ABSTRACT

One of the fast-growing service industries in the global market is international education which contributes a significant amount of income to a country’s economy as well as its higher institutions. China is a major source of international students for education providers. The purpose of this study was to identify factors influencing Chinese students in their choice of Assumption University as a study destination. In addition, this study also examined the difference between respondents’ demographic factors and choice of Assumption University.

Descriptive research was conducted using survey technique in this study. A total of 277 questionnaires were completed by the target population who were Chinese freshmen at Assumption University. Purposive sampling method was applied to collect samples. Descriptive and inferential statistics were used to analyze the data from questionnaires using a SPSS program. Statistical methods as simple linear regression, independent T-test, and ANOVA were used to examine the eleven research hypotheses.

The findings of this study indicated that the most influential push factor is development of knowledge, followed by improvement of English skills, and improvement of future job prospects. Expectations from family, financial support from family, facilities, reputation for quality and tuition fees were listed as the top five influential pull factors.

The findings of this study showed that choice of Assumption University as a study destination was influenced both by pull factors and push factors. Based on the hypotheses tests, the results indicated that the choice of Assumption University was influenced by personal improvement, overseas courses better than local, difficult to gain entry at home, courses not available at home, country image effect, recommendations from friends and family members and institutional attributes. In addition, ANOVA analysis proved that there was a difference between living area in China and choice of Assumption University. Other demographic factors had no effect on respondents’ choice of Assumption University as a study destination.
Based on the findings, the researcher had recommended some valuable suggestions to improve the marketing performance of Assumption University. Finally, the further research was stated for the future studies.