

## DETERMINATION OF THE FACTORS THAT INFLUENCE THE CHOICE OF A UNIVERSITY, APPLYING THE EXPLORATORY FACTOR ANALYSIS, STUDY: PERSPECTIVE OF THE TECHNOLOGICAL INSTITUTE OF MILPA ALTA.

### DETERMINATION OF THE FACTORS THAT INCLUDE THE CHOICE OF A UNIVERSITY, APPLYING THE EXPLORATORY FACTOR ANALYSIS, CASE STUDY: PERSPECTIVE OF THE TECHNOLOGICAL INSTITUTE OF MILPA ALTA

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**Abstract** -- The present research seeks to determine the factors that influence the choice of a university. For this purpose, a survey was implemented by Mamani [1]. This survey mentions relevant factors in the choice of a higher level institution; therefore, the most relevant factors in high school students are: curriculum, family, location, economic, examination and scholarship support; although knowing the needs of potential prospects will allow us to offer a quality educational service where future prospects feel taken into , and thus be able to meet their needs.

**Keywords:** Students, influencing factors, university choice.

**Abstract** -- This research seeks to determine the factors that influence the choice of a university. For this, a survey by Mamani [1] was implemented. Which mentions relevant factors in choosing a higher level institution; Consequently, the most relevant factors in upper secondary students are: study plan, family, location, economic, exam, and scholarship support; Although knowing the needs of potential prospects will be able to offer a quality educational service where future prospects feel taken into account, and thus be able to meet their needs.

**Key words:** Students, influence factors, choice of a university

#### INTRODUCTION

Today it is well known that the tastes and preferences of students when choosing a university are varied, as they go beyond a single university.

The need for a university is related to the environment, and that in some way influences their decision to choose a university.

While it is true that one of the objectives of educational institutions is to attract students and offer an educational service. And for this reason, this research seeks to know what influences students to choose a university.

It is important to mention that as an institution we seek to offer a quality educational service where it is essential to the target objective "high school students".

#### DEVELOPMENT

One of the concerns in the educational field is the professional training of students, basically in detecting all the information referred to ideas, perceptions, and evaluations about their careers, study plans, and future possibilities. It is precisely in the university institution where students representations take shape, come to life and are charged with meaning. [2]

#### General Objective:

- Determine the factors that influence the choice of a university.

#### Specific objectives:

- To know the tastes and preferences of the students.
- Analyze the factors that affect a university.

To show the factors that influence the choice of a university.

It is important to mention that in order to choose a university there are different factors such as:

- Prestige
- Cost
- Syllabus
- Location
- Family
- Improved economic expectations
- Examination
- Scholarships.

Of which belong to the following municipalities.

- Xochimilco
- Milpa alta
- Tláhuac
- Morelos
- Chalco

It is important to mention that institutions will have to continue to invest more in marketing communication to attract, persuade and engage new students. The relative importance of some factors will be different for younger students from adults; due to the effects of life and stage development.

In that research Soutar and Turner [3] each segment of students considers different factors in making their choice of program and university; for example, mature age students, generally working full time and studying part time, consider the availability of evening classes to be a priority, while students who entered university directly from high school, tend to study full time and are likely to consider job prospects as more important.

This research will allow to reflect on the tastes and preferences of students. So that they can focus their strategies on improving these factors that are so important for the student and the university; allowing them to attract new students and recommend the university to others [4].

On the other hand, it is important to mention that education is a key factor for the economic growth of a country both the public and private sectors have requirements for qualified human capital that meets very specific attributes that contribute to the fulfillment of their objectives, according to Montesano & Zambrano [5].

The purpose of this research is to gain an in-depth knowledge of the factors that participate in the choice of university. This choice is important because it is at this stage where the student will face the labor market.

Although the transition from secondary vocational education to higher education is accompanied by some "social ruptures", understood as the transition from one social stage to another, which imply significant changes in the individual structure and, therefore, in the social structure of which the student is a part. These ruptures are present in the choice of career and university, since the student has to define his future and occupational identity in the midst of a pubertal and psychological crisis, a situation that becomes difficult due to bodily changes, insecurity, desire for independence, continuous changes of interests, among others, which make him an insecure person both personally and vocationally according to Villada, López, Patiño, Ramírez, Jurado & Ossa. [6].

One of the most important decisions in a person's life is the choice of his or her professional career, since it will define the life he or she will lead at the end of professional training, which will have direct and indirect repercussions on his or her family, work and social life. This choice can be influenced by factors such as family, economy, personal interests and mass media [7].

Thus, given that choosing a university is one of most important decisions to be made by anyone wishing to study a career, the issue has attracted the attention of academics, who have analyzed the problem from different approaches, and have discussed the advantages and disadvantages of considering certain factors in the analysis, which are many and varied [8].

One of the problems that influence the formation of human capital is the inadequate choice of career. This choice is highly conditioned to the vocational certainty that the student has at the moment of completing his or her high school studies.

The human being goes through different cycles of academic training. The primary and secondary education cycles allow the individual to strengthen his knowledge and skills for a good performance in the higher education stage.

For this reason, the process of education during school is a factor that influences the

student make a wise choice of a higher education academic program [9].

Any choice of a university implies thinking about a life project in a given social context. The map of young people's choices shows the predominance of universities [10].

### **Importance of a university**

It should be noted that the university student will take into account and regarding his indecision to accept to stay in a university, the first year of the course will be crucial since the student will realize what he wants to study, adding that he may drop out in the course of that year and not advance further with his studies, that is, the influence that the academic institution has on the student and the experience he lives within the house of studies will have an impact on the student's decisions [11].

Education as a factor in the development of a country, not only in the field of economic growth, also socially and culturally, called integral process that forms human beings and students "hidden" for personal development, that the desire for knowledge is not restricted by the same institutions, because of their limited access or high costs, and that in turn the student possesses tools that make him/her excel in the professional field [12].

Academic competitiveness has been an important key to the growth of society since it generates professionals with different intellectual capacities, thus having greater professional quality, which inhibits the results of the growth of a country, emphasizing that education is an important factor that has repercussions on the level and lifestyle of students, the problem is not education but rather the educational system in general, society as a whole, parents, the social nucleus, which have an impact at the moment of deciding to take a career or abandon it, having a greater number of quality universities in which there is wide access, generates growth opportunities for the student [13].

In Mexico one of the universities with high prestige and culture is the maximum house of studies the U.N.A.M. Having a history that characterizes it throughout its historical trajectory, for the quality that offers its students in education, founded in the year 1910, being also the maximum dream and achievement of many.

Nevertheless, the U.N.A.M. is part of the culture of Mexico because it is considered a cultural heritage of humanity [14].

However, it has been the truncated dream of many students who continue to try to place themselves, aspiring to a place within the highest house of studies, with the desire to be part of its educational system.

Universities since their inception have emerged as centers where knowledge is concentrated, thus being the second oldest institution, after the Catholic Church, hence the importance of the fruit of knowledge and knowledge, being part of an evolutionary process which far from being in a classroom and sit and listen to what the teacher says, today the teacher in the classroom serves as a mentor and not only as a facilitator of information, it is about being part of the academic development, asking where all the information they receive comes from and reforming an old educational system, in which the role of universities is to promote the application of knowledge and encourage research, their own criteria for the resolution and detection of real problems [15].

It is worth mentioning that the great technological and scientific advances that have emerged since the existence of research in universities can be clearly denoted as one of the important feats that have been achieved with the momentum of the existence of universities as it promotes critical thinking. Forming beings more committed to society that these in turn find a reason for progress through knowledge and that the number of graduates is increasing, this in order to join society in a more appropriate way with respect to the level of quality of life, not economically but the intellectual value provided by university institutions [16].

As has been pointed out, the existence of universities should include in a humanitarian way the development of science without selfish purposes to serve as a support for the same society, the progress that science has achieved is largely thanks to the existence of universities through research and technology, which allow an educated education that supports the talent of the learner and helps to resolve conflicts, the education provided by universities through a social historical process [17].

### **Importance of university education.**

The human formation, although it is true that it comes from the social nucleus and as it has already been highlighted from the values obtained from home, it should be noted, as part of the same educational formation throughout life, universities have served as support and development of intellect and abilities, as a mere instrument for the development of the same and solution of problems in the real world.

Currently there are universities that have included human academic training as part of personal development considered for there to be a real education, however, the humanization and conceptualization of things in the real world that afflicts us every time, is more critical, so the importance of creating human consciousness through study and university education is of great contribution in the development not only academic but personal. [18].

To reform humanity through values and formal education that guarantee the productive transformation of a given society, to build, transform and update the academic and personal preparation of human beings.

The updating of information not only in the academic field, regarding the social part to face the existing economic crisis because if the individual becomes aware, he can set his economic interests and attract their attention to situations that contribute to their economic development constantly to face the economic crisis and obtain and development of the masses, today live not only lies in the basic needs of human beings.

Breathing or eating, but rather having the opportunity to realize oneself as a human being, where there is self-improvement for a society that increasingly demands the existence of human capital and gives more value to knowledge [19].

Education as a matter of dynamic force for today's competencies, university institutions through teaching and its methods have helped to break down barriers of inequality in the social environment, find human talents that provide knowledge that can be used for innovation.

Training knowledge leads to transformations that favor human development, forming more humane and caring beings, with values that students can continue adding values, attitudes and growth to their lives.

The commitment that the student generates with the university will be the motivation that will serve as an impulse for the future student to carry out his studies in a university through the basis of education and what it generates for the realization of his academic goals. [20].

Investing in education is a good given that the fruits of knowledge and the returns obtained will be the student's satisfaction tomorrow and thus investing in education becomes a consumer good [21].

It is difficult to break status paradigms, i.e. society has the right to education and knowledge, not necessarily because it is mandatory, but rather in reforming an educational system in which the importance of education and improvement is framed, education is a good and a human right that arises from the need for personal development, this in order to reverse poverty and gender exclusion through education and knowledge.

Important effects such as illiteracy or illotism that afflict humanity in general due to lack of education, highlighting that university education takes an important role it leads to think that the human being needs to be educated constantly and permanently, it is not enough with the education that is generated through the experience or the experiences of the human being and all the empirical knowledge and values with which the person is formed from the social nucleus, however, the human being is in constant learning, never stops learning, through the episteme the conscience is formed and by being aware, more congruent decisions are taken, reaching a greater equality of educational opportunities [22].

The situation seems to be quite alarming since Latin America turns out to be more unequal in terms of higher education inclusion, an opportunity of access to different social ethnicities achieving an inclusion that contributes to the elimination of inequality, generating in turn more opportunities for decent employment eliminating marginalization, for example: scholarship policies to support students scholarship policies to support students with fewer economic opportunities is part of the inclusion to education and that more students have the opportunity to pursue their education at a higher level [23].

Universities serve as processes of transformation in the different communities or society, the professional training through higher institutions that can provide the academic at the time of graduation and that this find alternatives to help meet the needs of a particular society through their training and professional education. To develop a broad vision regarding the knowledge that has been acquired, what it can offer and how it should be applied, not what has been learned in a mechanical way but what the student is capable of doing by discovering his abilities, it is important to reform education and to apply it. This is achieved if more universities give the applicant the opportunity belong to their social circle of students, with the vision of creating more educated beings, who promote the development of the country through education, because when a single person is aware it is difficult to achieve changes, however if an entire community is formed and educated constantly, it is there that growth of a population is noticed and in turn the reflection of the growth of a country [24].

Educational inequality has been one of the causes of its backwardness, education through human development generates opportunities linked to the growth of the population and with better socioeconomic conditions that ensure sustainability and knowledge through universities and obtain a better quality of life and a responsible and participatory society that allows reforming education [25].

There are different beliefs at the moment of choosing a university, because of the prestige that it may have, even choosing a private or a public university because of the offers that each institution can offer to its future students, since many applicants are concerned about the level of quality at the moment of choosing it.

It should be noted that education is different from one institution to another, the problem is not really the institutions and their high prestige or the level of educational quality that they offer because each one handles it differently, it is rather in the applicant and the thought that this possesses to overcome when choosing an institution, which fits your needs is of paramount importance and the status that the student has, however, knowledge and education brings as one of its advantages [26].

### Advantages when choosing a university

- Expansion of higher education enrollment, so that more and more people are interested in professional training.
- Encourage the growth of education and its important value for development.
- Prestige in the labor market.
- University enrollment is becoming more and more complete, since this is what universities are looking for.
- The student may apply for a scholarship to help cover the costs of the course and thus continue his or her studies.
- There are private universities created for the purpose of meeting the needs of professional training, elite private universities will not allow the economic profiles of their academics to reflect or represent that of the community as a whole [27].

Public education, on the other hand, besides being a process that is part of permanent development, is a right to which every individual can have access, regardless of the fact that he or she must belong to a high status in society, that is, choosing a public university is an economic advantage that differentiates it from private institutions. [28].

Most of the society repeatedly allude to reform education and in a general way, always thinking that public education is the one that is wrong in the system, taking for granted that education and public education were exactly the same, however, education serves to educate society and not necessarily to be managed by the government, however, reforming education is about transforming it by reconstructing the crises that the system has left, taking into account that it exists in each of the students through the personal motivation that inhibits them to continue their studies, the vision that they have to contribute and build the factors of the system that is in crisis [29].

In a concrete manner and when dealing with the form or modality of university education today, choosing to study in a public or private, virtual or on-site institution and the didactic materials used by university institutions for the education of their students, it should be noted and in favor of virtual, on-site or distance education, one of advantages of studying in a virtual way is that the student will be able to study in a virtual way.



Students who choose this modality will be able to manage their time and activities adapting to their possibilities and needs, both social and economic, in order to have access to education and be part of a society that is becoming more and more integrated to the value acquired by the M society that is professionally built in the depths of knowledge.

However, education or access to it in university institutions has opened doors of access through its different modalities to study, many of these institutions provide scholarships.

Having mentioned the factors that influence a university, it is important to mention that these will favor the continuous improvement of the Technological Institute of Milpa Alta (ITMA). Therefore, a survey already validated by experts was applied, which allows to know the influence on students who are going to choose a university.

Figure 1 shows that men predominate among the respondents.

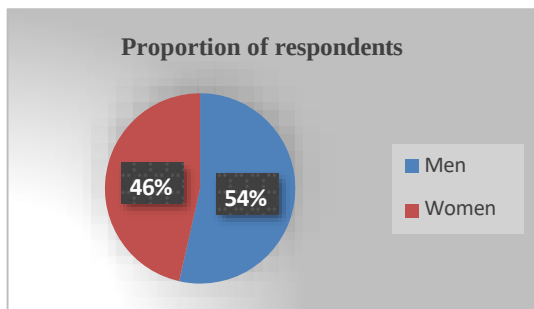
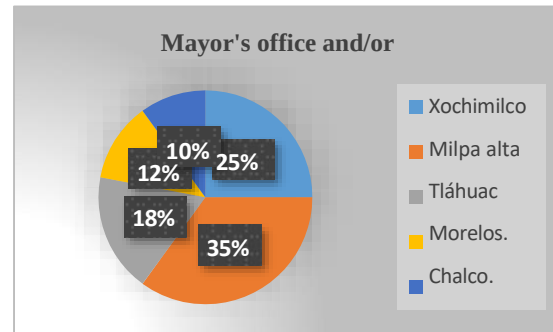


Figure 1. Proportion of respondents.

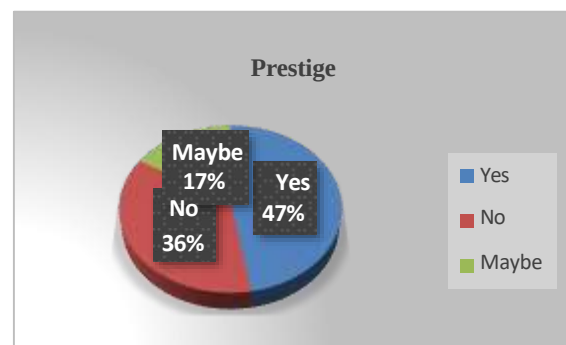
For this reason, the implementation of this survey seeks to know the tastes and preferences when choosing a higher education institution, which is why 54% of the survey's respondents are men, 46% are women, as shown below.

Figure 2 shows that the largest number of respondents is in the municipality of Milpa Alta.



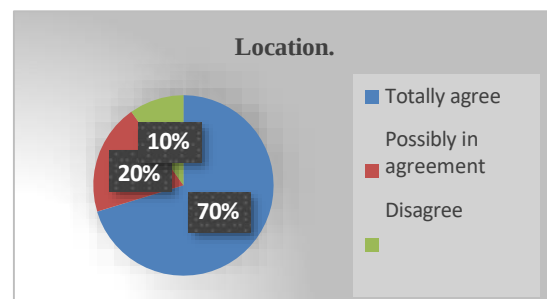
Mayor's office and/or municipality.

For Figure 3, prestige is considered important for students wishing to enter college.



Prestige.

In this graph, 48% of the cost is important for students who want to enter a university.



Graph 4. Cost.

In Figure 5, location is a fundamental factor in the choice of a university. Seventy percent of the people surveyed totally agree that this variable is very important when choosing a higher education institution (HEI). Some 20% possibly agree, which leaves open the possibility of taking this variable into account.

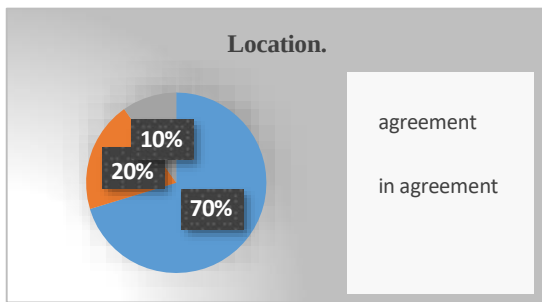
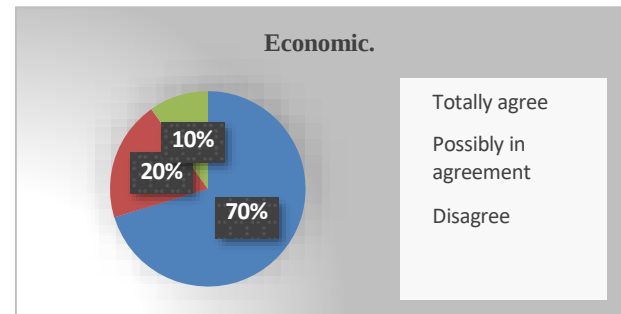


Figure 5. Location.

For students who want to enter a university institution. Graph 6 shows that the plan of study has a strong influence in making a decision.



Graph 8. Economic.

Upper middle school students consider the application of the exam to be a primary factor in choosing a higher education institution.

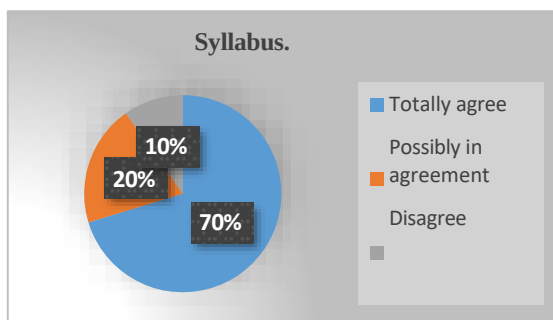


Figure 7. Syllabus.

Figure 7 shows that family is a factor that influences the choice of a university.

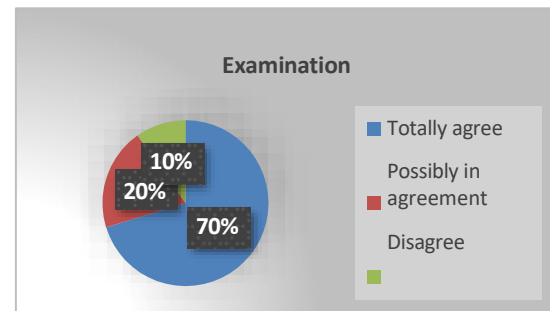


Figure 9. Examination.

Upper middle school students consider scholarships to be fundamental to their choice of institution.

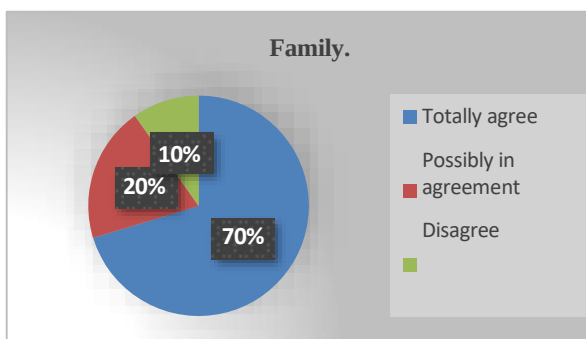


Figure 7. Family.

In Figure 8, economic expectation is a relevant factor for choosing an economic institution.

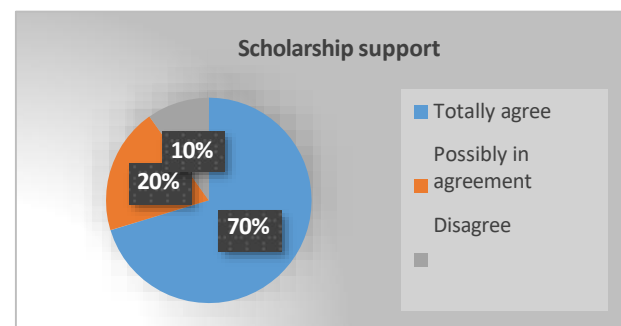


Figure 10. Scholarships.

This graph shows that all surveys were completed in their entirety, so the sample was successful. Figure 11 shows that all responses were completed without leaving a blank space.



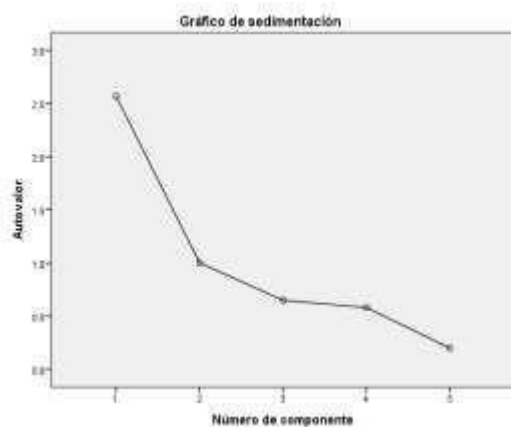
Patterns of lost value.

Table 1 shows the relevance of the variables, and it can be seen that variable 3 has the highest score, while variable 1 shows the lowest relevance.

Table 1. Communalities.

|          | Initial | Extraction |
|----------|---------|------------|
| VAR00001 | 1.000   | .485       |
| VAR00002 | 1.000   | .817       |
| VAR00003 | 1.000   | .913       |
| VAR00004 | 1.000   | .623       |
| VAR00005 | 1.000   | .735       |

This graph12 indicates the distribution of the questions in the dimensions, showing that with two dimensions they are perfectly distributed.



Graph 12. Sedimentation graph.

The following shows the total variance explained, which indicates the percentage covered by the present research, where the minimum tolerance in the social sciences is 60%. Table 2 shows that the present study covered 71.44%, which is ideal.

| Comp onente | Sumas de rotación de cargas al cuadrado |             |       | Sumas de extracción de cargas al cuadrado |             |       | Autovalores iniciales |             |       |
|-------------|-----------------------------------------|-------------|-------|-------------------------------------------|-------------|-------|-----------------------|-------------|-------|
|             |                                         |             |       |                                           |             |       |                       |             |       |
|             | % de varianza                           | % acumulado | Total | % de varianza                             | % acumulado | Total | % de varianza         | % acumulado | Total |
| 1           | 49.197                                  | 49.197      | 2.460 | 51.398                                    | 51.398      | 2.570 | 51.398                | 51.398      | 2.570 |
| 2           | 22.246                                  | 71.443      | 1.112 | 20.045                                    | 71.443      | 1.002 | 20.045                | 71.443      | 1.002 |
| 3           |                                         |             |       |                                           |             |       | 12.977                | 84.419      | .649  |
| 4           |                                         |             |       |                                           |             |       | 11.618                | 96.037      | .581  |
| 5           |                                         |             |       |                                           |             |       | 3.963                 | 100.000     | .198  |

Table 2. Questions.

Table 2 also indicates that 2 factors are sufficient to distribute the total number of questions.

The resources or tools of technology serve to access education and be part of knowledge, is to reform education all as a system, not only parents, institutions, government or students, educate is to transform not blame that there is or not equality to be realized, lies in each person and that gives you



the advantage of improvement, as long as the student is sure that he/she wants to continue his/her education and take as a basis the institution he/she chooses to be educated, it is more likely that the student will remain motivated and will obtain his/her academic achievements [30].

He is aware that the interest he shows in the thirst for knowledge will be of utmost importance because it will help him to seek other alternatives of knowledge for his motivation of preparation to contribute to the development of the nation, which is why universities have taken the leading role.

Subsequently, in Table 3, the rotated component matrix shows the distribution of the questions with the factors, where the question is related to the component, i.e. each question has a double component and from this the highest value is chosen to build a structural model.

Table 3. Rotated component.

|          | Component |       |
|----------|-----------|-------|
|          | 1         | 2     |
| VAR00001 | .615      | .327  |
| VAR00002 | .881      | .203  |
| VAR00003 | .072      | .953  |
| VAR00004 | .763      | -.202 |
| VAR00004 | .848      | .126  |
| VAR00005 |           |       |

## DISCUSSION AND ANALYSIS OF RESULTS.

The present research, which is focused on the factors that influence the choice of a university, a survey was implemented which allowed to know several factors that can have a great influence on high school students. This survey was analyzed by the SPSS ® software for the validity of its content. Once the survey was implemented, the results were the following: curriculum, family, location, economic, exam and scholarship support. These results provide a broad overview of aspects that are essential to grow as an institution and, above all, to offer a quality service.

While it is true that the economic factor is a limiting factor for many students in extreme poverty who like to continue their education and who have left their careers truncated for lack of this resource.

For this reason, it is necessary to have a certain economic level to be able to afford this . Many times, countries that are underdeveloped have been involved in slower or backward technologies that do not allow the vast and wide updated knowledge, that is why it is important that the future student.

So that more students can access education and therefore have provided different modes of study for access, convenience and possibility of applicants, inserted into society competitively generates opportunities for personal growth, labor, economic and social, according to Garcia, (2008) [31].

## CONCLUSIONS.

Thanks to the implementation of the survey it is possible to perceive that there are factors necessary to know how they influence students, as well as the impact they have for the institution and for the student and for both parties is a win-win situation.

## ACKNOWLEDGMENTS

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## RECOMMENDATIONS

Thanks to the present research, it is recommended to make the most of the use of information and communication technologies (ICT) in order to be able to survey the target audience, thus reducing the use of paper and making it more automated.

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