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Factors Influencing the Enrolment Intention Among International Students in Private Higher Educational Institutions (HEIs) in Malaysia.

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Abstract

This researcher's aim is to identify the factors that influencing the enrolment intention among international students in private Higher Education Institutions (HEIs) in Malaysia. More specifically, it is to consider the combined effect of location, cost, service quality and reputation of the institution.

Malaysia has now become an educational hub. During the last few years, more and more international students are considering Malaysia to be their ideal place for higher education. There is no doubt that there are some factors attracting international students to Malaysia for higher studies. The main purpose of this study is to identify significant factors that influence international students in their choice. The significance of this research study is to better understand students' demands and allow opportunities for institutions to adopt new marketing strategies to attract more international students. This research uses the descriptive research design and a primary method of data collection. To complete this study the author applied the convenience sampling method. SPSS was used to analyze descriptive and significant level of dependent variable and independent variables.

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Declaration by Candidate

I hereby declare that this is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledgement.

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List of Abbreviations

HEIs	Higher Educational Institutions
PEI	Private Education Institution
MOHE	Ministry of Higher Education
GDP	Gross of Domestic Product
PISA	Programmer for International Students Assessment
NAB	National Accreditation Board
MQA	Malaysian Qualifications Agency
ASSOCHAM	Associated Chamber of Commerce and Industry of India
BdREN	Bangladesh Research and Education Network
MSA	Measure of Sampling Adequacy

Chapter One

INTRODUCTION

Chapter overview

This chapter begins with Research Background and Education System Development in Malaysia. Some other issues this chapter cover with 1.3 Education System Development in Malaysia, 1.4 Overview of Educational System Effect Malaysia's Market, 1.5 Problem Statements, 1.6 Research Objectives, 1.7 Assumptions, 1.8 Significant of Study, 1.9 Scope of the Study, 1.10 Limitation of the Study, 1.11 Outline of Dissertation. The Chapter will describe the trends, implications and the development of foreign education as well as the factors that influencing the decision of international students to study in private HEIs in Malaysia.

1.1 Research Background

Different students have different perception and definition about the quality of education. It depends on location, academic programs, educational facilities, overall cost, and reputation and so on. The higher education system is developing all over the world and therefore the competition to enroll more students has become a challenge to the higher educational service industries. This study focused on the decision to analyze factors that influence international students to study in private HEIs.

1.2 Overview of the Education System

The system of education varies from one country to another. In the case of any developed or developing countries, the educational system is mainly developed by the government. Educational institutions are commonly divided into two sectors. One is the private sector and the other, public. It is common knowledge that in some cases the private educational system differs from the public educational system. All public institutions get all kind of

support from the Government and the resources for a better education system. On the other hand, the private institutions are managed by their own Board of Directors and all decisions about institution are taken by consensus from the Board.

1.2.1 Overview of the Educational Sector in Malaysia

In Malaysia, the Ministry of Higher Education is one of the four departments that regulate the affairs of the nation's Higher Educational Institutions. It covers both the public and private institutions. On 27th March 2004, this department on Higher Education was formed (Education Malaysia, 2010) to coordinate policies, manage vital processes, funding and other related matters with regard to higher educational institutions.

In Malaysia Private Institutions are broadly divided in two categories, depending on the level of education offered, as follows:

One category of Private Education Institution (PEI) provides education at preschool, primary and secondary school levels. These institutions are focused on building private schools and foreign system school. Another category of PEI in Malaysia provides tertiary education to the students with the award of a certificate, diploma or degree qualification.

Statistics released by the Ministry of Higher Education (MOHE) show that there are 414 private colleges, 37 private universities, 20 university-colleges and seven foreign branch campuses nationwide to date. According to the Programme for International Students Assessment (PISA) report, Malaysia ranks 55 out of 77 countries. During the period 2012-2013 not a single public university in Malaysia was ranked among the top 400 world best universities. The Malaysian government viewed this as a challenge and has taken steps to build a framework for better performance in the Higher Educational sector. In Malaysia, there are some universities that are branches of foreign universities, such as Nottingham from UK, Monash and Swinburne from Australia. Malaysia also offers twinning and double degree programs in private universities that have been running for the last 20 years. Twinning programs allows students to complete their degree with prestigious foreign universities. However Malaysia could do something better in this area