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# **Factors Affecting Students Decision for Selecting Educational Institutes: A Study of Punjab**

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**ABSTRACT:**With the advancement of technology, demand of computer courses has been increased as-well-as students are curious day-by-day towards information technology (IT). Traditional way of education is transforming into digital way such as e-learning, webinar etc, so most of students select the computer courses for brighter future rather than others.

In Punjab, there are number of institutes, colleges and universities, offering the variety of computer courses so we consider six colleges which are affiliated from different universities such as two colleges each from Panjab University Chandigarh, two colleges from IK Gujral Punjab Technical University, Jalandhar and two colleges from Maharaja Ranjit Singh State Technical University, Bathinda also considered CT University, Ludhiana.

In this thesis, I have explored the different factors, on which basis students choose their educational institutes, colleges and universities to continue their further study. I analyse the findings through well structured questionnaires from the perspective view from the students of different college's students, who were already enrolled in different computer courses. I have collected 110 responses from students who are pursuing their degree in the field of IT.

At the end of the study, a conceptual framework that will be useful for all students to determining different factors selecting specific educational Institute.

**KEYWORDS:** Technology; Computer courses; Questionnaires; Universities; Educational; Information Technology;

## **PREFACE**

The main objective of this study is to identify the factors affecting the student's perception while making selection of an educational institute. I will explore in this research the main important factors that affect the admission rate in institutes are, maintaining rankings, tie-ups with industries for placements, student participation in competitions, location.

In this thesis, I have explored about the student's perception regarding the selection of university or college. I have used Google forms to prepare questionnaires to collect data form students who are the students of different government and private educational institutes from the area of Punjab region. The Questionnaire has multiple choices, open-ended and close-ended questions. A Google form link of Questionnaire is spread via social media applications to those students who are studying in specific college/Institute/University. I collect 110 responses from different college students which are selected those are affiliated from different universities such as two colleges from Panjab University Chandigarh, two colleges from IK Gujral Punjab Technical University, Jalandhar and two colleges from Maharaja Ranjit Singh State Technical University, Bathinda also considered CT University, Ludhiana. In questionnaire there are all type of questions included so I can know more about students perception.

This paper has limitation that it focus only one department form whole university and from multiple courses that is Computer Science and Applications and also questionnaires are filled by students who are pursuing their study in the field of Computer Science and Engineering who have experience that particular college.

## **I.INTRODUCTION**

Selection of course is becomes the most challenging task for students after completion of their secondary education. First choose the field where they want to continue their further study that may be depend on the recent trends and technology. After choosing the single domain of their study the main and most important objective is to select the most



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appropriate institute, college and University that fulfill their requirements such as:-cost effectively, infrastructure, facilities, etc. There are different parameters on what basis they choose their target destination as a university, college, and institute for their bachelor or Master degree/academics (Prashalini Naidu, Nor Emmy Shuhada Derani, 2016). Student's satisfaction is sometimes analyzed based on the quality of education that they receive from these education institutions. Quality or service quality as some would say is an essential criterion which assists students in determining the colleges or universities of their choice. A large number of students are enrolled in different disciplines (Khan, 2012). They are considered important assets of the university. They are the main power of the nation. Their skills can build the nation. To make them good citizen, their guidance is necessary (Khan, 2012). Both teachers and parents are responsible for their character building and improving their academic performance. For social and economic development of the country, students should be equipped with good knowledge and skills. Students have also the responsibility to improve their academic carrier and not to waste their time in unnecessary activities. Employers prefer academically strong employees for smooth running of their companies and industries. Career selection is one of many difficult task students are faced with as this determines their future plans (Y. L. Gambo, J. U. Osagie, M. M. Salihu & A. O. Ogungbemi., 2012). The decision usually affects them throughout their future lives. The essence of who the student is will revolve around the student's future ambition. Every student expects excellent platform for study where he can learn many new things and fulfill their parents dreams by getting high position that he desired. Students invest money and 3-4 years to get a degree for bright future. Most of the Carrier options are available in front of the student when they have to select one from them that may vary due to the many reasons such as: availability of course in selected institute, college, university and Interest of student in specific course.

## II. PROBLEM STATEMENT

The Why students prefer specific University for computer courses?

Study in University/Study in college under university: which one is most preferable by students?

While selecting a college or university how much it affect our future plans?

In this study we try to formulate the student's opinion regarding their college like:

What they want to improve in the quality of education as what they want to upgrade their education level in their college? There are a number of options available due to increasing number of colleges/institutions which make complex for students which is the best institution/college for their further study and for better future as well as it is becoming more difficult to choose specific domain.

Today more and more students who are opting in computer field degree are very conscious regarding the selection of the institutions. As most of the students prefer premium institutes having reputation in the education field, we want to find out the various factors that generally students evaluated while selecting an institute.

While selecting the educational institute, placement activities done by the college is the most influencing factor among all the placement related factors. Extra co-curricular activities don't have that much influence at the time of selection of the institute. Career goal of the students is also one of the influencing factors in the selection of the institute. Experience of the faculty is the most influencing factor among the faculty related factors. Guidance from the counselor can also influence the selection of the institute. Specialization offered and course provided by the college are the most influencing factor among all the academics related factors (Prof. Ritesh Patel, Prof. Mitesh Patel, 2012).

## III. LITERATURE SURVEY

**Abbasi, 2011** measures in the paper "A Study on Student Satisfaction in Pakistani Universities: The Case of Bahauddin Zakariya University, Pakistan" the level of student satisfaction with current services offered by Pakistani universities. The exploration and comparison of possible differences in terms of level of satisfaction across gender and various programs/disciplines formulate key objectives. General survey guided by well structured questionnaire through connivance sampling has been administered across a valuable sample of 401 students. Bahauddin Zakariya University (BZU) has been selected as sample case and data was collected from eighteen different disciplines and/or programs. Ten major constructs i.e. teaching, administrative/management support, transportation, library, computer labs & general labs, accommodation, medical; sports, prayer/religious facilities, and class room facilities were used. Mean analysis reflect student dissatisfied with many core services & facilities like teaching, administrative support, library, labs, accommodation, medical, and sports, while satisfaction has been reported only in three augmented areas like transportation, class room and prayer facilities.



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**Ahmad, 2010** explaining in his paper named “*Enhancing Quality Of Education Through E-Learning: The Case Study Of Allama Iqbal Open University*” that Allama Iqbal Open University is providing ‘Education for All’ through distance education from basic (functional) literacy to higher education (PhD) level. This case study focuses on different dimensions including concept and rationale of e-learning, its significance and quality education, efforts made by Allama Iqbal Open University for the enhancing quality of education through e-learning.

**Alshehry, 2014** conducted study named as “*Investigating Factors Affecting Science Teachers’ Performance and Satisfaction toward their Teaching Process at Najran University for Girls’ Science Colleges*” to determine the perception of college teachers on how to assess the effectiveness of the teaching process and what most students consider when evaluating their teachers. Further, it aimed to investigate the problems that academic teachers face in providing well-planned and effective services. To determine teachers’ perspectives, semi-structured interviews were conducted with 27 teachers selected at random from science departments at Najran University. The results revealed that teachers had some difficulties in addressing practical problems with implementing the current curriculum, using sufficient supplementation for teaching methods, and understanding validation of the evaluation process presented by students on the teachers’ achievements. Based on these findings, it is crucial to take teachers’ points of view into consideration in the development of the curriculum process, the exam system, resources, facilities and the evaluation system.

**Aslam, 2013** the researcher selected the area of college education as the focus of the research study in his paper “*Analysis of Performance Evaluation System for Teachers in Colleges of Pakistan: A Case Study of Colleges operating in Punjab, Pakistan*”. It will be attractive to conduct such studies at other levels of education to enhance the working conditions of the teachers resulting in improvement of their system. Therefore the purpose of this study is to firstly identify the strengths of the organizational performance of Public and Private Colleges as alleged by the heads, teachers and college students secondly to appraise the performance of the teachers alleged by the heads of the organizations and thirdly to find out relationship between teachers and administration. The nature of the study was discretionary type. Population of this study consisted on teachers of Public and Private Colleges in Punjab. For choosing the sample from the population random sampling technique was used. The sample was contributed of 100 colleges (63 Public + 37 Private) teachers were included in this sample. Data collected from colleges was tabulated, analyzed and interpreted by applying mean, standard deviation, and t-test techniques in the objectives of the study. On the basis of analysis, it was concluded that majority of the public and private college principals that open environment was very highly positive resulted to teacher performance but protective and closed environment were negatively resulted to teacher performance.

**Awan, 2015** researcher investigates in his paper entitled “*Comparative Analysis of Public and Private Educational Institutions: A case study of District Vehari-Pakistan*” that why people prefer high charging private schools over free public schools (That charge nothing)? We use primary data collected through constructed questionnaire and survey method was applied for collection of data from the target respondents of private and public schools located in District Vehari, Pakistan. The results show that five main factors emerge as important determinants of private school choice. These include the socioeconomic status of the household, the degree of a school’s accessibility, the cost of schooling, parents’ perceptions of school quality, and their perceptions of the available employment opportunities in the region.

**Chitraranjan et. al., 2018** the aim of this study is to investigate factors affecting the sustainable competitive advantage. Since literature does not support strong underpinnings in this area, an exploratory and grounded theory-based study was designed to conduct this study. The main contribution of this “*Factors Affecting on Gaining a Sustainable Competitive Advantage for Sri Lankan Higher Educational Institutes*” research is that we propose factors to consider for an HEI to achieve sustainable competitive advantage. To remain competitive and obtain competitive advantages, HEI decision makers can try to increase organizational performance by managing each dimension of core competence, i.e. Market profile; Innovation and Core Competencies.

## IV. METHODOLOGY

The main objectives of this study were:-

To study the various parameters which affect the perception about college or university during selection of their course?

To explore the comparative evaluations between colleges which are affiliated from different universities?

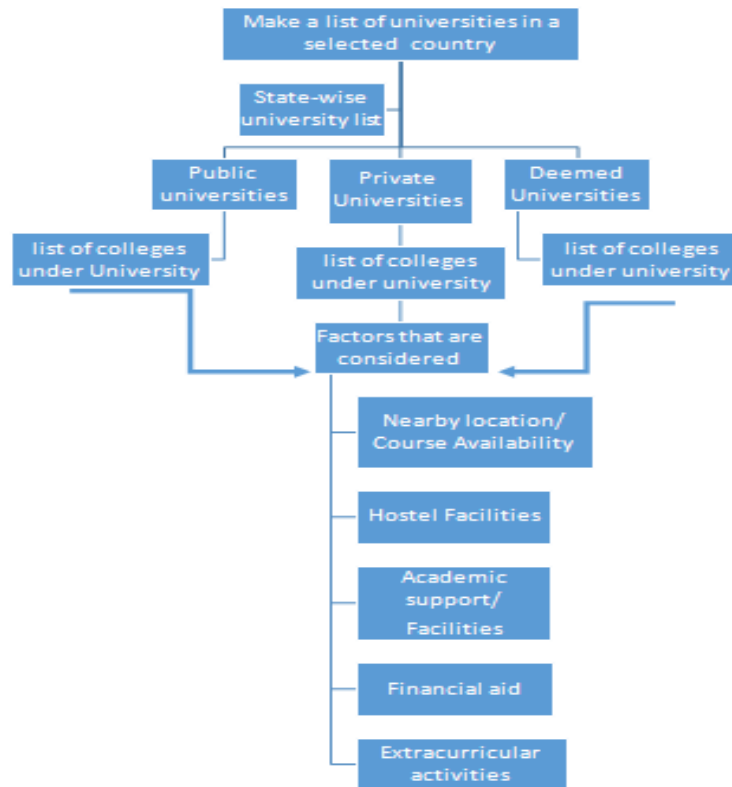


Figure 1: Factors that affect student’s decision

**VI. RESULTS AND FINDINGS**

<i>Why you select this Institute for your study? Because of -</i>	
<b>Admission rate</b>	6
<b>Financial aid</b>	5
<b>Campus facilities</b>	18
<b>Extracurricular activities</b>	14
<b>Job Placements</b>	10
<b>Cost</b>	7
<b>Near By Location</b>	23
<b>University size</b>	1
<b>Seats Available</b>	7
<b>Ranking based</b>	7
<b>University size</b>	2
<b>Other-different course then other university</b>	1

**Table1: Decision to select University/college**

From the above mentioned factors the most important factor which are considered based on the calculated result is ‘Near by Location’ because now a day’s students want to get degree because of their perception have been changed



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due to variety of institutions provide the same quality of education. After that another factor which comes out after this survey is campus facilities effect students' decision while making selection of an educational institute. Extracurricular activities in campus also to be involved the student's interest and also effect the perception of students regarding their college/Institute.

## VII. CONCLUSION

Different factors are analysed but these are different based on out of state and gender also. Most of the female student's select educational institute on the basis of which is Nearby Location and where transportation facilities are available. Based on the results from the study, it was found that there were not many differences between educational institutions as the respondents who were students provided almost similar comments or preferences about institutions in Punjab. The study reveals that the capabilities of lecturers in educational institutions seem to be less of important criteria for assessing quality. This was indeed surprising as academic staffs are crucial to the development of the knowledge of the students. Finally, it can be observed from the results that overall students are not completely satisfied with academic faculties irrespective they are senior or junior, male or female and permanent or visiting. It is commonly observed that environmental analysis of educational institutions and business organizations plays a vital role to achieve the desired goals. The students should be provided with up-to date equipment and learning material.

The findings from this study reveal that for the teachers teaching and students learning to be successful, it is important that teachers have a positive and supportive academic environment in their department. The results of this study can be generalized, if the scope of research extends to more universities & disciplines.

## VIII. LIMITATIONS OF THE STUDY

In the present study, the major problem which was faced is about the willingness of the institute and colleges to share their student's information. Not even a single college or institute is ready to share their student's information as per basis on the confidentiality or privacy issues. So, other methods were used and references used. Other references in colleges/institutions are used and spread the related link of the information to students via whats app, facebook, and other social media groups and through Gmail accounts. As, I adopted online processing via Gmail link, sometimes we don't ensure that they will open it or just open it and ignore it, no-one is interested in this survey. To fill this Google form it requires respondent must be signed-in with Google account so if someone doesn't have a Google account he/she is not able to fill it they have to create new Google account. It was contained to particular participants from only Moga and Ludhiana district from Punjab's selected seven educational institutions, which was subject to time constraints that prevented a large study from being undertaken. Further research should consider investigating the view of other samples, such as principals and students

## IX. FUTURE SCOPE

Many parameters of the study, different adaptations, tests and experiments have been left for the future, due to time constraints and limitations. In future, it needs concerns a in depth analysis of particular mechanisms, new proposals to try different methods, or simply curiosity.

- ✓ It will be interesting to consider the regions based colleges in the model and make it more hierarchy based on their answers with different importance, depending on their size or their specific meaning with respect to the recognition process.
- ✓ The way the model is constructed could be also changed: instead of using one typical image (prototype), it could be based on different images, in order to provide some information on the variability among the different images, and introduce it in the attributes.
- ✓ Number of questions can be increased in questionnaire to improve and get more clarity to know about the perception of students.

For enhance the quality in education we have to must explore and change the way of traditional education system for increasing the ability to know more and more in students.

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