

## **Which factors motivating undergraduate students to recommend their university in Bangladesh?**

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**Abstract:** Raising Education quality is indispensable to congregate globalization challenges in recent time. There exist worldwide competitions in education sector over the world. In this situation one has to choose paramount educational institution which provides best opportunities. The aim of this study is to identify factors which influence the students to recommend his / her university to others to take admission. This study based on 968 student's records which have been collected through personal interview method and self administered questionnaire method of data collection. Chi square test for bivariate analysis and multinomial logistic regression analysis for multivariate analysis have been conducted for this study using software SPSS 20. This study reveals that education quality, tuition fees, reputation and convenient location of the private universities have highly significant association with recommending approach of the students for their university.

**Keywords:** UGC, Undergraduate, multinomial logistic regression, Private University.

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### **I. Introduction**

In Bangladesh educated people are increasing tremendously. Every year enormous number of student passes their H.S.C exam. But there are not sufficient public universities to take admission. Bangladesh has 39 public universities instructing the bulk of higher studies students. They are funded by the government and managed as self-governed government institutions<sup>1</sup>. Because of this students have to fight to get one of the limited seats of a public university according to their choice. But there is no adequate seat for this huge number of students. Those who would not get this opportunity will look for an admission in a private university. Furthermore because of some important motivating factors such as session jam and harmful student politics in public universities, credit transfer facility of the private universities to the foreign universities there is a considerable part of the students who are eligible to get admission into public universities but willingly try to get admission into the top ranked private universities for their higher education. For this purpose Private universities in Bangladesh came into being after institution of the Private University Act of 1992.

There are 93 private universities in Bangladesh. In this case student has to judge some factors that are essential for selecting universities. Since Bangladesh is a developing country, most of the families badly need to consider the cost of educational institution in which they are willing to admit their child. Teaching, medium of instructions, campus size and location, accommodation for the students, campus facilities (such as auditorium, parking, canteen, indoor and outdoor parking facilities) are the important factors of selecting private universities for their higher education (Zahid et al., 2000)<sup>2</sup>.

Murgatroyd and Morgan (1994) argue that the concept of quality includes a customer-driven perspective that is a derivative of economic theories<sup>3</sup>. In fact, service quality has now become an important dimension for education providers, as with any other business organizations. Hence, customer evaluations of the quality of education should be an integral part of overall quality management in any of the organizations (Haque, 2004)<sup>4</sup>. James et al. (1999) found that field of study preferences, course and institutional reputations, course entry scores, easy access to home and institutional characteristics significantly influenced applicants' choice of institution<sup>5</sup>.

Shammot (2011) was conducted a survey on fifty Jordanian students – twenty five male and twenty five female – in order to determine the factors affecting their decision in selecting private universities. His study reveals that while the male students consider the financial cost as the most significant determinant decision, the female cohorts consider word of mouth and university branding as the key factors in selecting their preferred universities<sup>6</sup>. Shah et al. (2013) found in their study 'factors influencing student choice to study at private higher education institutions' collecting data from five different private HEI in Australia that student perception, access and opportunity, learning environments, quality of teachers, course design, and graduate success are influencing the students' choice to study at HEI<sup>7</sup>.

There are a large number of hypothetical works on quality from the outlook of quality guarantee and quality improvement in university sector. Many researchers have identified different views about the issue of

quality education and its influential factors. In this study i have taken the attempt to conduct an empirical exploration that which factors are affecting private universities undergraduate students to recommend their university to other to take admission in Bangladesh.

## II. Data, Variables and Methodology

In case of selecting control variables our interest is reflected on those variables, for which we eager to detect the impact on the dependent variables. A structured questionnaire was used for this study. The questionnaire is prepared with the six criteria that affect the attitude of the students in order to know their perception. This questionnaire was filled up by a group of undergraduate students who are currently studying different private university in Bangladesh.

**Population:** In present time Bangladesh has 93 private universities. In view of the fact that my study area is Bangladesh, i have considered all the students of that private university as population.

**Sample:** In order to collect sample i have use stratified random sampling. From each stratum, have select sample and collect information from each individual by providing them a well formed close-end questionnaire. Most of the questionnaire was filled up by personal interview method of data collection and only some of the questionnaire was filled up by self administered questionnaire method of data collection. Finally I have got the response of 968 students from 39 private universities of different district in Bangladesh.

**Variables:** In this study I have considered recommendation as dependent variable. In case of selecting explanatory variable just consider few variable which remain in the 1<sup>st</sup> consideration of the students at the time of taking admission in university. In current study independent variables are reasonable tuition fees, well known, friend study, convenient location and education quality very high.

**Data Analysis:** In order to get overall idea about different variable we use percentage distribution.

To investigate the recommendation pattern by some selected independent variables, we employed a bivariate analysis and necessary test statistics such as chi-square. Bivariate analysis only provides a preliminary idea of how important each control variable individually is by itself. Since an empirical association between two variables does not necessarily imply a causal relationship between them. The relative importance of all the variables has to be examined simultaneously by some multivariate statistical techniques.

Logistic regression model are mostly used for dichotomous outcome variable. With a few modifications, it can also be used when the outcome variable (Y) is polytomous. We shall consider a outcome variable with three category (coded as 1, 2 and 3).

Let the outcome variable (Y) be coded as 1, 2 & 3 for 'no recommendation', 'undecided' & 'recommend' respectively. In this case we have two logit functions; one for Y=2 versus Y=1 and the other for Y=3 versus Y=1. Thus, the group coded Y=1 will serve as the reference outcome value.

Let  $X' = (x_0, x_1, \dots, x_p)$  with  $x_0 = 1$  to account for the constant term.

Then the two logit functions are given as follows:

$$\begin{aligned} g_i(X) &= \log_e \frac{P(Y=i / X=x)}{P(Y=0 / X=x)} \\ &= \sum_{j=0}^p \beta_{ij} x_j \\ &= X' \beta_i \quad ; \text{ for } i = 1, 2 \end{aligned}$$

Where  $\beta_i = (\beta_{i0}, \beta_{i1}, \dots, \beta_{ip})'$

The conditional probabilities of the outcome categories are:

$$P(Y=k / X=x) = P_k(x) = \frac{\exp(g_k(x))}{\sum_{i=0}^2 \exp(g_i(x))} \quad ; \text{ for } k = 0, 1, 2 \text{ with } g_0(x) = 0$$

Now the odds of outcomes (undecided and recommend) being present for given x is as follows:

$$\text{Odds} = \frac{P(Y=i / X=x)}{P(Y=1 / X=x)} \quad ; \text{ where } i = 2 \text{ (undecided) and } i = 3 \text{ (recommend)}$$

## III. Results

From the descriptive statistics we have found that maximum numbers of students agree with reasonable tuition fee in their university. Table 1 presents the percentage distribution of frequency distribution of the variables and determinants of university recommendation. 71.6% students agree with that their university is well known. Highest number of student disagrees with the fact that he/ she study in this university because of his/her friend study in this university. 46% students studies in respective university because of convenient location. In this study 66% students agree with that education quality of their university is high. 76.8% student will recommend their university to others to take admission for undergraduate program.

**Table. 1. Frequency distribution of the variables and determinants of university recommendation**

Characteristics	Frequency	Valid percent
<b>Reasonable tuition fees</b>		
Disagree	209	21.6
Undecided	96	9.9
Agree	663	68.5
<b>Well Known</b>		
Disagree	112	11.6
Undecided	163	16.8
Agree	693	71.6
<b>Friend study</b>		
Disagree	505	52.2
Undecided	108	11.2
Agree	355	36.7
<b>Convenient location</b>		
Disagree	400	41.3
Undecided	123	12.7
Agree	445	46.0
<b>Education quality very high</b>		
Disagree	119	12.3
Undecided	205	21.2
Agree	644	66.5
<b>Recommendation (Dep. Var)</b>		
No		
Undecided	143	14.8
Yes	82	8.5
	743	76.8

**Table. 2. Descriptive Statistics**

	reasonable tuition fee	well known	friend study	convenient location	education quality very high	recommend
Valid N	968	968	968	968	968	968
Missing	0	0	0	0	0	0
Mean	2.47	2.60	1.85	2.05	2.54	2.62
Mode	3	3	1	3	3	3
Std. Deviation	.826	.687	.930	.934	.703	.729

**Association between recommending universities and some selected characteristics:**

In order to find out the relationship between recommending university and different characteristics bivariate analysis were conducted. For this purposes, it is useful to consider various index that measure the extend of classification as well as statistical test of the hypothesis that there is no association, chi-square test of independence is performed to test the existence of interrelationship among the categories of two qualitative variables.

The present study shows that the prevalence of recommendation is highest among the students who agree with that there university has reasonable tuition fees. Reputation of a university is very important factor for the student to recommend their university to others. The study result reveals that the recommendation is highest among the students who agree that their university is well known. There exists highly significant (P-value< 0.001) association between recommendation and reputation of the university. Proportion of the students who are willing to recommend their university to others is highest among the students whose friends are not in that university. There exists significant association between recommendation and study friend. This study discloses that recommendation has highly significant (P-value< 0.001) association with convenient location. Education quality is a vital factor that influences a student to choose a university. Prevalence rate of recommendation is highest among the students who are agreeing with that the education quality of their university is very high. There exists highly significant (P-value< 0.001) association between recommendation and education quality.

**Table. 3. Percentage of student recommending their university by selected variables (Bivariate analysis - Chi square test)**

Characteristics	Percentage of recommendation			P-value
	No	Undecided	Yes	
<b>Reasonable tuition fees</b>				<b>0.140</b>
Disagree	34.3	8.5	20.6	
Undecided	0	15.9	11.2	
Agree	65.7	75.6	68.2	
<b>Well Known</b>				<b>&lt; 0.001</b>
Disagree	25.2	8.5	9.3	
Undecided	20.3	25.6	15.2	
Agree	54.5	65.9	75.5	
<b>Friend study</b>				<b>&lt; 0.10</b>
Disagree	65	59.8	48.9	
Undecided	0	17.1	12.7	
Agree	35	23.2	38.5	
<b>Convenient location</b>				<b>&lt; 0.001</b>
Disagree	25.2	17.1	47.1	
Undecided	21	17.1	10.6	
Agree	53.8	65.9	42.3	
<b>Education quality very high</b>				<b>&lt; 0.001</b>
Disagree	35	0	9.3	
Undecided	21	48.8	18.2	
Agree	44.1	51.2	72.5	

**Multivariate analysis:**

In order to identify the potential factors which influence the students, recommending their university to others multivariate analysis was conducted. Potential contributions of the explanatory variables were measured by fitting regression model. As dependent variable have more than two categories multinomial logistic regression model have been used.

Students who are disagree with their universities reasonable tuition fees are 0.78 times less likely to recommend their university to others students than the students who are agree with reasonable tuition fees. Reasonable tuition fees have significant association with recommendation at 5% level of significance. Reputation of university have significant (p-value<0.05) association with recommendation. Students whose friends are not studying that university are 77 % less to recommend the university than the students whose friends are studying there. Friend study and convenient location has highly significant (p-value<0.001) association with recommendation. Students who are disagreeing with their university’s education quality high are 0.86 times less likely to recommend their university than those students who agree with high education quality. Education quality has highly significant (p-value<0.001) association with recommendation.

**Table. 4. Regression coefficients (Reg. Coef.) and odds ratios (OR) with 95% confidence intervals (95% CI) of explanatory variables for recommending university obtained from multinomial logistic regression model**

Characteristics	OR of university recommendation	
	Undecided Vs No	Yes Vs No
<b>Reasonable tuition fees</b>		
Disagree	0.16(0.06,0.42)***	0.22(0.13,0.37)**
Undecided	0.89(0.42,1.94)***	0.69(0.21,1.11)
Agree	1.00 <sup>a</sup>	1.00 <sup>a</sup>
<b>Well Known</b>		
Disagree	0.49(0.17,1.37) ***	0.52(0.29,0.92)**
Undecided	0.83(0.39,1.77) **	0.82(0.47,1.43) ***
Agree	1.00 <sup>a</sup>	1.00 <sup>a</sup>
<b>Friend study</b>		
Disagree	0.69(0.32,1.48)	0.23(0.14,0.39)***
Undecided	0.90(0.49,1.34)	0.28(0.004,0.56)
Agree	1.00 <sup>a</sup>	1.00 <sup>a</sup>
<b>Convenient location</b>		

Disagree	0.45(0.19,1.02)*	3.15(1.81,5.48)***
Undecided	0.40(0.16,1.00)*	0.14(0.08,0.26)***
Agree	1.00 <sup>a</sup>	1.00 <sup>a</sup>
<b>Education quality very high</b>		
Disagree	0.004(0.001,0.01)	0.14(0.08,0.26)***
Undecided	1.87(0.93,3.76)*	0.35(0.21,0.61)***
Agree	1.00 <sup>a</sup>	

\*\*\*p value < 0.001, \*\*p value < 0.05, \*p value < 0.10, a=reference category

#### IV. Conclusion

The current study is conducted to find out the determinants that motivating undergraduate students to recommend their university to others to take admission in the perspective of Bangladesh. This paper reveals that reputation of the university, convenient location, education quality and tuition fees have highly significant association with recommending attitude of the students. Internal environment of the university and waiver policy is also attractive points of consideration to the students in case of recommending. In most of the private universities, students are involved with different extra curriculum activities which improve participatory education system quality as well as enhance the confidence level of the students and fit them to adjust with practical world.

The limitation of this study is I have considered only a small number of variables in order to maximize response rate.

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