

Exploring Influencing Factors for the Selection of Private University in Bangladesh: A Structural Equation Modeling (SEM) Approach

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Abstract

The purpose of this paper is to assess the factors that have played significant role to select private university in Bangladesh. A survey instruments were employed on Bangladeshi private university students included by demographic background, teaching quality, university facilities, graduation on time, marketing strategy and last one family and seniors influences. Data were collected from the students' of different private university in Bangladesh. To identify the factors and examining their relationship of those factors towards the students perception about to select their educational institutions in Bangladesh. This research has applied exploratory factor analysis, confirmatory factor analysis and structural equation modeling for testing hypotheses. From the result it is revealed price or call rate is the most important factor followed by graduation on time and university teaching quality and family and seniors influence to choose their university. It is hoped that the findings of this study will assist the private university of Bangladesh in what they can provide in their education services and how they want to increase their educational facilities as well. The findings of this study also assist private university authority to invest their resources more efficiently, making changes to crucial quality attributes that elicit the student's selection level. However, the findings of this study may provide needed feedback and contribute to the improvement of players' strategy and their marketing program. The study only included information of limited variables and from few cities in Bangladesh with limited sample size. However, further research should be considered to gather more information regarding the brand image, corporate image, and students'

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satisfaction dimensions in context of the Bangladesh private University with larger sample.

Keywords: private University, Teaching quality, University Facilities, Graduation on Time, Marketing strategy, Family and seniors Influence, Bangladesh.

Introduction

Institutions of advanced education are confronting regularly expanding challenges in drawing in understudy's particularly private college in Bangladesh. With tertiary-level instructive decisions expanding in conjunction with the rise of recently creating countries, the pool of foundations saw as practical choices has expanded alongside an enhanced understudy enthusiasm for global training, numerous establishments are confronting more noteworthy rivalry for enrollees (Andaleeb, 2003). For private university to be effective in drawing in students, institutional enrolment administration needs to all the more obviously comprehend the components which affect understudy decision and tailor enrollment endeavors and other authoritative advertising methods to build the odds of understudies choosing their college as the school of decision (Begum, 2007). The outcomes additionally serve understudies since they have to consider all the pertinent factors as they settle on educated decisions for their post-optional profession. An extensive variety of concentrates over the global range of countries has uncovered much with respect to factors which impact understudies' selection of colleges. There are normal components which traverse a national area and particular variables develop while checking on particular countries. It was clear that there were a few holes in understanding determinant factors particularly with respect to private or autonomous organizations and in addition colleges which concentrate on universal training (Alam et. al, 2007). Alongside these ranges, it was additionally clear that investigations of this nature were restricted in the country of Bangladesh. Utilizing the criteria of private university in the country of Bangladesh, the examination looked to give data to help connect this hole in the accessible research. While constrained in scope, the information and results give a useful picture and uncovers factors which enable understudies to choose in this particular setting. While there were some covering factors reliable with different investigations, the significance of contrasting variables of decision and the development of need of the elements give understanding into the particular milieu caught inside the extent of the examination.

Objectives of the Study

The purpose of this study is to examine the factors that influence the students in selecting private university in Bangladesh.

1. To review literature about the private university selection criteria by the students.

2. To determine the personal background and characteristics of students who are pursuing in Private University.
3. To determine the factors influencing in selecting of private university in Bangladesh
4. To determine if there exists any relationship between personal characteristics and selection of Private university institutions.

Literature Review of the Study

There can be boundless reasons why distinctive students decision diverse higher learning institutions like a private university. This will be clearer in the "Decision Theory" by Glasser (1998). Decision Theory shows that the cerebrum gives everybody the self-coordinating capacity that is required to satisfy life needs. "Conduct is picked in a proceeding with endeavor to make life the sort of experience that everybody needs it to be – a "great life" (Glasser, 1998). To control us in this life endeavoring, we have a worked in set of fundamental needs that require nonstop satisfaction. Decision Theory expresses that, with these ever introduce needs, understudies approach crafted by living. They work, play, eat, rest, talk, run, rest and do innumerable different things that make up the day by day stream of life. As they take part in every movement, they take in the scene around them by gathering information with their eyes, ears, nose, and skin – their tangible framework. They utilize this contribution to enable them to decide whether what is happening around them addresses their issues (Quality Educational Programs, Inc. 2005).

Teaching Quality (TQ)

Nature of education is exceptionally hard to characterize. It might fluctuate students to students. It is viewed as that the conventional significance/execution worldview is the most teaching method for measuring administration quality in private university. Be that as it may, it is a critical factor in choice of the higher learning organizations. Analysts including Litten (1980), Seneca and Taussig (1987) and Tierney (1983) have discovered that scholastically gifted understudies are searching for various characteristics when contrasted and normal understudies. The previous assess a foundation in light of the nature of their projects while the last mentioned, notwithstanding great projects, are additionally keen on factors like physical appearance and social life.

H1: Teaching quality has a direct impact on selection of private university in Bangladesh.

University Facilities (UF)

Typically office implies an administration that an association or a bit of gear offers to some individual (Wikipedia, 2011). This is additionally identified with the college determination as understudies are worried about the offices gives by the universities. A few specialists discovered that, the establishments' foundation, for example, the library offices,

classrooms, PC labs, grounds security and settlement gave by the college influences intensely in the college determination process by a portion of the understudies.

H2: University facilities have a direct impact on selection of private university in Bangladesh.

Graduation on Time (GT)

This is typically identified with the before execution of the foundation instead of its present execution, structure and offerings.

Another investigation on the university choice concurred with the past discoveries. The organization of Business Studies (Conner et al., 1996; Tackey and Aston, 1999) overviewed 20,000 students applying for section to a full-time college class at a UK college or school in 1998 and found that the most critical factor affecting the understudies in picking a private college was the total their course on time that alludes the graduation on time.

H3: Graduation on time has a direct impact on selection of private university in Bangladesh

Marketing strategy (MS)

It endeavors to convey request fulfilling yield through beneficial trades (Wikipedia, 2011). Promoting can serve society if its actual importance is connected. As per Krachenberg (1972): " advertising manages the idea of revealing particular needs, fulfilling these necessities by the advancement of fitting products and enterprises, telling individuals of their accessibility, and offering them at proper costs, at the opportune time and place". Promoting assumes an imperative part in the college determination process. An understudy, who does not think about a college get the data either frame the neighborhood agents or from the Internet. They don't have any decision aside from accepting on them. Past research have discovered that, the present commercial institutions faces an escalated and fast difference in rivalry in the market, cultivated by components, for example, globalization, developing markets and quick innovative change (Santoro and Chakrabarti, 2002). Because of expanded national and global rivalry more research organizations and colleges are under strain to discover better approaches to create salary (Baaken, 2005).

H4: Marketing strategy has a direct impact on selection of private university in Bangladesh

Family and seniors Influence (FSI)

"Most likely the most grounded impact in our lives is the family we experienced childhood in", (Phillip Wittmeyer). A hopefuls basic leadership process is regularly impacted by "huge others", for instance, family and seniors of the worry college are the fundamental compelling

components to choose of a private college (Chapman, 1981). Two decades back guardians were distinguished as the being most useful and basic "critical other", candidates likewise counseled instructors, different understudies, educators and college confirmation officers (Chapman, 1981).

H5: Family and seniors has a direct impact on selection of private university in Bangladesh

Research Framework

Based on the literature review, following research framework is developed.

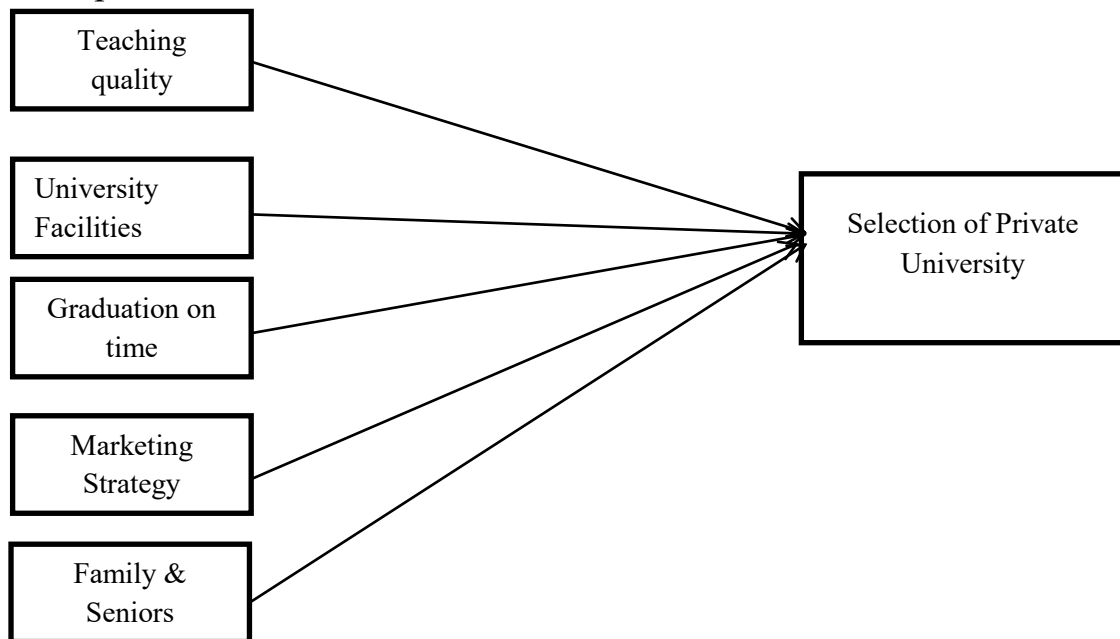


Figure 1: Research Framework

Methodology of the Study

The current study has been produced taking after a quantitative research technique and tries to achieve additionally understanding about Students recognition toward determination of private university through various compelling elements like teaching quality, university facilities, graduation on time, marketing strategy, and last is the family and seniors influences. Accordingly, the target population of this study is comprised of the diverse sorts of students who are as of now studies in various instructive foundations. As far as Bangladeshi private university data was gathered 290 from the distinctive instructive foundations among four divisional cities in Bangladesh. The fundamental explanation behind picking these four cities areas is the way that a large portion of the private universities are arranged in that spots and furthermore unique level of understudies are examining there. Data were collected following a simple random sampling method for the reason that, this method enables

researchers to collect data that gives an appropriate representation of the entire population (Hair et al., 2009). In the meantime, it likewise gives an approach to social affair information by guaranteeing randomness and keeping scientist's inclination (Hair et al., 2009). From now on, the required essential information were gathered by completing an overview technique giving out self-regulated surveys to a gathering of 350 students at different private university in Bangladesh. For the information accumulation reason, a self-administration questionnaire was prepared. Respondents were made a request to top off polls on a 5 point Likert scale going from 1 to 5 where the esteem 1 demonstrated solid disagreement with the announcement then again the esteem 5 spoke to a solid concurrence with the specific statement. The questionnaires included of 7 areas whereby, the initial 5 segments were committed to each of the factors and the last segment comprised of inquiries relating to the respondents' statistic attributes. The survey was produced by adjusting things from past reviews and they were altered so as to suit the current learn. It was done with a specific end goal to affirm the legitimacy issues relating to merged build and face legitimacy (Zainudin, 2012). After the essential information that are required for the review were accumulated, they were broke down through two factual apparatuses in particular, SPSS and SEM. At the starting, descriptive analysis was led which comprised of several statistical tests particularly percentage, frequency, mean and standard deviation. Afterwards, SPSS was also used by the researchers to run EFA. Finally, the conceptual model of the current study along with the hypotheses were verified thorough SEM.

Results and Discussion

Evaluation of the Structural Equation Model

The aftereffect of the model revealed that the model is sufficient as it finished the required qualities for each of the records as takes after: root mean square error approximation (RMSEA) = .065, comparative fit list (CFI) = .902. Normed $\chi^2 = 2.456$ (Figure 2).

Results of Hypothesis Testing

As appeared in Table 5, it can be watched that all the five theorized ways were huge at p value $< .05$. Teaching quality has a huge beneficial outcome on choice of private university in Bangladesh, demonstrating that the H1 standardized regression weight = .383, standard error = .122, critical ratio = 2.237, level of significance for regression weight = significant at .012. H2 of the review has likewise been acknowledged, showing that University facilities has a huge constructive outcome on determination advanced education learning foundations in Bangladesh as the standardized regression weight = .298, standard error = .093, critical ratio = 4.032, and level of significance for regression weight = .004. H3

was likewise not terminates showing that graduation on time as the standardized regression weight = .365, standard error = .084, critical ratio = 2.916, and level of significance for regression morehigh. In this manner, University offices are exceedingly considered by the Bangladeshi understudies to decision their higher learning foundations. H4 is likewise acknowledged as the standardized regression weight = .288, standard error = .112, critical ratio = 2.854, and level of significance for regression weight = .014. Along these lines, marketing strategyis profoundly extensive to decision the foundations for Bangladeshi students for their higher learning establishments. H5 of this review is likewise acknowledged as the standardized regression weight = .275, standard error = .131, critical ratio = 2.325, and level of significance for regression weight is more significance. In this manner, family and seniors impacts are play an a great deal more essential part for the understudies to choose the correct one organization in Bangladeshi higher learning establishments.

Table 3: Fitness Assessment of the Structural Model.

Name of category	Required value	Obtained Value	Comments
Absolute fit	RMSEA \leq 0.08	0.065	The required value is attained
Incremental fit	CFI \geq 0.90	0.902	The required value is attained
Parsimonious fit	$\chi^2/df \leq$ 3	2.456	The required value is attained

Source: Byrne (2010); Hair, Black, Babin, and Anderson (2010); Kline (2011); Sarwar (2013); Zainudin (2012).

Note: RMSEA = root mean square error approximation; GFI = goodness-of-fit index; CFI = comparative fit index.

Validity testing

Alongside the base line model, the review needs to consider the general estimation model to test the validity of the investigation. To affirm develop validity of the review, it requires evaluating convergent, discriminate, and facing validity. The majority of the element loadings for each factors (more than .70), normal chi-square value (AVE; more than .50), and construct validity (more than .50) demonstrate the convergent validity, while discriminate validity is affirmed with the positive contrast amongst AVE and squared correlation (r^2) of the builds. Here, in all cases AVE is bigger than squared multiple correlation value and gives the evidence of uniqueness for each construct. In addition, theoretical support of the literature proves the face validity of the constructs (see Table 5).

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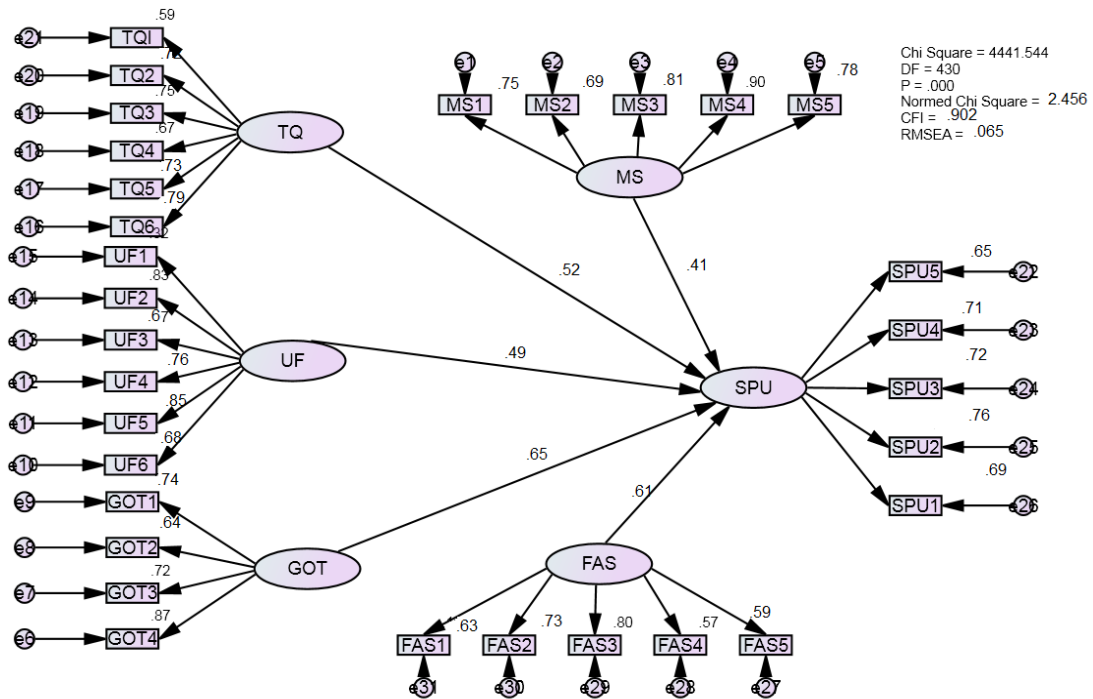


Figure 2: Full-fledged model of influencing factors selection of higher education

Table 4: Validity Testing

Construct	Cronbach's α	CR	AVE
Teaching Quality	.882	5.251	0.675
University Facilities	.825	4.356	0.548
Graduation on Time	.892	4.784	0.556
Marketing Strategy	.835	5.689	0.683
Family & Seniors Influence	.884	5.584	0.639

Table 5: Result of hypothesis testing

Structural path	Estimate	SE	CR	P
Selection Private university Teaching Quality	.383	.122	2.237	.012
Selection Private university University Facilities	.298	.093	4.032	.004
Selection Private university Graduation on Time	.365	.084	2.916	***
Selection Private university Marketing strategy	.288	.112	2.854	.014
Selection Private university Family & Seniors Influence	.275	.1332	2.375	***

Conclusion & Scope of Further Research

This review research about on the current level headed discussion concerning the diverse decision criteria influencing the students on their private university determination. The findings of this review might speak to the general effects of the Bangladeshi students. Indeed, this enormous theme should be contemplated considering the different sorts of segments of choice criteria that are connected with the student's decision. The present study has considered just few components of the private university selection criteria such as university graduation on time, teaching quality of the private university, facilities, family and seniors influence various facilities provided by the universities, although there may be many more important components. On the other hand, past researchers considered too many dimensions of choice criteria, only some indicators of those have been considered in this study. Therefore, future research on the linkages of the remaining components that address more broadly will contribute towards a greater understanding of what actually are the reasons behind of the various choice criteria. Similarly, future research needs to be done on the overall students' choice criteria to the private university students understand it better.

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