

Abstract

The number of higher education institutions increases resulting in fierce competition among each other. In order to maintain and / or increase the number of students, marketing is a tool to help the institutions for those reasons. Therefore, I, as a researcher studied "Factors that influence students to select higher education institutions". Its main purposes are to study marketing factors that influence the students' choices of higher education institutions and to propose a combination of marketing elements in order to set a marketing strategy for the higher education institutions. The sample size of this research is 446 samples that consist of students from secondary schools and vocational schools.

The researcher analyzed primary data from collecting 446 questionnaires. Then, the data was coded and analyzed by SPSS (Statistical Package for the Social Science Version 12) program with descriptive statistics to find mean and percentage. To test hypothesis, Chi-Square was used to get results. The findings of this research are as followed:

Personal data of samples that influences the student selection of higher education institutions is described as followed: Most of the samples are male (52.2%) at the age between 16-18 years (89.5%) and study in the secondary schools (89.5%). Most of the samples received money for education from their father (74.9%). The occupation of their parents was business owner.

The theory framework of this research is 7 P's to present marketing factors that influence the students' selection of higher education institutions. The following factors are the most influence on the students' selection of higher education institutions:

1. product factor in the form of curriculum, subject fields and a range of subjects
2. price factor in the form of service fee, tuition fee, the number of scholarships and exemption fee for admission
3. place factor in the form of an available of teaching tools
4. promotion factor in the form of open house, which is called public relation
5. people factor in the form of faculty competence and friendliness of faculties
6. process factor in the form of loose procedure of an admission examination

7. physical evidence factor in the form of faculty and staff uniform and student uniform

After analyzing the data in order to test the hypothesis, it is found that

1. there was no correlation between the students' selection of higher education institutions and personal data on sex, age, kinds of schools, fund and occupation of parents or guardians. On the other hand, there was both correlation and no correlation between the students' selection of higher education institutions and income and education of parents and guardians because the level of their income and education is different.

2. there was no correlation between the students' selection of higher education institutions and product factor and process factor.

3. there was correlation at 0.05 level between the students' selection of higher education institutions and 4 P's which are

- i. price factor in the form of service fee and the number of scholarships
- ii. place factor in the form of service hour of library
- iii. promotion factor in the form of school activity sponsorship (public relation)
- iv. people factor in the form of friendliness of faculties
- v. physical evidence in the form of faculty and staff uniform