The Factors University Location towards Student Choice to Private Universities

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Abstract

The aim of this research was to evaluate the factors that affected student enrolment in private university in Malaysia. There are huge declining numbers of student who enrol to private university. This present a result from a survey collected through questionnaires which was email to 1,000 students who accept the offer from private university in Kuala Lumpur and Selangor. The finding shows that there is a significant relationship between location and student decision making. Apart from that, this study provides several implications for the management of universities especially for the marketing and admission department as well as the top management of university in which they can identify what exactly the causes of the declining number in their university.

Keywords: University Location, Student Choice

1. Introduction

Malaysia education system has made significant gains in student enrolment, raised in global recognition on key dimensions such as research publications, patents, and institutional quality [1], as well as become a top destination for international students [2]. These achievements are evidences to the drive and innovation of the Malaysian academic community, the support of the private sector, as well as the deep investment the government has made [3]. The expanding of higher education in Malaysia can be proved through the presence of increasing number of student enrolment, the growth of university, budget from government and the country's improvement for the organization. Increased number of universities provides wide range of options for students to choose [4].

Since 2015, number of student enrolment in private university largely decreased due to unidentified despite there are large numbers of application. [5] suggested that private universities need to identify the actual criteria of the potential students and used the information to strategically design their marketing and sales campaign in the future. Scholars identified several factors that may influence students in making decision and one of it is location.

The objective of this study is to evaluate the influence factors that lead to student's choice to university and to identify what are the influence factors that lead to students' selection of university.

1.1 Student Decision Making

The decision-making process can be defined as the process through which students decide whether to go to university or not [6]. The status of education provider has change dramatically when the government produced licence or permission to entrepreneur to provide the education services [7]. Universities choice according to [8] indicates the decision that was made by the students based on influence factors. [9] stated that the decision could be based on institutional or other factor such as location. The need exists for many private universities to successfully implement their own enrolment management programs.

1.2 Location

Location indirectly reflect to the level cost of living as some university only provide hostel in semester one only and very likely the location of hostel situated outside campus that may lead to additional expenses for transportation [10]. Some institution was built in the middle of the federal because they know that student nowadays like to stay at town which is they can find the social life [11].

2. Methodology

This study was conducted using quantitative method. Measurement for each variable was using likert scale [12]. The population for this study consist of student who submitted their application form to private university in Kuala Lumpur and Selangor for the July semester 2017 enrolment. 1,000 students were identified, and questionnaire was distributed through email based on the report gathered from each marketing department from the selected university. Only 300 respondents received within the time frame given. The finding of data was analyzed by using SPSS software version 20.

3. Findings of Study

Student Choice

For the dependent variable, student decision making, the factor analysis the Kaiser- Meyer- Ollkin (KMO) value of 0.707 as per table 1, exceeding the recommended value of 0.6 [13] and the Bartlett's test of sphericity is highly significant (p = .000) which is supporting the factorability of the correlation matrix [14]. These indicate that the assumptions of factor analysis were met.

Principle component analysis revealed the presence of only one component with an eigenvalue exceeding one. This factor captured 47.338 percent of the total variance in the items.

As per table 1, the factors loading for student decision are between 0.42 and 0.81 with only one factor exists. Reliability statistic (Cronbach's Alpha) for this factor is 0.700 indicates high reliability. Item-to-total correlations revealed that removal of any item would not increase the alpha beyond 0.700, thus supporting the inclusion of all scale items. Since this factor measures the degree of student decision making, its original name was retained.

Table 1: Factor and Reliability Analysis on Student Decision Making

Items	Factors Loadings
"I feel confident about my ability to make decision"	0.815
"I try to be clear about objectives before choosing"	0.757
"when making decision i like to collect a lot of information"	0.729
"I think that I am a good decision maker"	0.647
"It is easy for other people to convince me"	0.424
"Eigenvalue"	2.367
"% of variance"	47.338
"Cronbach's Alpha (α)"	0.700
"Kaiser-Meyer-Olkin Measures of Sampling Adequacy"	0.707
"Bartlett's Test of Sphericity: Approx Chi-Square"	312.411
df	10
Sig	.000

Location: As per Table 2, the factor analysis conducted on location shows the Kaiser-Meyer-Okin value is at 0.750, exceeding the recommended value of .6 [15,16], and the Barlett's test of sphericity was highly significant (p = .000), supporting the factorability of the correlation matrix. These indicate that the assumptions of factor analysis were met.

From the output in Table 2, measures of location produced one component with eigenvalues more than 1 that is 2.631. This factor captured 65.764 percent of the total variance in the items. The factors loading for customer loyalty are between .75 and .90 with only one factor exists. Reliability statistics (Cronbach's alpha) for this factor is .820 indicates high reliability. Items-total statistics revealed that removal of any item would not increase the alpha value beyond this range (.820), thus supporting the inclusion of all scale items.

Table 2: Factor and Reliability Analysis of Location

Items	Factors Loadings
"The campus location is conveniently accessible from where I live"	0.907
"The campus location makes it easy to get to other places I usually go"	0.826
"The campus location is located close to my residence"	0.755
"The campus location is in a safe area"	0.745
"Eigenvalue"	2.631
"% of variance"	65.764
"Cronbach's Alpha (α)"	.820
"Kaiser-Meyer-Olkin Measures of Sampling Adequacy"	0.750
"Bartlett's Test of Sphericity: Approx Chi-Square"	476.811
df	6
Sig	.000

Table 3: Descriptive Analysis for Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Decision	300	1.80	5.00	3.7047	.53741
Location	300	1.00	5.00	3.5500	.78898

Location: As per output from the table 4, location has a positive and significant relationship on the student decision making (p=0.000) and its shows a moderate relationship between location and decision making (correlation=.345).

Table 4: Result of Correlation

		Decision	Location
Pearson Correlation	Decision		.345
Sig.(1-tailed)	Location	.000	

Table 5: Result of ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.298	1	10.298	40.349	.000[b]
	Residual	76.056	298	.255		
	Total	86.353	299			

For ANOVA table, F-value for location is equal to 40.349. The significance level is 0.000 (p <0.000), which is below than 0.05. Thus, p- values is significant. Therefore, the F test used to show that the statistical model has been fit to a data set for both. Besides, the model use for this study fits the population from which the data was sampled.

Table 6: Result of Coefficient

Variable	Unstandardized Coefficients	Standardized Coefficient	t	Sig.	Variable
	B	Std. Error	Beta		
(Constant)	2.870	.135		21.311	.000
Location	.235	.037	.345	6.352	.000
(Constant)	3.612	.038		94.409	.000
Location	-.988	.022	-1.450	-44.469	.000

Dependant variable: Student choice

Table 7: Multiple Regression Result between the Variables

Variable	R	R square	Adjusted R Square	Std. Error of the Estimate	F Change	Sig. F Change	R Square Change
Location	.345[a]	.119	.116	.50519	40.349	.000	.119

The Beta value for location variable was slightly lower (-1.450), indicating that it made less of a unique contribution for the significant value, in this case, this shows the value of 0.000, which is the result of unique and statically significant and its give contribution to the prediction of the student decision making.

Adjusted R^2 values indicates how much of the total variation in the independent variable that is student decision making can be explained by the independent variable. For the result Location variable, it shows 0.116, which means the independent variable explained 11.6% of the variability of the dependent variable in the population, according to [17] classification, it indicates of a small effect size. This shows that there is weak influence of location to the student decision making. Besides, the result obtains from the "Sig.F Change" column give 0.000 which is statically significant ($p < 0.005$).

4. Conclusion

Based on the results, management of universities may need to understand the relationships of factors overthrow by students. It is also important to understand how these

factors influence the university decision-making process of future students. The education has somehow had becoming another business opportunity to those who sense the important and the growth of candidates or customer from time to time [18]. The result for location indicated the relationship between both variable is on moderate relationship. Which is revealed that, location does not become one of the main influence of choice decision making. The result of this study gives several implication for the management of university especially for marketing and admission department as well as the top management of university in which they can identify on why there are declining number of student enrollment in their university. The result is consistent with the recommendations from [19]. The study findings can be utilized by the management department in their effort to implement and restructure of student enrollment.

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