

FACTORS INFLUENCING THE HIGH SCHOOL GRADUATING STUDENTS OF JOSE RIZAL UNIVERSITY (JRU) IN SELECTING A SCHOOL AND COURSE FOR THEIR COLLEGE EDUCATION

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This study attempted to determine the factors influencing the high school graduating students of Jose Rizal University (JRU) in their selection of a school and course for their college education. The descriptive type of research and the normative survey technique were used in the research. Of the target 444 total population, 309 student-respondents participated in the survey. A researcher-made questionnaire was administered to the student-respondents, and the results analyzed. The study showed that the top three factors are: (a) quality education, (b) good professors, and (c) many choices of programs/courses.

The school preferred by respondents is the University of Sto. Tomas (UST), while Engineering is their first choice for their college course. The main reason of the respondents for not selecting JRU for their selecting JRU for their college education is that their preferred course is not available at JRU. The respondents' main reason for selecting other schools for their college education is quality or high standard of education.

Based on the results, the researcher recommended that JRU offer additional courses, including Engineering; JRU to exert additional efforts to further improve the quality of its educational products and services; the results of the study be included as input to the marketing plans and efforts of JRU; and that future similar study be conducted, as may be necessary.