



VARIOUS FACTORS AFFECTING PUPILS' ATTRACTIVENESS TO CHOOSE THE TAY DO UNIVERSITY IN CAN THO CITY

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ABSTRACT

In Vietnam, the quality of education has become a hot issue and Tay Do University also; however when discussing the quality of the education, the first difficulty is the difference in the understandings of education quality. The quality of education most commonly understood as: What makes the characteristic and the value of things or what makes the nature of things and makes this thing different from others. The objectives of this paper were not only to look into the relevant literature but also to find common ground regarding the pupils' attractiveness to choose the Tay Do University in Can Tho City and reports the results of a survey of 500 pupils in Can Tho City in Can Tho City. In this paper, the researchers used analytical method of explore factor analysis to determining that are components of pupils' attractiveness to choose the Tay Do University in Can Tho City. This paper conducted during the time from February 2015 to December, 2015.

The research result showed that there were 500 pupils in Can Tho City interviewed but 479 pupils processed and answered 13 questions. The researcher had analyzed KMO test, the result of KMO analysis used for multiple regression analysis. Pupils' responses were measured through an adapted questionnaire on a 5-point Likert scale. Hard copy and online questionnaire were distributed among pupils in Can Tho City. In addition, the regression analysis result showed that there were seven factors, which included of factors following Training Quality, Study Costs actually affected the pupils' attractiveness to choose the Tay Do University in Can Tho City with 5 % significance level. The research results were processed from SPSS 20.0 software. The parameters of the model estimated by Least - Squares Method tested for the model assumption with 5% significance level.

Keywords: The pupils, pupils' attractiveness, decision to choose and Tay Do University.

Introduction

In Vietnam, education and training development have in connection with the demands of socio-economic development, scientific and technological progresses and defense and security strengthening. The Educational development attaches much importance to all three aspects: size, quality and effectiveness. There must be linkages between education and production and scientific research, theory and reality and learning and practice. We should make use of information technology achievements to change education and training organization as well as teaching methods that helped our country quickly caught up with knowledge economy and globalization process. Education and training makes its contributions to ensuring country's internal security and stability before the risks of external invasion.

Education and training is the cause of the Party, State and the whole nation: to link school based with family and society based education and promote educational socialization. To create a learning society in which everyone learns, learns continuously and all his/her life. Promote the learning tradition of each family, each organization, each locality and the whole nation. Everyone takes care of education. The Party committees at all levels, authorities, unions, economic and social organizations, families and individuals are all responsible for making active contributions to the cause of education and training development and the resources for education and training.

The above mentioned things and combination with the practical requirements of the teaching career, the author had boldly chosen the theme: "*Various factors affecting pupils' attractiveness to choose the Tay Do University in Can Tho City*". As a paper for researching in the developing of the education and training sector in the future.

Literature review

The distinctiveness of one institution to the next is what tends to make the college choice process so complex (Litten, 1991). While the cost of an institution plays a role in the characteristics of an institution (Avery & Hoxby, 2004), selective institutions are more adept to meeting the two selective institution criteria of admission rate and applicant quality (Hossler & Litten, 1993). However, they have their criticisms; institutions still use rankings by groups such as US News & World Report as selling points in their recruitment brochures (Monks & Ehrenberg, 1999). Institutional communication examines the effectiveness of

communication with potential students and their parents (Pagano & Terkla, 1991), as well as student perceptions of materials provided by the institution (Hartley & Morphew, 2008; Kealy & Rockel, 1987; Lefauve, 2001).

Pagano and Terkla (1991) found that parents had more concern about the availability of professional staff during the admissions process than students, but that they were satisfied with the overall admissions process. Understanding the need to communicate with parents supports the market-driven model of student recruitment (Kelp Kern, 2000). Johnson and Chapman (1979) found that college catalogues were the most commonly used reference for students, but often were written at a reading level well above the audience of prospective freshman students. Hartley and Morphew (2008) then looked at recruitment materials to find that they conveyed a similar message as print ads, billboards, and television screens. Jaschik (2007) found that among these recruitment materials, students disliked college recruitment that was disingenuous or generic.

Institutional communication has since moved to more materials that are accessible through online web content (LeFauve, 2001) and these new media provide multiple outlets to outreach to potential students. These media include online web content, social media, and admissions portals. Personalizing these media has proved to be successful in increasing student yield (Foster, 2003). Finally, institutional fit focuses on how institutional characteristics, combined with student characteristics, create a specific campus environment that can be most conducive for student satisfaction (Kraus, 2008; Williams, 1986). Williams (1986) encourages enrollment managers to look at three sets of variables: characteristics of students, characteristics of the institutional environment, and the effects or outcomes resulting from the interaction of the student with the campus environment.

The campus environment or institutional profile used to recruit students effectively (Astin, 1965). Kraus (2008) indicates that most students attending college are attending their first choice and the process the students go through in deciding which school to attend makes a difference in their expectations when they arrive on campus. Understanding the dynamics of the aforementioned areas that may influence college choice can be a bit overwhelming, but categorizing these influences into five broader categories (family, peers, institutional characteristics, institutional communication, and institutional fit) helps to show the importance that these areas have on the college choice decision.

Methods of research

This study used of quantitative research methods to survey the factors affecting the pupils' attractiveness to choose the Tay Do University in Can Tho City. The results obtained from quantitative research processed by SPSS statistical software version 20.0. Quantitative research methods describe and measure the level of occurrences based on numbers and calculations. Quantitative research is the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality. Therefore, this specific form of research uses the quantitative data to analysis.

After preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 500 pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City and answered nearly 13 questions. The reason tested measurement models, model and test research hypotheses. Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50). The hypothesis was tested through multiple regression analysis with linear Enter method.

Present research relies on self-reported data, but socially desirable responses have been found to be a major challenge when dealing with self-reported data (Thompson and Phua, 2005). In order to get more reliable research data, a short form of the Marlowe-Crowne social desirability scale (developed and validated by Rudmin, 1999) was used in the questionnaire as well. Besides, the questionnaires were sent to pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City, but it is obvious that there are different types of schools. This also gives evidence to the fact that the results of the study can be generalized to portray the pupils' attractiveness to choose the Tay Do University in Can Tho City.

Research results

Descriptive Statistics and Cronbach's Alpha the factors affecting the pupils' attractiveness to choose the Tay Do University

Table 1: Descriptive Statistics for the Training Quality (TQ)

Code	Training Quality	N	Std. Deviation
TQ1	You are completely to choose the Tay Do University that	479	.92798

	society and employers accept to hire you		
TQ2	You are completely to choose the Tay Do University that have good lectures and experienced	479	.98727
TQ3	You are completely to choose the Tay Do University that have many training programs with highly attractive	479	.91047
TQ4	You are completely to choose the Tay Do University that has relationships with enterprises for students to practice vocation	479	.93146
TQ5	You are completely to choose the Tay Do University that is very popular and famous	479	.85451
TQ6	You are completely to choose the Tay Do University that have many majors with highly quality	479	.89983

(Source: The researcher's collecting data and SPSS)

Table 1 showed that there were 500 pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City and answered nearly 6 questions but 479 pupils processed. Besides, Std. Deviation is around 1.0. This showed that the Data is very good for the next analysis.

Table 2: Descriptive Statistics for Study Costs (SC)

Code	Study Costs	N	Std. Deviation
SC1	You are completely to choose the Tay Do University that has low studying costs and convenient transportation	479	.96149
SC2	You are completely to choose the Tay Do University that is not far from the family	479	1.10519
SC3	You are completely to choose the Tay Do University that has dormitories for students to stay	479	1.30184
SC4	You are completely to choose the Tay Do University that have support policies, tuition remission, low other costs	479	1.35483

(Source: The researcher's collecting data and SPSS)

Table 2 showed that there were 500 pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City and answered nearly 4 questions but 479 pupils processed. Besides, Std. Deviation is around 1.0. This showed that the Data is very good for the next analysis.

Table 3: Descriptive Statistics for the pupils' attractiveness to choose the Tay Do University (GA)

Code	General Assessment	N	Std. Deviation
GA1	You are completely to choose the Tay Do University that has high training quality and low costs	479	.64988
GA1	You are completely to choose the Tay Do University that you have good opportunity to develop both the job and the income in the future	479	.74728
GA1	You are completely to choose the Tay Do University that has modern facilities, beautiful campus and your interests, family.	479	.68271

(Source: The researcher's collecting data and SPSS)

Table 3 showed that there were 500 pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City and answered nearly 3 questions but 479 pupils processed. Besides, Std. Deviation is around 1.0. This showed that the Data is very good for the next analysis.

Table 4: Cronbach's Alpha for the Training Quality (TQ)

Reliability Statistics

Cronbach's Alpha	N of Items
.888	6

Item-Total Statistics

Code	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TQ1	16.7787	13.599	.741	.863
TQ2	16.6221	12.905	.797	.853
TQ3	16.5595	13.866	.714	.867
TQ4	16.6472	13.844	.696	.870
TQ6	16.3800	14.617	.597	.885
TQ5	16.6054	14.382	.683	.873

(Source: The researcher's collecting data and SPSS)

Table 4 showed that there were 500 pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City. Besides, Cronbach's Alpha is 0.888 (> 0.6). This showed that the Data is very good for the next analysis.

Table 5: Cronbach's Alpha for the Study Costs (SC)

Reliability Statistics

Cronbach's Alpha	N of Items
.920	4

Item-Total Statistics

Code	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SC1	10.3132	11.697	.863	.891
SC2	10.8935	11.476	.748	.918
SC3	10.6388	9.712	.849	.885
SC4	10.9499	9.391	.852	.887

(Source: The researcher's collecting data and SPSS)

Table 5 showed that there were 500 pupils related the pupils' attractiveness to choose the Tay Do University in Can Tho City. Besides, Cronbach's Alpha is 0.920 (> 0.6). This showed that the Data is very good for the next analysis.

Exploratory Factor Analysis

Cronbach's alpha is computed in terms of average inter-correlations among items, which determine the concepts. Although Bryman and Cramer (1990) suggested that, it is just fine when Cronbach's alpha is 0.8 or above 0.8, while Nunnally (1978) stated that it is still acceptable with the value of 0.6, especially for initial investigation like in this research. Therefore, in this research, the value is confirmed when it is greater than 0.7.

Table 6: Total Variance Explained for the pupils' attractiveness to choose the Tay Do University (GA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	3228.486
	df	45
	Sig.	.000

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.867	38.669	38.669	3.867	38.669	38.669	3.864
2	3.296	32.960	71.629	3.296	32.960	71.629	3.300
3	.723	7.225	78.854				
4	.533	5.335	84.189				
5	.419	4.191	88.380				
6	.314	3.143	91.523				
7	.283	2.833	94.357				
8	.248	2.481	96.837				
9	.187	1.873	98.710				
10	.129	1.290	100.000				

(Source: The researcher's collecting data and SPSS)

The table 6 showed that Kaiser-Meyer-Olkin Measure of Sampling Adequacy was statistically significant and high data reliability (KMO = 0.817 > 0.6). This result was very good for data analysis. Table 6 showed that Cumulative percent was statistically significant and high data reliability was 71.629% (> 60 %). This is factors for independent variables.

Table 7: Rotated Component Matrix for various factors affecting the pupils' attractiveness to choose the Tay Do University (GA)

Component Matrix^a

Code	Component	
	1	2
TQ2	.867	
TQ1	.835	
TQ3	.804	
TQ4	.796	
TQ5	.787	
TQ6	.700	
SC1		.924
SC4		.920
SC3		.912
SC2		.845

(Source: The researcher's collecting data and SPSS)

The table 7 showed that Structure Matrix for the various factors affecting the pupils' attractiveness to choose the Tay Do University (GA). We had two components. Component 1 (X1) was the Training Quality (TQ), Component 2 (X2) was the Study Costs (SC). We can call Y: the pupils' attractiveness to choose the Tay Do University (GA).

Table 8: Regression for various factors affecting the pupils' attractiveness to choose the Tay Do University (GA)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.705	.497	.495	.71080567	1.264

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.504	2	118.752	235.038	.000
	Residual	240.496	476	.505		
	Total	478.000	478			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.824E-017	.032		.000	1.000		
X1	.474	.033	.474	14.566	.000	1.000	1.000
X2	.515	.033	.515	15.850	.000	1.000	1.000

(Source: The researcher's collecting data and SPSS)

The table 8 showed the coefficient of adjustment $R^2 = 0.495$ (verification $F = 235.038$, significance < 0.05); which means 49.5 % of the variable Y shift is explained by two independent variables (X_i). The coefficient of Durbin - Watson (d) = 1.264. Results showed that all independent variables affecting the pupils' attractiveness to choose the Tay Do University (GA) with significance level 5 %. Verifying the conformity of the model showed the multicollinearity did not violate ($VIF < 10$).

Conclusions and recommendations

Conclusions

The research results showed that there were 500 pupils in Can Tho City interviewed but 479 pupils processed and answered 13 questions. The researcher had analyzed KMO test, the result of KMO analysis used for multiple regression analysis. In addition, the regression analysis results showed that there were two factors, which included of factors following: There is a positive relationship between Training Quality and the pupils' attractiveness to choose the Tay Do University with significance level of 5 %.

There is a positive relationship between Study Costs and the pupils' attractiveness to choose the Tay Do University with significance level of 5 %. The research results were processed from SPSS 20.0 software. The parameters of the model estimated by Least - Squares Method tested for the model assumption with 5% significance level. The regression coefficients were positive. This showed that the effects of independent variables in the same direction with the pupils' attractiveness to choose the Tay Do University with significance level 5 %.

Recommendations

Component 1: Training Quality (X1)

The Tay Do University should continue to improve the Training Quality following:

(1) The Tay Do University should continue to train teachers in order to improve teaching quality. Each lecturer should use many different methods for teaching students. Lecturers continued to improve the knowledge that helped students understand the lessons easier. (2) The Tay Do University should continue to improve training programs that reflect current and future social demand, especially enterprise demand. Besides, the program should continue to have many skills in order to help students have a good job in the future.

Component 2: Study Costs (X2)

The Tay Do University should continue to improve the Study Costs following: (1) The Tay Do University should continue to improve the policies for students who had good results in studying. (2) The Tay Do University should continue to improve the dormitories for students to stay with low cost and supporting students when they have the problem of the family.

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