

# SELECTION FACTORS INFLUENCED CHOOSING COURSE IN THE HIGHER ACADEMIC INSTITUTION - A REVIEW

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**Abstract:** *Lately, there has been rapid growth in the supply of new courses in institutions of higher learning (IPTA) and private (IPTS). This trend witnessed an increasing share of competition in the admission of students to institutions of higher learning. Education at all levels is the primary catalyst of quality human capital for the benefit of mankind. This study aims to give an overview of the factors that encourage students to choose certain courses in higher education institutions. Factors to be addressed in terms of interest, disclosure in the early stages, parental influence, peer influence, and career promotion. This study can be helped to the department or higher study institutions in increasing the number of students and the quality of study*

**Keywords:** *education, quality, universities, IPTA*

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## Introduction

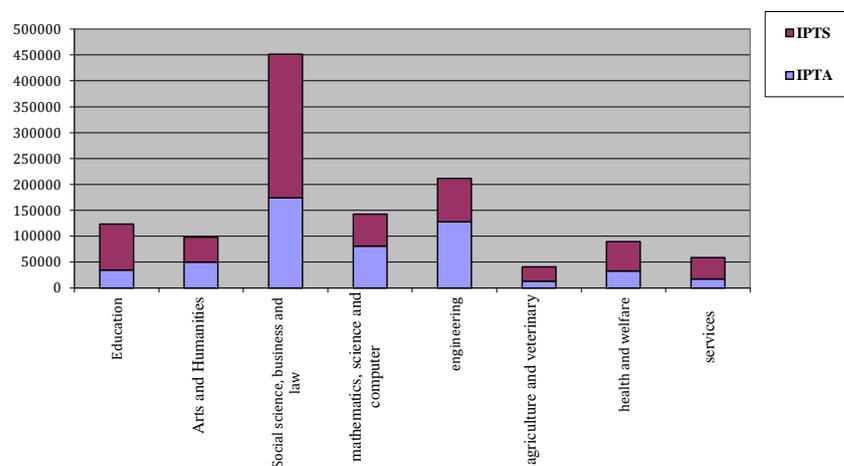
The developed country is a country with educated societies Education generates quality human beings Generate knowledgeable human capital from various aspects, namely in terms of morality, thought and behavior. Quality man is a human being which has a strong religious stand and has a self-confidence strong in the face of challenges The goal of Malaysian education is to create a Malaysian society knowledgeable and knowledgeable to achieve success in life and giving contribution to harmony and prosperity of society and nation. Clearly these shows that education is important in the formation of a society successful students and various programs study. Along with the development of globalization, High Education Institutions (HEIs) need to have competitiveness and endurance to be in the world's finest university group. Effort enhancing IPT capabilities will continue to perform functions and its responsibilities are more efficient, transparent and effective towards creating a system excellent academic studies. For that purpose, one or two apex universities from among HEIs will be formed in the near future.

## Literature Review

By the year 2020, at least three (3) HEIs are recognized between 100 universities and one in between 50 universities the world's leading. In addition, IPTAs have at least 75 percent energy academics with PhD as well as all IPTAs are autonomous when they reach targeted revenue

generation target. Public universities in Malaysia are categorized into three groups, namely universities research, university-focused (technical, education, management, and defense) and comprehensive university. There are 20 IPTAs (set up below AUKU 1971) comprising four research universities, four universities Comprehensive and twelve more is a focused university that offers 1 382 programs bachelor. Meanwhile, IPTS has 32 university / college colleges and four overseas university campus branch. In addition, the IPTS also have 485 units colleges offering various academic and training programs.

Regarding to HEIs Report 2016 (Figure 1), students were more like to register as social science, business and law fields. The data showed 173837 enrollment student in IPTA since 2016 and 277569 enrollment students in IPTS.



**Figure 1: Enrollment student in IPTA and IPTS regarding to different courses**

In the era of globalization and k-economy, HEIs need to be more competitive and build reputation for attracting quality students from within and outside the country. Hence, the change comprehensive needs to be done to empower the HEIs, especially in terms of governance practices best practices, improved work culture improvements and strengthening of financial resources to direction of autonomy achievement, especially IPTA. The autonomy process to IPTA will be done in stages, depending on its ability to generate its own income, which includes student intake, human resource development and others.

In addition, the role of IPTS is especially important in attracting more students international to this country. For that, IPTS should have a conducive environment and quality study program as well as international standard. .Country goal for becoming a hub of excellence in international higher education will be achieved when HEIs building their own reputation and improving the quality of higher education. The results of this study is expected to be able to provide information on effective medium types in helping IPTs increase the number of students.

### Factors in Selection

The establishment of institutions of higher learning, both private and public, is increasing many provide broad opportunities to continue their studies at a level higher either in IPTA or IPTS for Sijil Pelajaran Malaysia learner students (SPM), Certificate of Higher Education Malaysia (STPM), Malaysian Higher Certificate of Religion (STAM) and diploma. The courses offered for the present are extremely directed to market demand or the job industry. Therefore, the selection process of the place and the course of study becomes increasingly difficult.

The process of selecting places and courses it is also becoming increasingly difficult as all the Institute of Higher Education (IPT) offers a variety a selection of quality and competitive programs aimed at attracting students' The rapid development of education in the country also affects the process student selection to university. Establishment of public and private higher education institutions very encouraging to give space and opportunities open to students to connect higher education. So far in Malaysia there are 16 Institutions of Study Public High Level (IPTA) and 2,316 IPTS which have been recognized by the Public Service Department and Malaysian qualification agency (MQA) ( www.mqa.gov.my , August 19, 2014).

Here are the factors that encourage the selection of a higher education institution amongst others student:

**Table 1: Factors that encourage the selection of a higher education institution**

|   | Factors                                       | Description  | Source   |
|---|---|--|--|
| 1 | Position and institutional reputation         | IPT is quite popular in something field would be the main focus for most students.   | Nurzatil et al. (2015), Mohamad and Tap (2002), Abdul (2012), Abi (2005), Lim et al. (2010).   |
| 2 | Recognition                                   | Malaysian Qualification Agency (MQA) being an accredited body which assess the quality of an IPT the where guarantee marketplace, marketability and the future of the student after graduate. University recognized among the university's choice of students, it is in line that students prioritize the quality of a university and recognition by the University accreditation bodies to ensure their marketability, marketability and future after graduation. | Nurzatil et al. (2015), Yuzainee, et al. (2001), Sailin (2006).  |
| 3 | Distribution information / strategy marketing | Through marketing methods, students will get that information exactly regarding the course and IPT. Additionally, <i>Study Dropping Out: A Study of Early Leavers from Higher Education</i> (2003) states that information distribution factor that is marketing strategy done by IPT especially IPTS being among the factors attracting students to choose courses offered by the institution   | Abi (2005), Davies and Elias (2003), Jusoh and Arshad (2006), A'azmi (2004), Sailin, et al (2014), Dehne (2000). Jane, and Margaret (2010), Elaine, et al (2009), Maringe, (2006), Alwi and Nazir (2014) |
| 4 | Course interest                               | Study before to IPT as well encourage student interest. As a For example, students studying science life is more interested in medical and engineering field   | Mohamad and Tap (2002), Nurdzifazura and Emyzatul, (2015), Asnul and Siti (2011), Mohd and Rusli (2008), Jalil (2014).   |

|    |   |   |  |
|----|---|---|--|
| 5  | Experience /<br>New<br>knowledge                  | Culture and learning system such as usrah becomes value added for students  | Abdul (2012), Khalid et al(2014), Jaggars (2014)   |
| 6  | Job placement /<br>opportunity<br>career          | Course selection or IPT based on market demand also important to ensure students are not unemployed after graduate.   | Abdul (2012) , Davies and Elias (2003). Nurdzifazura and Emyzatul, (2015) Sidek (2010), Zanariah et al (2015). Aziuddin (2013). Radzi (2010) , Yunus and Arshad (2006), McWhirter (1997) |
| 7  | Cost of study                                     | Most IPTS are wearing more expensive fees compared to IPTA  | Hossler, et al (1999).   |
| 8  | Influence<br>family / friends                     | Some students prefer according to course recommendations and the place of study selected by their parents   | Abdul (2012), Sailin, et al (2014), Nurdzifazura and Emyzatul, (2015), Asnul and Siti (2011), Mohd and Rusli (2008), Zanariah et al (2015), Freeman (2005).                              |
| 9  | Distance IPT                                      | As more and more social problems among students IPTs, most parents like to recommend more IPTs close to their home  | Sailin (2006), Davies and Elias (2003), Mohd Mizan et al (2006).   |
| 10 | Infrastructure                                    | Infrastructure facilities complete to be choice considering such as this is facilitate R & D system to run  | Cuyjet et al (2009), A'azmi (2004), Asnul and Siti (2011).   |
| 11 | Instructors the<br>known /<br>celebrity           | Students exposed to Social media prefer a place study based on celebrities of interest  | Mohamad and Tap (2002).  |
| 12 | Less case/<br>discipline                          | This shows students tend to choose institutions of higher learning that are safe and comfortable in terms of mood learning and socializing with friends.  | Mohamad and Tap (2002), Hossler, et al (1999),   |
| 13 | Lack of student<br>elimination due<br>to failure. | The study of Nadzri Mohamad and Abu Osman Md Tap (2002) lists several factors course selection by form five science stream students from two secondary schools in Teluk Intan, Perak. Among these factors is lack of student dismissal as a result of failure in the lesson. It becomes one of the factors of student selection to enter an institution Higher education because the probability of getting rid of is thin and students will succeed graduated as planned | Veloutsou, et al.(2004), A'azmi (2004).  |

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|----|-------------------|---|---|
| 14 | Efficient service | Among the factors contributing to the selection of a tertiary institution is service which is efficient and efficient. It includes the process of teaching and learning, communication between staff administration with students and others involving services | Rhys (2003), Kyriacou and Coulthard, M. (2000). |
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### Conclusion

In conclusion, the most critical and important factors that influence students preferences in selecting a course in higher learning institution are primarily related to the Quality of Education provided by the University/College. Specifically this relates to factors such as Academic Quality, Academic Programs, Reputation, Education Facilities and Success of Job Placement. It is also evident that publicity and advertisements alone cannot attract students to an institution of higher learning. This may be due to all universities and colleges putting up similar amount of advertisements in the media. However, it is apparent that students do undertake research on their own, regarding the university/college which is the reason why the higher learning institutions website is the highest factor among the publicity and advertisement category. Similarly, influence from external factor such as family members and effect of financial factors are also less important. More important are factors related to campus facilities and campus atmosphere. In summary, the factors that determine student's preference in selecting higher learning institution can be categorised to the following:

1. Quality of Education
2. Campus Facilities and Atmosphere
3. External and Financial Factors
4. Advertisement and Publicity

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