

Paper 113 – Education

FACTORS AFFECTING STUDENT DECISION WHEN SELECTING SECRETARIAL AND OFFICE MANAGEMENT PROGRAM

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ABSTRACT

This study aims to explore factors affecting student decision when selecting Secretarial and Office Management programs. Descriptive statistics were used and the data were measured with Kaiser-Meyer-Olkin's MSA coefficient and Cronbach's Alpha test for coefficient of reliability. Exploratory factor analysis with principal extraction and varimax rotation was conducted to determine the best motivator factors. The result showed that nine factors are considered by the students when selecting Secretarial and Office Management program: Curriculum, Accreditation, Teachers/professors, Academic facilities, Academic reputation, Tuition/fees, Well-prepared schedule, Friendly environment and Internet facilities.

Keywords: Secretary, Office Management, Office Administration