

ABSTRACT

Due to expansion of the global competitive business environment, students today pay higher attention to International Higher Education in selecting a university.

This research is conducted on the basis of the question of “what is the relative importance of the Characteristics of Assumption University in influencing Public and Private High School Students to Select a University?” with the objective to rank the comparatively important factors in perception of Public and Private high school students on the Characteristics of Assumption University. Scope of this study is 382 high school students from target sources of 8 schools further divided into 188 public students and 194 private students.

With regard to the research hypothesis, there are four independent variables which are; type of school, Gender, Parent’s income, and Parent’s occupation, ten dependent variables which are; university image, medium of instruction being English, curriculum and instruction, effective teaching, cost, future career, convenient transportation, parental involvement and scholarships.

Therefore, 14 hypotheses are organized to test different perceptions of high school students and to rank the most significant and important characteristics for selecting Assumption university. The investigation is tested in order to achieve the objectives of the research.

The research testing is implemented by using an Independent T-Test and Chi-Square test. The major result of thesis is that there is no difference in the perception of Public and Private high school student on the importance of the characteristics of Assumption University, yet another result is that Future Career Path is the most significant factor in selecting a university.