.
0	Unsure to be consistent with the objective of the Questionnaire.
1	inconsistent with the objective of the questionnaire

The result of IOC by three experts is as followed:

No.	Question	Expert 1			Expert 2			Expert 3			Total Score	IOC Σ	Total Scores Σ
		1	0	-	1	0	-	1	0	-			
				1			1			1			
1	Academic quality and standards	✓			✓			✓			3	1	Accepted
2	Good reputation	✓			✓			✓			3	1	Accepted
3	Top-ranked faculty	✓			✓			✓			3	1	Accepted
4	Academic Programs	✓			✓			✓			3	1	Accepted
5	Professional Instructors / Lecturers	✓			✓			✓			3	1	Accepted
6	A lot of branches	✓			✓			✓			3	1	Accepted
7	The length of study	✓			✓			✓			3	1	Accepted
8	Scholarship and Internship	✓			✓			✓			3	1	Accepted
9	Technologically	✓			✓			✓			3	1	Accepted

No.	Question	Expert 1			Expert 2			Expert 3			Total Score	IOC Σ	Total Scores Σ
		1	0	-	1	0	-	1	0	-			
				1			1			1			
10	University facilities	✓			✓			✓			3	1	Accepted
11	Good University environment	✓			✓			✓			3	1	Accepted
12	Opportunities for jobs and career Advancement	✓			✓			✓			3	1	Accepted
13	Successful and well-known alumni	✓			✓			✓			3	1	Accepted
14	Social acceptance	✓			✓			✓			3	1	Accepted
15	Staff Services	✓			✓			✓			3	1	Accepted
16	Tuition fee	✓			✓			✓			3	1	Accepted

No.	Question	Expert 1			Expert 2			Expert 3			Total Score	IOC Σ	Total Scores Σ
		1	0	- 1	1	0	- 1	1	0	-1			
17	Family influence	✓			✓			✓			3	1	Accepted
18	Friend influence	✓			✓			✓			3	1	Accepted
19	Teacher influence	✓			✓				✓		2	0.67	Accepted
20	Senior influence	✓			✓				✓		2	0.67	Accepted
21	Student life style	✓			✓				✓		2	0.67	Accepted
22.	Overall Experience	✓			✓				✓		3	1	Accepted

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