

Factors Influencing the Decision to Pursue a Bachelor's Degree Program Among Students at the College of Logistics and Supply Chain, Academic Year 2025

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Abstract.

This study examines the main structure of student choices for further study at the College of Logistics and Chain Engineering, Suan Sunandha Rajabhat University. The aim is to gather student opinions regarding their choice of further study at the College of Logistics and Chain Engineering, Suan Sunandha Rajabhat University, and to inform the research on choosing further study at the College of Metallurgy and Hydraulic Chain, Suan Sunandha Rajabhat University. The study is divided into four parts, considering educational costs and personal reasons.

The sample group for this study consisted of 234 students from the College of Logistics and Hydraulic Chain Engineering, academic year 2024. Data was collected using standard statistical methods to analyze various operational values and standard parameters.

Results

1. The majority of students were female, more than male. The largest group had a GPA above 3.00. The largest group had an average monthly family income of less than 20,000 baht.

2. Regarding the opinions of first-year students on their motivations for choosing to pursue a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, in terms of institutional recognition, career advancement, educational costs, and personal reasons, the overall findings were at a high level in all aspects, as follows:

Institutional recognition was at a high level overall. When considered item by item, institutional recognition was at a high level in all aspects, except for the issue of highly knowledgeable and competent faculty, which was at the highest level.

Keywords: Factors affecting further education.

1. Introduction

Currently, the government has changed the university admissions process from allowing each institution to independently determine its admission methods to the TCAS system. This system limits student admission to only one place to prevent students from being denied admission. The Council of University Presidents of Thailand has simultaneous admissions for all participating institutions in each round of the TCAS system, leading to a failure to meet admission targets and a decrease in the number of students enrolled in undergraduate programs at the College of Logistics and Supply Chain Management. This study aims to investigate the

factors influencing students' decisions to pursue undergraduate studies at the College of Logistics and Supply Chain Management in the 2022 academic year through the TCAS system. The findings will reveal these factors, which will be used to improve the college's curriculum publicity and information dissemination, develop curricula that align with current needs, and ultimately improve the admissions policy for the College of Logistics and Supply Chain Management. Achieve the next goal.

1.1 Research Objective

1. To study students' opinions in deciding to pursue a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

2. To study the motivations for choosing to pursue a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

2. Literature review

Chup Kanchanapakorn (1963) stated that motivation refers to the stimulation or urge to accomplish an action.

Chom Phumiphak (1973) stated that motivation is a state that occurs in individuals to control behavior towards a goal.

Herzberg's Motivation Theory

Herzberg's Motivation Theory (Herzberg 1959: 113-115) is a widely accepted theory in the field of management, divided into two factors:

1. Motivator factors: These are factors that create positive motivation, resulting in job satisfaction for the employee. They are directly related to the work itself. These factors include: 1) Management, 2) Recognition, 3) Nature of the work, 4) Responsibility, and 5) Advancement.

2. Hygiene factors: These are factors that prevent job dissatisfaction and are related to the work environment or components of the work. These factors include: 1) Income, 2) Opportunities for future advancement, 3) Relationships with supervisors, subordinates, and colleagues, 4) Job status, 5) Policies and management, 6) Working conditions, 7) Personal life, 8) Job security, and 9) Supervision or guidance.

Peng Liting (2013) summarized Herzberg's theory of motivation, which aligns with the motivations for choosing to pursue further education, as follows:

1. Motivational Factors: Factors directly related to learning that motivate students to study. These stimulate satisfaction in students, leading to more effective learning. These factors satisfy internal needs and include: 1) Student academic success, 2) Recognition, 3) The nature of the work, 4) Responsibility, and 5) Advancement.

2. Maintenance Factors: Also known as hygiene factors, these refer to factors that sustain student motivation to learn. Their absence or inappropriate nature can lead to dislike within the organization. Factors arising from external threats to students include: 1) opportunities for future advancement, 2) relationships with instructors and classmates, 3) career status, 4) policies and administration, 5) the learning environment, 6) personal well-being, and 7) the governance methods of instructors or guardians.

The Concept of Decision Making

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

1. Define the problem: This is the first and most important step because accurate identification of the problem will affect the subsequent steps of the decision-making process, which in turn will impact the quality of the decision.

2. Identify limiting factors: Once the problem has been correctly identified, consider the various limitations or unchangeable conditions.

3. Develop potential alternatives: These alternatives should be those with potential and feasibility.

4. Analyze the alternatives: Carefully compare the advantages and disadvantages of each alternative.

5. Select the best alternative: Consider only the best alternative. The best alternative should have the fewest negative consequences and provide the greatest benefit.

6. Implement the decision: Put the decision into practice. To ensure efficient operations:

7. Establish a control and evaluation system. This helps to obtain feedback on whether performance is meeting targets.

3. Methodology

After creating and testing the questionnaire, it was distributed to a sample group of 222 students from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. All 222 questionnaires were returned, representing 100%. The data obtained from the questionnaires were then collected and analyzed using percentages, means, and standard deviations.

4. Results

The article must be divided into chapters. Introduction and conclusion are obligatory. It is recommended to adjust body of the paper to the common organization structure of scientific papers – IMRaD (Introduction, Methods, Results and Discussion).

5. Conclusion

A study of first-year students' opinions on their motivations for choosing to pursue a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, in terms of institutional recognition, career advancement, educational costs, and personal reasons, revealed that, overall, all aspects were at a high level.

Regarding institutional recognition, the overall level was high. When considered individually, institutional recognition was high in all aspects except for the aspect of highly knowledgeable and competent faculty, which was at the highest level.

Regarding career advancement, the overall level was high. When considered individually, the motivation for choosing to pursue a bachelor's degree in terms of career advancement was at a moderate level in all aspects.

Regarding educational costs, the overall level was high. When considered individually, the motivation for choosing to pursue a bachelor's degree in terms of educational costs was at a high level in all aspects.

Regarding personal reasons, the overall level was high. When considered individually, the motivation for choosing to pursue a bachelor's degree in terms of personal reasons was at a high level in all aspects, except for the aspect of the institution being close to their hometown, which had a moderate average score.

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