

FACTORS INFLUENCING THE DECISION TO STUDY AT THE UNDERGRADUATE LEVEL.THE COLLEGE OF LOGISTICS AND SUPPLY CHAIN SUAN SUNANDHA RAJABHAT UNIVERSITY NAKHON PATHOM (TCAS) FOR THE ACADEMIC YEAR 2019.

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ABSTRACT

Factors affecting the decision to choose to study at the Bachelor's degree level in logistics and Supply chain colleges, Suan Sunandha Rajabhat University. Nakhon Pathom Education Center (TCAS System), The academic years 2018.

Factors affecting the decision to choose to Study at the Bachelor's degree level at College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education center (TCAS system,the academic year 2018, aims 1.To study the factors that affect the decision to choose to study at the Bachelor's degree level in logistics and Supply chain Rajabhat University Suan Sunandua, Nakon Pathom Education Center (TCAS system) 2.To study the factors of Image, Curriculums and personal Reason that affect the decision to choose to study at the Bachelors degree level.

A population group that study fever of registering students, 1st year students, Bachelor of Business Administration program, 3 subjects, College Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education center : a total population of 600 people, sample size of 222 people. Used to collect thread data by the researcher questionnaires and statistics used for analytical data, such as percentage, average and standard deviation.

The result of the study found that

1. Most students are gender, aged Between 17-25 years, most of them are academic students of Logistics Management Bachelor of Business Administration program

2. Factors affecting the decision to choose to study at the Bachelor's degree level in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education center (TCAS system) a total of the factors affecting to choose to study at a high level. The image factors at a high level the curriculum factor at a high level and the personal factor of the overall moderate.

Key Words: Decision-making; Bachelor's Degree; Logistics and Supply Chain; Suan Sunandha Rajabhat University Nakhon Pathom Provincial Education Center; TCAS System

INTRODUCTION

The decision-making to choose the university, college, or the institute were based on good will of the university, building and facilities, location, and its convenience for commuting, attractive curriculum, reference groups (friends, family, and others). These factors affected the students to choose to pursue Bachelor's Degree in Logistics and Supply Chain at Suan Sunandha Rajabhat University Nakhon Pathom Provincial Education Center (TCAS System). This Education Center which had been opened in 2557. Therefore, the results of this study should benefit the administrators of this Education Center for future planning.

OBJECTIVE

1. To investigate the factors affecting the decision to study for the Bachelor's Degree in Logistics and Supply chain at Suan Sunandha Rajabhat University.
2. To analyze the factors of image, curriculum, and personal reason that affected the decision to study for the Bachelor's Degree in Logistics and Supply Chain at Suan Sunandha Rajabhat University.

LITERATURE REVIEW

The researcher had searched for the decision concepts, theories, and the factors affecting the decision from various sources, such as from Simon, H.A. (1960); Barnard, Chester, I. (1981); Pfiffner, John M., and Presthus, Robert V. (1900); Kotler, P. and Armstrong, G. (2001); Oppenheim, A. M. (1979); and others.

The Decision-Making

Barnard (1998). The decision-making in selecting a logical choice from the available options.

Simon (1960). The decision-making in selecting a course of action out of many available alternatives.

Kotler (2001). The decision-making in a conscious choice among alternative courses of action.

The factors affecting the decision-making of the customers

Oppenheim (1970). The factors that affect the decision to choose to study, such as: values, type of the family, family resources and the socioeconomics, setting.

Kotler and Armstrong (2001). The factors that affect the idea and attitude, such as: cultural, social, personal and psychological factors.

Conceptual Framework

1. Independent Variables (IV)
Initial variables consisted of
 - Gender
 - Age
 - Academic field of study

The factors affecting the decision-making variables consisted of

- Image
- Curriculum
- Personal reason

2. Dependent Variables (DV)

The dependent variable was the decision to choose to study for the Bachelor's Degree in the College of Logistics and Supply Chain

Scope of the Study/ Research Scope

1. Population

The registered as regular first year students in the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Academic Year 2018.

2. Content

2.1 The initial variables consisted of gender, age, and academic field of study.

2.2 The following variables (the factors) consisted of image, curriculum, and the personal reason.

3. Area

The College of Logistics and Supply Chain, Suan Sunandha Rajabhat University Nakhon Pathom Provincial Education Center (TCAS System).

4. Period of Time

October 2019 – August 2020

METHODOLOGY

This research was the quantitative research

Population

The population used in this research were six hundred registered as regular first year students for Bachelor's Degree in the College of Logistics and Supply Chain.

Sample Size

Two hundred and twenty-two students (computed by the following formula)

$$n = \frac{N}{1 + Ne^2}$$

N = population

n = sample size

e = error (0.05)

Data Collection

Primary Data (as a field of research) - the data collected by the researcher herself

Secondary Data – the data received from documents and articles related to the research, including academic articles, websites, and others.

Questionnaire

A tool for data collection (in the form of the closed-ended questions of five rating scale, as follows:

- 5 means the most approval
- 4 means a lot of approval
- 3 means moderate approval
- 2 means few approval
- 1 means the least approval

Measurement Criterion

- 1.00 – 1.49 - the least approval
- 1.50 – 2.49 - few approval
- 2.50 – 3.49 - moderate approval
- 3.50 – 4.49 - a lot of approval
- 4.50 – 5.00 - the most approval

Data Analysis

Description statistics was used for data analysis.

1. Initial variables consisted of gender, age, and academic field of study were analyzed by percentage.
2. The following variables consisted of image, curriculum, and personal reason were analyzed by mean (\bar{X}) and standard deviation.

Data Processing

The data were processed by using SPSS Program (Statistical Package for Social Sciences) to process the data in this research.

RESULTS

1. The majority of the sampling (students) were woman and man, age, between 17-25 years old and the majority of them were the Bachelor’s Degree students in Logistics and Supply Chain.
2. The factors affecting the decision-making
 - 2.1 The overall factors affecting the decision to pursue the study were at high level ($\bar{X} = 3.65, SD = 0.54$)
 - 2.2 The image factors were found at high level ($\bar{X} = 3.74, SD = 0.61$)
 - 2.3 The curriculum factors were at high level ($\bar{X} = 3.68, SD = 0.61$)
 - 2.4 The overall personal reason factor was at moderate level ($\bar{X} = 3.48, SD = 0.59$)

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Research Title: Factors affecting the decision to choose to study at the bachelor’s degree level in logistics and supply chain college, Suan Sunandha Rajabhat University Nakhon Pathom Provincial Education Center (TACS system, the academic year 2018)

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Research Title: Factors affecting the decision to choose to study at the bachelor's degree level in logistics and supply chain college, Suan Sunandha Rajabhat University Nakhon Pathom Provincial Education Center (TACS systems, the academic year 2019)

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