

opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

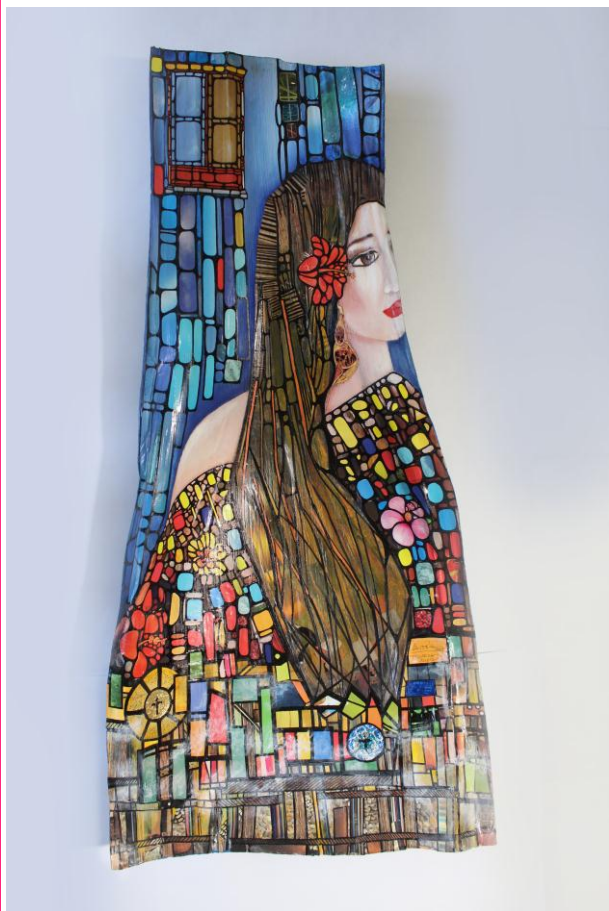
Año 34, 2018, Especial N°

16

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

Role of university reputation towards student choice to private universities

Shamsudin M.F. ¹

¹Universiti Kuala Lumpur, Business School
mfarid@unikl.edu.my

Nurana N. ²

²Universiti Kuala Lumpur, Business School
nurana@unikl.edu.my

Aesya A. ³

³Universiti Kuala Lumpur, Business School
aeshah.ali01@s.unikl.edu.my

Milad Abdel Nabi ⁴

⁴Community College of Qatar
Milad.Salem@ccq.edu.qa

Abstract

The aim of this research was to evaluate the factors that affected student enrolment at a private university in Malaysia. This study was conducted using the quantitative method. Measurement for each variable was using the Likert scale. The finding of data was analysed by using SPSS software version 20. The finding shows that there is a significant relationship between location and student decision making. In conclusion, the leading most influential criteria that made up this factor is the institution reputation for quality as it has the highest means score.

Key words: reputation, student enrolment, Malaysia, university.

Rol de la reputación universitaria hacia la elección de estudiantes para universidades privadas

Resumen

El objetivo de esta investigación fue evaluar los factores que afectaron la inscripción de estudiantes en una universidad privada en Malasia. Este estudio se realizó utilizando el método cuantitativo. La medida para cada variable fue utilizando la escala de Likert. El hallazgo de los datos se analizó utilizando el software SPSS versión 20. El hallazgo muestra que existe una relación significativa entre la ubicación y la toma de decisiones de los estudiantes. En conclusión, el criterio de mayor influencia que conformó este factor es la reputación de calidad de la institución, ya que tiene la puntuación más alta.

Palabras clave: reputación, matriculación de estudiantes, Malasia, universidad.

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, as well as become a top destination for international students (Bee et al., 2018). These achievements are evidence 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 (Changda & Morshidi, 2018). The expanding of higher education in Malaysia can be proved through the presence of an increasing number of student enrolments, the growth of the university, budget from government and

the country's improvement for the organization. Increased number of universities provides a wide range of options for students to choose (Waleed et al., 2018). Since 2015, a number of student enrolment in private university largely decreased due to unidentified despite there are large numbers of application. Husaina (2013) 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 a 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 a 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. The status of education provider has changed dramatically when the government produced license or permission to the entrepreneur to provide the education services (Evelyn, 2016). Universities choice according to Paulo et al. (2018) indicates the decision that was made by the students based on influence factors. Troy et al. (2018) stated that the decision could be based on the institutional or another factor such as reputation. The need exists for many private universities to successfully implement their own enrolment management programs

(Abidin, Bakar, & Haseeb, 2014; Wekke, Samra, Abbas, & Harun, 2018).

1.2. University Reputation

The university choice is all about match and fit (Carolin et al., 2016), and will be among the factors to be considered before making an attempt to apply or rearrange their choice based on their list of favourite universities. The competition for reputation becoming tough as university compete each other to be in the top ranking in their country, region or even to be at the list of the top in the worlds (Akuegwu and Nwi-ue, 2017). Hashim et al. (2015) conclude that rankings could be the first factor that students may think about when they begin their university research and could be the ultimate factor in deciding where to attend. University reputation is also related to the quality, trust and risk besides the elements of the teaching and learning, the staff quality, the variety of the education, the possibility to combine studies and work and also how the management show the trust of the institution itself (Wijayanto & Sumarwan, 2016; Vahdany & Gerivani, 2016; Verma., Stoffova & Zoltán, 2018; Troy et al., 2018). University reputation can be classified as one of the most important that may influence the student to choose their place of study (Carolin et al., 2016; Jayakumar, 2016; Kweka & Ndibalema, 2018). Student likely to further their study at institution those has a name and already establish in order for them to have a better future (Ana et al., 2018).

2. METHODOLOGY

This study was conducted using the quantitative method. Measurement for each variable was using a Likert scale. The population for this study consist of a student who submitted their application form to a private university in Kuala Lumpur and Selangor for the July semester 2017 enrolment. 1,000 students were identified, and a 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 analysed by using SPSS software version 20.

3. FINDINGS OF STUDY

3.1. 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 Pallant (2011) and Bartlett's test of sphericity is highly significant ($p = .000$) which is supporting the factorability of the correlation matrix (Salem et al., 2016). These indicate that the assumptions of factor analysis were met (Salem et al., 2018). 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 |

3.2. University Reputation

Factor analysis conducted on university reputation shows the Kaiser- Meyer- Ollkin (KMO) value of 0.856 as per Table 4.10 below, exceeding the recommended value of 0.6 Pallant (2011) and Bartlett's test of sphericity is highly significant ($p = .000$) which is supporting the factorability of the correlation matrix. These indicate that the assumptions of factor analysis were met. As shown in Table 4.10, principal component analysis revealed the presence of only one component with an eigenvalue exceeding one. This factor captured 66.597 percent of the total variance in

the items. The factors loading for academic reputation are between .73 and .85 with only one factor exists. Reliability statistics (Cronbach’s alpha) for this factor is .874 as per Table 4.8 indicates high reliability. Items-total statistics in revealed that removal of any item would not increase the alpha value beyond this range (.874), thus supporting the inclusion of all scale items.

Table 2: Factor and Reliability Analysis of University Reputation

| Items | Factors Loadings |
|---|------------------|
| The lecturers teach well | 0.854 |
| I have heard of successful graduates from the institution | 0.851 |
| The institution has a good academic reputation | 0.829 |
| The institution shows genuine concern for the students | 0.804 |
| Lecturer has good academic reputation | 0.736 |
| Eigenvalue | 3.330 |
| % of variance | 66.597 |
| Cronbach’s Alpha (α) | .874 |
| Kaiser-Meyer-Olkin Measures of Sampling Adequacy | 0.856 |
| Bartlett’s Test of Sphericity: Approx Chi-Square | 720.937 |
| df | 10 |
| Sig | .000 |

Reliability test also is to test the internal consistency and stability of the data collected, the closer the Cronbach’s Alpha is to one, the higher the internal consistency reliability. As such, the reliability test supported the appropriateness of the instrument used in the study.

Table 2: Reliability test for University Reputation

| Cronbach's Alpha | Number of Items |
|------------------|-----------------|
| .874 | 5 |

Table 3: Descriptive Analysis for Variables

| | N | Minimum | Maximum | Mean | Std. Deviation |
|------------|-----|---------|---------|--------|----------------|
| Decision | 300 | 1.80 | 5.00 | 3.7047 | .53741 |
| Reputation | 300 | 1.00 | 5.00 | 3.8833 | .66231 |

3.3. University Reputation

The result show in the output given, university reputation has a positive and significant relationship on the student decision making. This study found a significant relationship ($p=0.000$) and its show high relationship between university reputation and student decision (correlation = 0.506).

Table 4: Result of Correlation

| | | Decision | Reputation |
|---------------------|------------|----------|------------|
| Pearson Correlation | Decision | | 0.506 |
| Sig.(1-tailed) | Reputation | 0.000 | |

Table 5: Result of ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 22.088 | 1 | 22.088 | 102.421 | .000 ^b |
| | Residual | 64.266 | 298 | | | |
| | Total | 86.353 | 299 | | | |

For ANOVA table, F-value for reputation is equal to 102.421. 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 independent and moderating variable. 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) | 2.111 | .160 | | 13.216 | .000 |
| Reputation | .410 | .041 | .506 | 10.120 | .000 |
| (Constant) | 3.350 | .050 | | 67.439 | .000 |
| Reputation | -.825 | .024 | -1.017 | 34.513 | .000 |

Dependant variable: Student choice

The beta value for reputation variable was slightly lower (-1.017), indicate that it made less of a unique contribution. For the significant value, in this case it shows the value of 0.000 which is it show the result of unique and statically significant contribution to the prediction of the student decision making.

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 |
|------------|-------------------|----------|-------------------|----------------------------|----------|---------------|-----------------|
| Reputation | .506 ^a | .256 | .253 | .46439 | 102.421 | .000 | .256 |

The results show that the adjusted R2 is 0.253 which means that the independent variable explains 25.3% of the variability of the dependent variable in the population. According to Cohen (1988), it indicates of small effect size which is there are weak influence of reputation to the student decision making. Besides, this increase is statistically significant which is Sig. F Change column show 0.000 ($p < 0.005$).

4. CONCLUSION

From the result, it shows that the most influential factor is reputation with beta coefficient value is -1.017. Reputation play and important role as it could encourage the student to motivate themselves that university with high reputation will have a quality education. For university reputation, it shows that there is a relationship as independent variable towards dependent variable. This means that, university reputation is important as it will give a high impact on student decision making. University with a high ranking in the list of all university that present in Malaysia would be the first choice. They found that university reputation played an important role that influences a student in making choice to public universities. This also found that the leading most influential criteria that made up this factor is the institution reputation for quality as it has the highest means score.

REFERENCES

- ABIDIN, I., BAKAR, N., & HASEEB, M. 2014. **An empirical analysis of exports between Malaysia and TPP member countries: Evidence from a panel cointegration (FMOLS) model.** *Modern Applied Science*, Vol. 8, N^o 6: 238. Canada.
- AKUEGWU, B., & NWIUE, F. 2017. **Providing Academic Leadership in Universities in Cross River State, Nigeria: Assessment of Departmental Heads' Effectiveness.** *Asian Journal of Education and Training*, Vol. 3, N^o 1: 18-24. USA.
- ANA, T., DEJAN, V., & KREŠIMIR, Ž. 2016. **Exploring academic reputation – is it a multidimensional construct?** *Corporate Communications: An International Journal*, Vol. 21, N^o 2: 160-176. UK.
- BEE, P., NOOR, B., & ZURAINI, J. 2018. **Moral values and good citizens in a multi-ethnic society: A content analysis of moral education textbooks in Malaysia.** *The Journal of Social Studies Research*, Vol. 42, pp. 119-134. Malaysia.
- CAROLIN, P., JOANNE, H., JODIE, C., & INGO, K. 2016. **Reputation in higher education: A fuzzy set analysis of resource configurations.** *Journal of Business Research*, Vol. 69, pp. 3087 – 3095. Netherlands.
- CHANGDA, W., & MORSHIDI, S. 2018. **The development of Malaysian higher education: Making sense of the nation-building agenda in the globalisation era.** *Asian Education and Development Studies*, Vol. 7, N^o 2: 144-156. UK.
- EVELYN, C. 2016. **Increase in the demand for private higher education: unmasking the paradox.** *International Journal of Educational Management*, Vol. 30, N^o 2: 232-251. UK.
- HASHIM, N., ABDULLATEEF, A., & SARIKINDAJI, B. 2015. **The moderating influence of Trust on the relationship between Institutional Image/Reputation, Perceived Value on Student Loyalty in Higher Education Institution.** *International Review of Management and Marketing*, Vol. 5, N^o 3: 122-128. USA.
- HUSAINA, B. 2013. **Higher levels of education for higher private returns: New evidence from Malaysia.** *International Journal of Educational Development*, Vol. 33, pp. 380-393. Netherlands.

- JAYAKUMAR, R. 2016. **Opinion of the University Teachers towards Educational Television Programmes.** American Journal of Education and Learning, Vol. 1, N° 1: 45-52. USA
- KWEKA, K., & NDIBALEMA, P. 2018. **Constraints Hindering Adoption of ICT in Government Secondary Schools in Tanzania: The Case of Hanang District.** International Journal of Educational Technology and Learning, Vol. 4, N° 2: 46-57. USA
- PALLANT, J. 2011. **SPSS Survival manual: A step by step guide to data analysis using SPSS for windows.** 4rd ed. McGraw Hill: Open University Press. USA.
- PAULO, L., PEDRO, V., HELENA, M., PILAR, M., FILIPA, P., & JOÃO, B. 2018. **University or polytechnic? A fuzzy-set approach of prospective students' choice and its implications for higher education institutions' managers.** Journal of Business Research, Vol. 89, pp. 435-441. Netherlands.
- SALEM, M., SHAWTARI, F., SHAMSUDIN, M., & HUSSAIN, H. 2016. **The relation between stakeholders' integration and environmental competitiveness.** Social Responsibility Journal, Vol. 12, N° 4: 755-769. UK.
- SALEM, M., SHAWTARI, F., SHAMSUDIN, M., & HUSSAIN, H. 2018. **The consequences of integrating stakeholder engagement in sustainable development (environmental perspectives).** Sustainable Development, Vol. 26, N° 3: 255-268. USA.
- TROY, H., STEPHEN, W., & MUHAMMAD, M. 2018. **Transnational higher education: The importance of institutional reputation, trust and student-university identification in international partnerships.** International Journal of Educational Management, Vol. 32, N° 2: 227-240. UK.
- VAHDANY, F., & GERIVANI, L. 2016. **An analysis of the English language needs of medical students and general practitioners: A case study of Guilan University of Medical Sciences.** International Journal of English Language and Literature Studies, Vol. 5, N° 2: 104-110. USA
- VERMA, C., STOFFOVA, V., & ZOLTÁN, I. 2018. **Perception Difference of Indian Students towards Information and Communication Technology in Context of University**

Affiliation. Asian Journal of Contemporary Education, Vol. 2, N^o 1: 36-42. USA

- WALEED, M., NORMA, A., MOHD, M., GEMMA, T. 2018. **A model of factors affecting learning performance through the use of social media in Malaysian higher education.** Computers & Education, Vol. 121, pp. 59-72. Netherlands.
- WEKKE, I. S., SAMRA, B., ABBAS, N., & HARUN, N. 2018. **Environmental Conservation of Muslim Minorities in Raja Ampat: Sasi, Mosque and Customs.** Paper presented at the IOP Conference Series: Earth and Environmental Science.UK
- WIJAYANTO, H., & SUMARWAN, U. (2016). **Analysis of the Factors Influencing Bogor Senior High School Student Choice in Choosing Bogor Agricultural University (Indonesia) For Further Study.** Journal of Education and e-Learning Research, Vol. 3, N^o 3: 87-97. USA



**UNIVERSIDAD
DEL ZULIA**

opción

Revista de Ciencias Humanas y Sociales

Año 34, Especial N° 16, 2018

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

www.luz.edu.ve

www.serbi.luz.edu.ve

produccioncientifica.luz.edu.ve