

Title of Thesis	A Study Of Factors Influencing High School Graduates Choice Of Higher Education Institution In Miri
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ABSTRACT

The purpose of this study was to investigate into the factors influencing high school graduates choice of Higher Education Institution in Miri with the aim to ascertain and explore how high school graduates in Miri who aspire on higher studies make their choice of university and why they choose one Higher Education Institution over the others.

To address the purpose of the study, the following research questions were posed:

- What are the general factor influence student's choices of HEI in Miri?
- Which attribute or characteristic of the HEI influences student's opinions and perceptions?
- Which person influence student's decision making on choice of HEI?
- What source of information do students use for decision making on choice of HEI?

The research is using questionnaire method and gathers information from 50 respondents.

The data are collected and analyze using simple statistic method.

The research result indicated 5 major finding. The first finding is most of the respondents are agree that Financial Aid plays important role in student's decision making. The second finding is most of the respondents are agree that the Academic Programs offered by the Higher Education Institutions plays important role in student's decision making. The third finding is most of the respondents strongly agree that family influence plays important role in

student's decision making. The fourth finding is the respondents agree that advertising, campus visit, and internet and website can influence student's decision making.

The recommendation includes the management of Higher Education Institution shall take action to improve their existing services and amenities. The upgrade of their facility will ultimately increase their sustainability. The financial aid information ready and available is also important for students. Higher Education Institution also should put more effort on communicate with the parents and understand their expectations.

The further research in this study includes research into the process of formation of their preference on their particular field of study. Besides, it would be important to reveal more information about what parents perceive as factors that would influence their children's choice. Furthermore, research to examine trends in expenditure of higher education, in relationship to trends in tuition costs should be considered. Lastly, a more thorough investigation into the respondent's knowledge of an institution would be of benefit.