

# Factors affecting decision to study Bachelor Degree in Airline Business Program, at International Colleges Suan Sunandha Rajabhat University, a case study of Airline Business Program Student, International Colleges, Suan Sunandha Rajabhat University

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**Abstract**— Schools, especially the aviation sector in Thailand, face increasingly intense competition from public and private universities. They should accelerating business strategies to accommodate educational and modified labor market and produce graduates who can work in both the private, and in government sectors. Relevant positions in private and government sector include flight attendants, ground service staff, air Transport Company, airport operator, warehouse staff, and other professional nutritional staff in the hospitality industry. They should use their available advantage and the potential to provide a specialized education, providing quality education standards and appropriate marketing mix to meet the needs of the labor market and student interest and for those who want a higher education in the field of aviation industry.

Based on the growth of the tourism industry, which is on the rise every year. It is very necessary to look back on the part of the school, university to produce manpower in airline business field to support the increasing labor market in this industry.

More like that, after high school graduation or equivalent, the higher education in higher education institutions are both government and private. Suan Sunandha Rajabhat University, is offer an undergraduate, Bachelor, Master's and Doctorate Degree both normal and special class. There are a wide variety of courses for over 50 majors. There are academic agreements and cooperation with various organizations and various universities in teaching and learning. Suan Sunandha Rajabhat University has collaborated to develop the public sector and private businesses and also collaborate with foreign universities. In addition, engage in academic and teaching cooperation with universities in Asia, Europe, the Americas and Australia. Suan Sunandha Rajabhat University has a two-degree or two-degree program and have been promoting and developing teaching and learning in the English program in

line with the guidelines for the development of education in the country. In order to produce graduates with advanced academic knowledge, and to support the labor market in tourism and service industry, Suan Sunandha Rajabhat University has established educational programs in the English language program and was renamed as an International College in the academic year of 2004, teaching in English in the following disciplines:

The purposes of this research are (1) to study the factors influencing the decision to study bachelor degree in Airline Business at International College Suan Sunandha Rajabhat University (2) to study the relationship of various factors affecting decision-making in studying in Airline Business at International College, Suan Sunandha Rajabhat University. Base on the results, the findings are as follows:

1. The study indicated that the opinion on Factors affecting decision to study bachelor's degree in International College, Suan Sunandha Rajabhat University, the overall picture at the highest level valued in “Student want to be succeeded in their career in airline business Industry”.

2. The study indicated that the opinion on product factors, marketing factors, service factors, promotion factors that affects the decision to study bachelor's degree in International College, Suan Sunandha Rajabhat University. The highest level valued in “The College has lecturers, teachers, both Thai and foreigners with specialized knowledge”.

**Keywords**— Factors affect decision making, Motivation Factors, Motivation, Decision Making .