

Abstract

Research Title : Online Marketing Factors Affect Students' Decision on Enrollment in International College, Suan Sunandha Rajabhat University

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This research aimed to study factors that may affect students' decision on enrollment as well as to study relationship those factors that had impact on students' decision to enroll in International College, Suan Sunandha Rajabhat University. The population of this research consisted of 172 persons and be the first year students who are studying in academic year 2016. A survey had been chosen for research method. The questionnaire consisted of a close-end question focused on online marketing factors – 1) curriculum, teaching and learning method and teachers 2) enrollment fees 3) University location and 4) Promotion. After testing the questionnaire on a sample group, the item objective congruence (IOC) score is .94 with reliability .914 and discrimination between .643 and .902. Data had been analyzed using frequency, percentage, standard deviation, linear regression, and correlation.

The results illustrated that three online marketing factors including curriculum, teaching and learning method and teacher, enrollment fees, and promotion had high impact on students' decision to study in International College, Suan Suan Sunandha Rajabhat University. The finding suggested that if the college provides all information about curriculum, teacher and exchange students on the website or social media, it can motivate students who look forward to get a good occupation enroll in the college. Moreover, those three factors also had relationship with students' decision to study in International College. This is, probably, because students can compare information with other universities easily and the enrollment through website and social media are faster than the old method – mailing.

In conclusion, curriculum, teaching and learning method and teacher, enrollment fees, and promotion had high impact on students' decision to study in International College, Suan Suan Sunandha Rajabhat University.