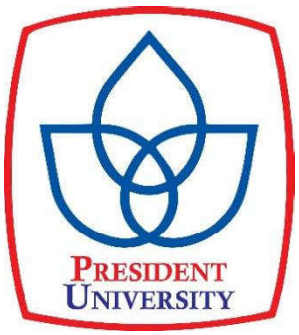

FACTORS INFLUENCING CHINESE STUDENTS TO CHOOSE PRESIDENT UNIVERSITY: INSTITUTIONAL, PERSONAL, AND SOCIAL FACTORS

UNDERGRADUATE THESIS

Submitted as One of the Requirements to Obtain

Sarjana Manajemen

By

LINHUI WANG

014201900235

FACULTY OF BUSINESS

MANAGEMENT STUDY PROGRAM

CIKARANG

AUGUST 2023

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The Panel of Examiners declare that the Thesis entitled "**FACTORS INFLUENCING CHINESE STUDENTS TO CHOOSE PRESIDENT UNIVERSITY: INSTITUTIONAL, PERSONAL, AND SOCIAL FACTORS**" that was submitted by LINHUI WANG majoring in Management from the school of Business was assessed and approved to have passed the Oral Examinations on August 2023.

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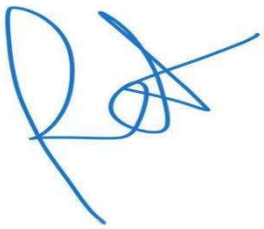

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Examiner 3

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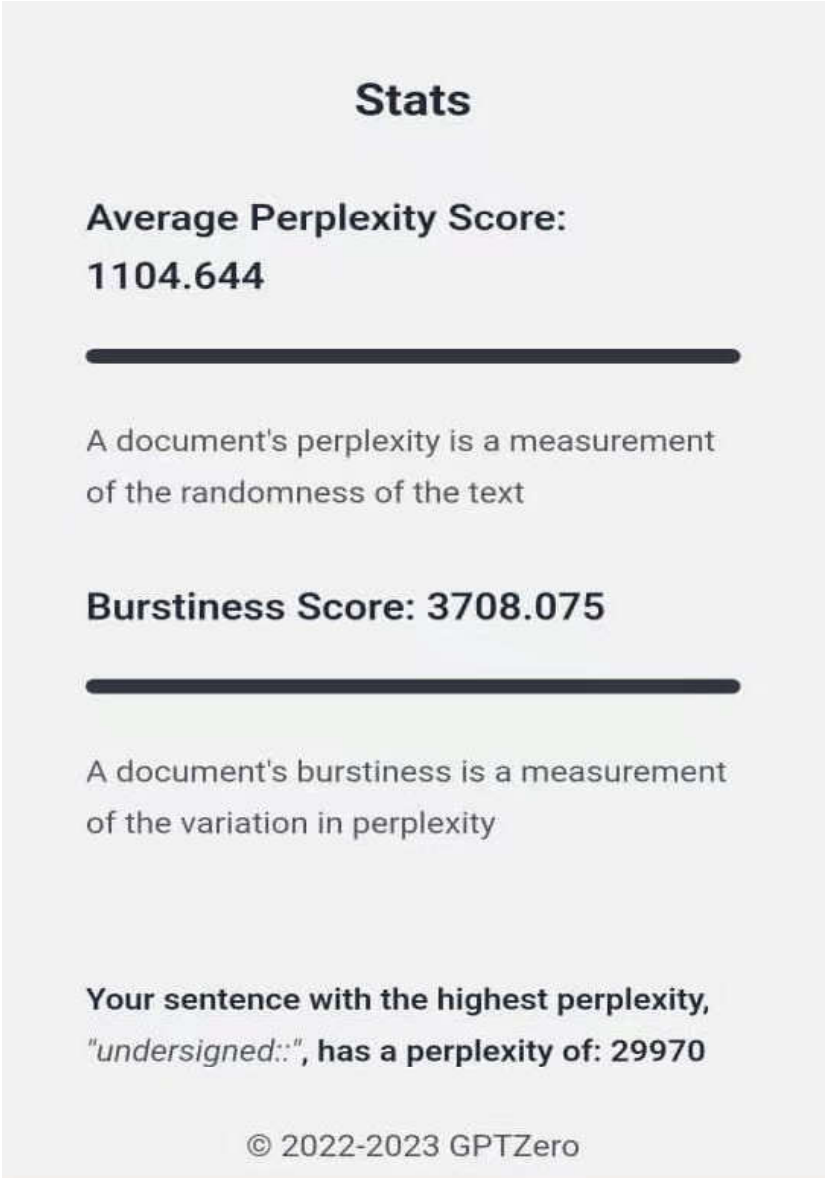

ABSTRACT

This study aims to investigate the factors that influence Chinese students' decisions to choose President University in Indonesia as their preferred destination for higher education. The research focuses on exploring institutional, personal, and social factors that impact Chinese students' university choices. By understanding these factors, valuable insights can be gained into the decision-making process of Chinese students, enabling universities to develop effective strategies and policies to attract and cater to their needs and preferences.

To address this research gap, data was collected from 212 respondents through online admissions, and the collected data was analyzed using SPSS. The study examines the relationship between institutional characteristics, personal factors, social factors, and learning decisions of Chinese students. The findings provide evidence that institutional characteristics, various factors, and social factors significantly influence the learning decisions of Chinese students.

The results of this study contribute to the existing body of knowledge and provide a foundation for future research in this area. By validating the findings with previous studies, the degree of fit between the SPSS data analysis results and previous findings can be tested. These findings will help in enhancing the appeal and competitiveness of President University in the Chinese market and contribute to a better understanding of the factors influencing Chinese students' university choices.

Keywords: institutional Characteristics, Personal Factors, Social Factors, Intention to choose University.

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Cikarang, Indonesia, 25 August 2023

LINHUI WANG

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