

AFFECTING FACTORS OF STUDENTS UNIVERSITY PREFERENCES

Yrd. Doç. Dr. Mustafa Cořar
Hitit Üniversitesi
mutafacosar@hitit.edu.tr

Abstract

Nowadays, when it reaches 200 the number of universities in Turkey, university candidates are known to be affected by many factors during preference. Among the important of these factors, families want to send students to schools of their choice, the image of the University, students want to go to the university of their dreams, school guidance service routing, written and visual media ads in, publicity websites of universities on the internet and the taken joint decisions with friends, can be sorted. In a place where there's so many factors, the determination of the most important factors that affect students is seen as important. For this purpose, about factors affecting their preferences were asked the new students in 2015 of Hitit University via a survey. The data collected has been interpreted and evaluated with the help of statistical analysis. As a result, it was observed that the factor of “the University of my dreams” was marked by the students 95%. It is believed that during preference periods of this study as a component of decision support to the university management teams and students, may helped.

Keywords: University preference, Affecting factors of preference, Student preference.