



## The Expectation in Making Decision of Selecting to Further Study at Graduate Level in Master of Business Administration Program in Songkhla Province

Aniwat Kaewjomnong<sup>1</sup>

### Abstract

The purpose of this research was to study the factors used in making decision of selecting to further study at graduate level in master of business administration program in Songkhla Province and to study the expectation to further study at graduate level. It is the qualitative research as the sample group are the number of 20 undergraduate students in business administration and 10 graduate students in master of business administration program in Songkhla Province, by simple sampling. Research instrument was semi-structured interview, content analysis. The result of data analysis found that the factors used in making decision to further study are the quality of the curriculum, famous instructors, prestigious educational institutions, education expenses, and educational management process. For the expectation in selecting to further study at graduate level found that, there are the expectation in career and position advancement, social acceptance, having success in life, a better well-being, and having power and influence respectively.

**Keywords:** Expectation, Making Decision of Selecting to Further Study, Graduate Level, Master of Business Administration Program

### Introduction

Songkhla province can be said as a major commercial and educational management central in the southern part of Thailand especially educational management, which currently there are five big educational institutions available for teaching and learning in Business Administration program both in the bachelor's and master's degree, namely Prince of Songkla University, Hat Yai Campus, Hat Yai University, Thaksin University, Rajamangala University of Technology Srivijaya, and Ramkhamhaeng University, Hat Yai learning center with the students of both fresh graduated from bachelor's degree and people who already have a job.

As the researcher has inquired for information to various universities, it was found that teaching and learning both in the form of thesis (plan A) and minor thesis (Plan B), in both regular course, study on Monday to Friday and special course, study on Saturday to Sunday.

Every institution aims to improve the curriculum to be having quality and able to support both Thai and foreign students in the future. But there is a decrease in the amount of the students with various causes that are not clear whether they are the causes of the decreasing in number of students or not. Each educational institution has developed educational management to get the most benefit for the students and stakeholders to be able to achieve what is expected from the study after deciding to further study in those educational institutes. However, currently, those information are not enough and are not current information. The researcher, therefore, considers that to do the research in related subject to obtain the information to utilize in the curriculum development and educational management in accordance with the expectations of the students, will have the educational institutions achieve the success in educational management.

---

<sup>1</sup>Lecturer, Economics and Business Administration, Thaksin University

From the reasons and significance mentioned above, the researcher, therefore, is interested to do the research in the topic of "The expectation in making decision to further study at graduate level in Master of Business Administration program in Songkhla " The data from the research will be an academic benefit for developing the curriculum and be a public benefit in environmental development planning of the educational institutions and Quality Assurance in order to be able to support teaching and learning management of master's degree.

#### Research problems:

1. What factors that undergraduate students in Songkhla use in making decision to further study at graduate level in Master of Business Administration program?
2. Do undergraduate students in Songkhla have any expectations in making decision to further study at graduate level in Master of Business Administration program?

#### Research objectives:

1. To study the factors that undergraduate students use in making decision to further study at graduate level in Master of Business Administration program in Songkhla.
2. To study the expectations of undergraduate students in selecting to further study at graduate levels in Master of Business Administration program in Songkhla.

#### Conceptual framework:

The researcher used the concept of decision-making factors based on the concept of Toungporn Rungrueangsri (2018) that is used in research by considering that each person is different, especially the difference on physical characteristics and to live in different environment even make people different and their action will occur with the thought and decision based on the grounds of the environment they confront which is different. So, the decision-making of a person is

therefore, the interesting topic to find out the fact that there are any factors that affect the decisions of each person.

#### Expected benefits from research:

1. Administrators of educational institutions be able to utilize the information for academic purposes for quality development of the curriculum.
2. Administrators of educational institutions be able to utilize the information in environmental development planning within the organization to meet the needs of students.
3. Educational researchers be able to utilize the information as a reference for further research on related subjects.

#### Research methodology:

1. For content, in doing this research is the initial data collection. The researcher, therefore, uses a semi-structured interview as a research instruments, together with the discussion with students for an identical understanding. The students are free to answer and provide information according to the ideas of each person in the group.
- 2.. Key informants are fourth year undergraduate students in bachelor of business administration program and graduate students in Master of Business Administration program from 2 public universities in Songkhla, namely Thaksin University and Rajamangala University of Technology Srivijaya Songkhla. The reason for choosing these two universities is because there is a Master of Business Administration program available for teaching. The researcher selected specific informants initially. After that, apply by simple selection for 15 people from each institution, in the total amount of 30 people.
3. For area, the researcher collected data in 2 public educational institutions, namely Thaksin University and Rajamangala University of Technology Srivijaya Songkhla which are public educational institutions that are located in



Mueang Songkhla District, Songkhla province and there is master of business administration program available for teaching.

4. The research instruments is a semi-structured interview that the researcher designed and created to be used in compiling primary data, using together with the discussion. The interview form has been examined and been given recommendations by qualified persons who have been appointed as experts for 3 people, to checkup the content validity by making adjustments to get the complete interview form to use with the key informants as defined.

5. Data collection, the researcher collected primary data by group discussion to inquire information with fourth year undergraduate students in Bachelor of Business Administration program and graduate students in Master of Business Administration program in Thaksin University and Rajamangala University of Technology Srivijaya Songkhla. For secondary data, it has been collected from documents, textbooks, research papers and related research articles

6. Data analysis, data that obtained from group discussion and interview. The researchers use content analysis and reorganize the obtained data into written language that is clear, can be read and understood easily.

#### **The research results:**

From the data analysis, the research results can be summarized as follows:

1. Analytical result of the factors that undergraduate students in Songkhla used in the selection to further study at graduate level in Master of Business Administration program.

The research results found that the factors used in the selection to further study at graduate level in master of business administration program, first thing is quality of the curriculum follow with the reputation of educational institute, education expenses, equipments and technology

for educational management, environment of the educational institutions and instructors respectively.

As the researcher has inquired by having informal discussion with the students of Thaksin University and Rajamangala University of Technology Srivijaya Songkhla, it brought us the initial information that majority of those who decide to further study in master's degree due to the need to develop themselves to be having higher educational level with the expectation of having increasing knowledge will have them gain the acceptance at work, career and position advancement, and higher payment and so on.

2. Expectation analysis result of undergraduate students in Songkhla to further study at graduate level in Master of Business Administration program.

The research results found that the expectation to further study at graduate level in Master of Business Administration program which are career and position advancement, social acceptance, success in life, a better well-being, and having power and influence respectively. The researcher found that people who further their study in master's degree have the expectation of knowledge, profession, and social aspects respectively.

#### **Discussion:**

The results of the study was summarized and discussed as follow;

1. The research results found that the factors used in the selection to further study at graduate level in master of business administration program, first thing is quality of the curriculum follow with the reputation of educational institute, education expenses, equipments and technology for educational management, environment of the educational institutions and instructors respectively. This finding is consistent with that of the study by Chuaytukpuan (2015) who studied factors affecting decision to study in



higher education level at Dhurakij Pundit University of Undergraduate Students. The results are consistently shown that undergraduate students have an opinion about factors affecting decision to study in higher education level are curriculum, instructors and welfare and services respectively. Overall, by students' gender, affiliated faculty, before and after admission consistently shown that the factors affecting decision to study in higher education level are curriculum and instructors.

Based on the consistency of the research results aforementioned, it can be summarized that graduate students are interested to further study by deciding from these significant factors which are the image of the curriculum and educational institutions, teaching and learning process, education expenses, and educational management process respectively. Therefore, educational institutions have to proceed to improve and develop those factors as mentioned in order to meet the satisfaction and needs of the students at its most to be able to gain the acceptance for those who are interested to continuously apply for studying at graduate level in the future.

2. The research results found that the expectation to further study at graduate level in Master of Business Administration program which are career and position advancement, social acceptance, success in life, a better well-being, and having power and influence respectively. The researcher found that people who further their study in master's degree have the expectation of knowledge, profession, and social aspects respectively. This finding is consistent with that of the study by Kingthong (2016) who studied factors correlating with decision making on pursuing a master's degree among undergraduate students studying at Burapha University, where the results of this study revealed that the students wanted to further their studies. The main reason for them to pursue a master's degree was that they wanted to have a job advancement, followed by earning a

higher level of education and gaining more knowledge. Regarding their interest, the subjects wanted to further their studies in a master's degree of business administration program.

Based on the consistency of the research results, the researcher may summarize as the factors used in making decision of selecting to further study at graduate level in Master of Business Administration program are the important variables that the professors who are responsible for the curriculum and administrators of higher education institutions must put these factors in planning to manage to gain the quality and to continuously be known to the public as for the benefit in making decision of people who are interested to further study at graduate level and have to manage those factors to be able to increasingly respond and meet the need of students if those factors still be affecting the interest of selecting to further study at graduate level in Master of Business Administration program as well as other programs.

#### **Suggestions:**

1) The results show that factors that were used in the selection to further study at graduate level in Master of Business Administration program are quality of the curriculum, the reputation of the educational institutions, education expenses, equipment's and technology for educational management, environment of the educational institutions and instructors. Therefore, to suggest the administrators of the educational institutions to develop quality of the curriculum, bring the modern learning equipment's adapting in teaching and learning to develop students' competency to be able to bring the knowledge to working in a practical way both in public sector and private sector organization.

2) Based on the research results, it was found that the expectation to further study at graduate level in Master of Business Administration program respectively which are



career and position advancement, social acceptance, success in life, a better well-being, and having power and influence. The researcher would suggest the administrators of the educational institutions and related parties to bring the data and use in policy for the preparation of expected learning plans and achieving the expected learning outcomes of the students.

#### **Suggestions for further research:**

1) According to the research results, it was found that the instructor factor is the last factor that is used in the selection to further study at graduate level in Master of Business Administration program. We, as the researcher suggest other researchers to do the research in the topic of the influence of the instructor that has on the development of students' competency who study master of business administration Program or do the research in the topic of the relationship between instructor who teaches in master's degree and the success of master of business administration students.

2) Based on the research results, it was found that the expectation to further study at graduate level in master of business administration program respectively are career and position advancement, social acceptance, success in life, a better well-being, and having power and influence. The researcher suggest to do the research in the topic of Self-development techniques to create acceptance in working in the organization or The influence of education levels on social acceptance or factors that affect the need for power and influence, etc.

#### **Acknowledgement**

I wish to thanks the faculty of Economics and Business Administration, Thaksin University for the kind support for the basic research work. Any value and benefits from this research is devoted to all lecturers, support staffs and students in Thaksin University, Songkhla Rajabhat University and Rajamangala University of Technology Srivijaya Songkhla. Thanks to all whose names not mentioned here due to limited space who have helped this research be a success.

#### **References:**

1. Kingthong,S. (2016). **factors correlating with decision making on pursuing a master's degree among undergraduate students studying at Burapha University.** Master Thesis in Public and Private Management, Faculty of Law and Public Administration, Burapha University, Chon buri.
2. Chuaytukpuan, T. (2015). **The study of Factors Affecting Decision to Study in Higher Education Level at Dhurakij Pundit University of Undergraduate Students.** Suthiparithat Journal, 29(90), 256-271.
3. Rungrueangsri, T. (2019). **The Needs for Further Study in a Graduate Level in the Development Administration of Undergraduate Students of Burapha University,** Journal of Public Administration and Politics, 8(1), 106-138.