



Analysis of the Factors Affecting the Decision to Register for the Programming Course at Mind Technology School in Vietnam

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ABSTRACT

According to D.W. Chapman (1981), factors influencing course enrollment choices are influenced by a group of personal characteristics factors in combination with a series of external influences. These influences include three large groups. These external influences can be grouped into three broad groups: (1) the influence of important people; (2) fixed characteristics of the training facility; and (3) the training institution's communication efforts to potential students. After Chapman, Perna (2006) proposed a theoretical model of students' course registration decisions based on a combination of economic and social approaches. The center of the model is the economic approach, in The decision to choose to register for a course is based on a comparison between expected benefits and expected costs. Expected benefits include both monetary benefits and non-monetary benefits; Meanwhile, expected costs include the cost of attending the course at the center and opportunity costs. From the theories and models that have been proposed, through research on analyzing factors affecting the decision to register for courses at MindX, I surveyed 150 students who registered for courses at the center last year. 2022 aims to thoroughly understand and analyze the factors that impact customer decisions. From there, evaluate the current situation and propose policies to improve the center's business operations

Keywords: *influencing factors, course registration decision.*

1. Introduction

In the current 4.0 era and global integration, programming languages are a very important tool to help the country develop, helping young people increasingly access job opportunities in a field that is still relatively small. This is new. Currently in Hanoi, there are also many training centers offering programming courses from basic to advanced. Among them, MindX is proud to be one of the leading centers in this market. However, more and more centers are being established to compete with MindX, making today's market even more fierce. That's why I conducted this research by surveying 150 students who have registered to study at MindX to find out the demographic characteristics and factors affecting the decision to register for a programming course at MindX.

2. Theoretical basis and research methods

2.1. Theoretical basis

2.1.1. Course delivery service

According to the view of Philip Kotler (2003), "Services are any actions and results that one party can provide to another party and are mainly intangible and do not lead to ownership of something. Its product may or may not be attached to a physical product." Associate Professor, Dr. Nguyen Van Thanh (2008) said that "Service is a labor activity."

Creativity to add value to the material part and diversify, enrich, excel, ... which ultimately become brands, business culture features and highly satisfied people. consumers so that they are willing to pay high prices, thus making business more effective." Although there are many concepts of service under many different perspectives, from many different angles. But in general, service is purposeful activities to satisfy certain human needs. The goal of educational activities through these individual courses is to create ethical, intellectual, and skilled citizens. , have strength and good intentions, contributing to creating a more civilized, stronger and more democratic society and world.

Nature of course delivery service

According to Philip Kotler (2004), course delivery services have 5 characteristics:

Intangibility: Intangibility is shown in the fact that students cannot use their senses to feel the physical and chemical properties of the course service. We cannot see or smell this service before registering for courses.

Heterogeneity: This is an extremely different characteristic of course delivery services. It is difficult to have a standard to evaluate service quality because services are intangible. Service quality can be evaluated through the level of satisfaction and perceived value of customers. However, customer satisfaction can vary and change easily.

Inseparability: In tangible goods, the two stages of production and use can be easily distinguished. However, in the course provision service, it is difficult to distinguish between the two stages because this provision service is often provided and used at the same time.

Instorability: Instorability is a consequence of intangibility and inseparability. Here, the course provider does not store these services but they store the ability to provide the services for future use. This course offering is available only at the time it is offered. Therefore, it is impossible to mass produce it to store it in a reserve warehouse and sell it when there is market demand.

Non-transferability of ownership: When purchasing a good, the customer transfers ownership and becomes the owner of the goods he has purchased. When registering for a course, students do not have ownership rights, but can only enjoy the benefits it brings for a certain period of time.

2.1.2. Research Methods

The research was conducted based on a combination of two methods: qualitative research and quantitative research with descriptive statistics. Previous research works on the factors determining course selection were carefully researched to build a theoretical basis and develop survey questions for the next step, which is quantitative research with descriptive statistics. Through research on analyzing factors affecting the decision to register for courses at MindX, I surveyed 150 students who registered for courses at the center in 2022 to thoroughly understand and analyze the factors, which influences customer decisions. Once collected, the data will be processed and put into SPSS software for analysis. From there, evaluate the current situation and propose policies to improve operations center's business activities.

3. Research results and discussion

3.1. Characteristics of research subjects

Table 1 - Demographic structure of the data

Criteria	Classify	Student	Accounting for (%)
Sex	Male	100	66.7
	female	50	33.3
Age	Under 15 years old	4	1.3
	From 15 – 18 years old	54	37.1
	From 18 – 22 years old	62	41.7
	Từ 22 t years old or older	30	19.9
Job	Student	72	47.7
	Pupil	43	28.5
	Office staff	22	14.6
	Other	13	9.3
Average income	< 3 million/ month	42	27.8
	From 3 – 5 million/ month	48	32.5
	From 5 – 10 million/ month	39	25.8
	> 10 million/ month	21	13.9

The demographic structure of the data shows that the majority of students are aged 15-22 years old and most are students at high schools and universities in Hanoi. From there, it can be determined that the research sample is guaranteed to be representative of the center's target customer base.

3.2. Statistics describe customer behavior

$$QD = \beta_0 + \beta_1 \times TK + \beta_2 \times TD + \beta_3 \times CL + \beta_4 \times LI + \beta_5 \times HP + \beta_6 \times TT$$

In there:

QD: is the dependent variable "Behavioral decision group" TK: is the independent variable "Reference group"

TD: is the independent variable "Attitude group"

CL: is the independent variable "Quality and prestige group" LI: is the independent variable "Learning interest group"

HP: is the independent variable "Tuition group"

TT: is the independent variable "Communication and marketing group" Table 2 - Results of regression analysis

Model	Regression coefficients are not standardized		Standardized regression coefficient	t	Sig.	Multicollinearity	
	B	Std. Error				Beta	T
1(Constant)	-.607	.289		-2.101	.037		
TK	0.190	0.071	0.163	2.100	0.037	0.549	1.821
TĐ	0.237	0.082	0.235	2.870	0.005	0.493	1.030
CL	0.241	0.069	0.170	3.042	0.003	0.419	1.386
LI	0.311	0.087	0.314	3.561	0.001	0.425	1.354
HP	-0.178	0.075	-0.199	-2.364	0.019	0.465	1.152
TT	0.156	0.074	0.267	0.877	0.032	0.561	1.782

Because all factors have sig coefficients. t test <0.05, so the variables "TK", "TD", "CL", "LI", "HP", "TT" all have a meaningful impact on the variable "QD" of the research model. In addition, the VIF coefficients of these independent variables are all less than 10, so the model does not suffer from multicollinearity.

From there, based on the regression analysis data in the table above, the thesis proposes the following regression equation.

$$QD = -2.101 + 0.163 TK + 0.235TĐ + 0.170 CL + 0.314 LI + -0.199HP + 0.267TT$$

4. Discussion and solutions

4.1. Discuss

Based on the regression model of factors affecting customer decisions, the levels of influence of 6 factors on the dependent variable "Decision to register behavior" are in the following order: "Learning interest group" Training", "Communications and Marketing Working Group", "Attitude Group"; "Quality and prestige group"; "Reference Working Group", "Tuition Group". In which the variable "Tuition group" has a negative impact on students' decision-making behavior. Five factors that influence in the same direction on the dependent variable "Decision to register behavior" were identified after performing regression testing for the model as "Reference group"; "Attitude group"; "Quality and prestige group"; "Academic interest group"; "Communication working group" and a factor that has a negative influence on the dependent variable is "Tuition group". According to the above results, "Learning interest group" is the independent variable with the greatest influence and "Reference group" is the independent variable with the weakest influence. This is consistent with the characteristics of the research sample because the center's students all have the greatest interest in long-term benefits.

4.2. Solution

The solutions proposed in the study will focus on maintaining independent variables that are positively related to the dependent variable and the only independent variable that has an opposite effect. Regarding the learning interest group that has the most influence on customers, it is important to increase the popularity of the benefits of learning programming as well as great job opportunities through organized talk shows, livestreams and seminars. online or offline. To improve the weakest impact, which is the reference group, the center needs to focus more on effective product promotion measures on Facebook, Instagram and Google channels (3 channels most used by target customers). center's goals), in addition, the training of consultants needs to be reviewed and improved periodically every 3 months to improve the impact from consultants to customers. Finally, for tuition solutions, the center needs to have solutions to improve the business internally so that customers are less concerned about the price of the course.

5. Conclude

With the topic: "Analyzing factors affecting the decision to register for a programming course at MindX Technology School", this study aims to analyze factors affecting the decision to choose a programming course. at MindX. Based on previous studies and qualitative research results, this thesis has proposed a research model. To test the above model, the author conducted official research using quantitative methods on 150 students registered at the center. Regarding the achievements of the research, I have classified and explained the factors that affect customers' decisions to use services, there can

be 6 factors: "Reference group", "Reference group", "Reference group". Attitude group", "Quality and reputation group", "Learning benefits group", "Tuition group", "Communication and marketing working group". Besides, I evaluated the influence of each of the above factors on the decision to choose a programming course at MindX. I hope that with the above research results, MindX will have a deeper look and appreciate the importance of each factor to have the most effective solutions.

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