

# Motivation to Choose to Study at The Bachelor's Degree Level, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

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## Abstract

A study on motivation to choose to study at the undergraduate level at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The objectives are to study the opinions of students in deciding to choose to study at the undergraduate level at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, and to study the motivation to choose to study at the undergraduate level at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The study is divided into 4 aspects: institutional acceptance, stability and advancement, educational expenses, and personal reasons.

The sample group used in this study was undergraduate students of the College of Logistics and Supply Chain, academic year 2024, totaling 234 people. Data were collected using questionnaires and statistics used for data analysis included percentage, mean, and standard deviation.

## Result

1. Most students are female more than male. Most have a GPA higher than 3.00, the most. Most have an average family income of less than 20,000 per month, the most.

2. From the study of opinions of first-year students on motivation to choose to study for a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, in terms of institutional acceptance, stability and progress, educational expenses, and personal reasons, it was found that overall, it was at a high level in all aspects as follows:

In terms of institutional acceptance, overall, it was at a high level. When considering each item, it was found that institutional acceptance was at a high level in every aspect, except for the issue of faculty being knowledgeable and capable, which was at the highest level.

In terms of stability and progress, overall, it was at a high level. When considering each item, it was found that motivation to choose to study for a bachelor's degree, stability and progress, was at a moderate level in every aspect.

In terms of educational expenses, overall, it was at a high level. When considering each item, it was found that motivation to choose to study for a bachelor's degree, educational expenses, was at a high level in every aspect.

In terms of personal reasons, overall, it was at a high level. When considering each item, it was found that motivation to choose to study for a bachelor's degree, personal reasons, was at a high level in every aspect, except for the issue of the institution being close to home. The average is at a moderate level.

**Keywords:** Motivation Decision Making

## **1. Introduction**

From the current situation where the government has changed the admission of individuals to higher education institutions from the original that each institution can independently determine the admission format to the admission of individuals to higher education institutions using the TCAS system, which is the management of students' rights to study with only 1 right to reduce the problem of reserving the rights of others. The Council of University Presidents of Thailand has determined the admission of undergraduate students in each round at the same time for all institutions that have participated in the TCAS system. Therefore, there is a problem of admission not being in line with the target or admission plan, resulting in a decrease in the number of students studying for undergraduate degrees at the College of Logistics and Supply Chain. From accepting students through the TCAS system, does it affect the selection of the College of Logistics and Supply Chain? The researcher is interested in studying the factors affecting the decision to study for undergraduate degrees of students at the College of Logistics and Supply Chain for the academic year 2022 through the selection system using the TCAS system. The data obtained from this study will identify the factors affecting the decision to study for undergraduate degrees of students at the College of Logistics and Supply Chain for the academic year 2022 in order to use it as a guideline for developing and improving the public relations of the courses and news of the college. Develop the curriculum to be in line with current needs in order to have a policy for accepting individuals to study in the College of Logistics and Supply Chain. Achieve the next goal

## **2. LITERATURE REVIEWS**

### **Herzberg's Motivation Theory**

Herzberg's motivation theory (Herzberg 1959: 113-115) is a theory that is widely accepted in the management circle. It can be divided into 2 factors:

1. Motivational factors are factors that create positive motivation, which will result in workers being satisfied with their work. They are directly related to work. These factors include: 1) Management 2) Recognition 3) Nature of work 4) Responsibility 5) Advancement
2. Hygiene factors or hygiene components are factors that prevent dissatisfaction with work. They are related to the environment or components of work. These factors include: 1) Income 2) Opportunities for future advancement 3) Relationships with supervisors, subordinates, and coworkers 4) Occupational status 5) Policy and management 6) Working conditions 7) Personal life 8) Job security 9) Supervision or supervision

### **Concepts of decision making**

Plunkett and Attner (1994: 162) stated that the decision-making process consists of 7 steps as follows:

1. Define the problem is the first step that is very important because whether the problem is correctly identified or not will affect the implementation in the next steps of the decision-making process, which will affect the quality of the decision.

2. Identify limiting factors When the problem is correctly identified, various limitations or conditions that cannot be changed should be considered.
3. Develop potential alternatives These alternatives should be alternatives with potential and feasibility.
4. Analyze the alternatives Comparing the advantages and disadvantages of each alternative carefully.
5. Select the best alternatives Consider only one best alternative. The best alternative should have the least negative consequences and provide the most benefits.
6. Implement the decision Implement the decision To make the operation efficient
7. Establish a control and evaluation system to provide feedback on whether the performance is in line with the goals.

### 3. Methods

The population is undergraduate students of the College of Logistics and Supply Chain, academic year 2023, who are eligible to study and have already registered, totaling 584 people.

The sample group is undergraduate students of the College of Logistics and Supply Chain, academic year 2024, with a total sample of 234 people using the Krejcie & Morgan table.

Part 1: The status of the respondents was analyzed by frequency distribution and percentage for each item, and presented in a table format for presentation.

Part 2 studies the factors affecting the decision to choose to study at the bachelor's degree level. It is a rating scale, which is used to distribute the frequency of each answer, find the mean, and find the standard deviation (S.D.) of each questionnaire. All aspects are combined into each item and presented in a table format for presentation.

### 4. Results

From this research, there are interesting findings regarding motivations for choosing to study at the bachelor's degree level at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. This allows us to know the opinions of students at the College of Logistics and Supply Chain regarding choosing to study at the bachelor's degree level, including institutional acceptance, stability and advancement, educational expenses, and personal reasons. The researcher would like to present a discussion of the research results as follows:

In terms of institutional acceptance, overall, it is at a high level. When considering each item, it was found that institutional acceptance is at a high level in every item, except for the issue of faculty members having good knowledge and ability, which is at the highest level. This is consistent with the research of Rangsiya Boonyang who studied students' decision-making in pursuing undergraduate studies. The research results found that institutional acceptance is at a high level and is consistent with the research of Witawat Leomalo who studied the factors affecting students' decision-making in pursuing undergraduate studies at Khon Kaen University in the 2019 academic year. It was found that the factors affecting the decision-making in pursuing undergraduate studies are the university's reputation and acceptance by society. The teaching management factor may be another factor affecting the decision-making in pursuing

studies, as the university revises the curriculum every 4 years and improves the teaching and learning format to be modern and student-centered. This is consistent with the research of Samrudee Phongsena and her team who conducted a study on student satisfaction with the teaching and learning management of Suan Sunandha Rajabhat University. Students are satisfied with the teaching and learning management of Suan Sunandha Rajabhat University overall and in all 5 aspects at a high level.

Overall, the security aspect is at a high level. When considering each item, it was found that the motivation to choose to study at the bachelor's level in the security aspect is at a moderate level in every item, which is consistent with the research of Rangsiya Bunyang who studied students' decision-making in studying at the bachelor's level. The research results found that the security aspect is at a high level.

In terms of educational expenses, overall, it is at a high level. When considering each item, it was found that the motivation to choose to study at the bachelor's degree level in terms of educational expenses is at a high level in every item, which is consistent with the research of Rangsiya Boonyang who studied students' decision-making in studying at the bachelor's degree level. The research results found that in terms of educational expenses, it is at a high level, which is consistent with Yuechan Wu and Bandit Phraprathanphon who conducted research on the study of personal factors affecting the decision to visit Wat Phra Kaew of Chinese tourists after the COVID situation.

In terms of personal reasons, overall, it was at a high level. When considering each item, it was found that the motivation to choose to study at the bachelor's degree level, in terms of personal reasons, was at a high level in every item, which was consistent with the research of Fonthip Atibha, who studied the motivation to choose to study at the graduate level. A case study of the Faculty of Law, Ramkhamhaeng University, found that in terms of personal reasons, the overall opinion level was at a high level, except for the issue of the institution being near one's hometown, which had an average level at a medium level, possibly because most students came from other provinces.

## **5. Conclusion And Future Work**

From the study of the opinions of first-year students on the motivation to choose to study for a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, in terms of institutional acceptance, stability and progress, educational expenses, and personal reasons, it was found that overall, all aspects were at a high level.

In terms of institutional acceptance, overall, it was at a high level. When considering each item, it was found that institutional acceptance was at a high level in every aspect, except for the issue of faculty members having good knowledge and abilities, which was at the highest level.

In terms of stability and progress, overall, it was at a high level. When considering each item, it was found that the motivation to choose to study for a bachelor's degree in terms of stability and progress was at a moderate level in every aspect.

In terms of educational expenses, overall, it was at a high level. When considering each item, it was found that the motivation to choose to study for a bachelor's degree in terms of educational expenses was at a high level in every aspect.

In terms of personal reasons, overall, it was at a high level. When considering each item, it was found that the motivation to choose to study for a bachelor's degree in terms of personal reasons was at a high level in every aspect, except for the issue of the institution being close to one's hometown, which had a medium average value.

### **Future Work**

1. The university should provide sufficient accommodation on campus for students, as most students come from other provinces.
2. There should be facilities for students, especially transportation for traveling to study at the College of Logistics and Supply Chain, as most students do not live near their educational institutions.

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