

國立屏東科技大學熱帶農業暨國際合作系
Department of Tropical Agriculture and International Cooperation
National Pingtung University of Science and Technology

碩士學位論文
Master's Thesis

台灣國際學生回流接受進階教育意願之研究

A Study on Re-enroll Intention toward Advanced Level of Higher
Education for International Students in Taiwan

指導教授：鍾惠雯 (Rebecca H. Chung, Ph.D.)

研究生：阮氏花 (Nguyen, Thi Hoa)

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指導教授：鍾惠雯 博士

論文摘要內容：

目前，全世界各個國際教育組織為吸引國際學生而衍生劇烈競爭。提高學生回流求學意願在國際教育市場被視為非常重要的競爭策略。近年來，在亞洲地區的台灣之高等教育機構被國際學生視為理想的求學地點之一。本研究是以在台就讀的國際學生作為研究對象旨在發展國際學生的回流意願模式。這個模式綜合五個概念發展而成，那就是：服務品質、知覺價值、滿意度、形象，以及回流意願。問卷對象為 418 位在台公私立大學就讀之國際學生。從結構方程模式結果顯示，滿意度對國際生學回流意願有顯著的正面影響，其次是知覺價值。此外，服務品質、形象，知覺價值對滿意度亦有顯著的正面影響。國際學生的統計人口變數及其現在在台灣求學條件之差異性也對回流意願有不同程度的影響。台灣的高等教育機構規劃其競爭策略時，結合確認的區隔市場，將有助於提升國際學生之回流意願。

關鍵字：台灣，高等教育機構，服務品質，知覺價值，滿意度，形象，回流意願，結構方程模式，國際學生

Abstract

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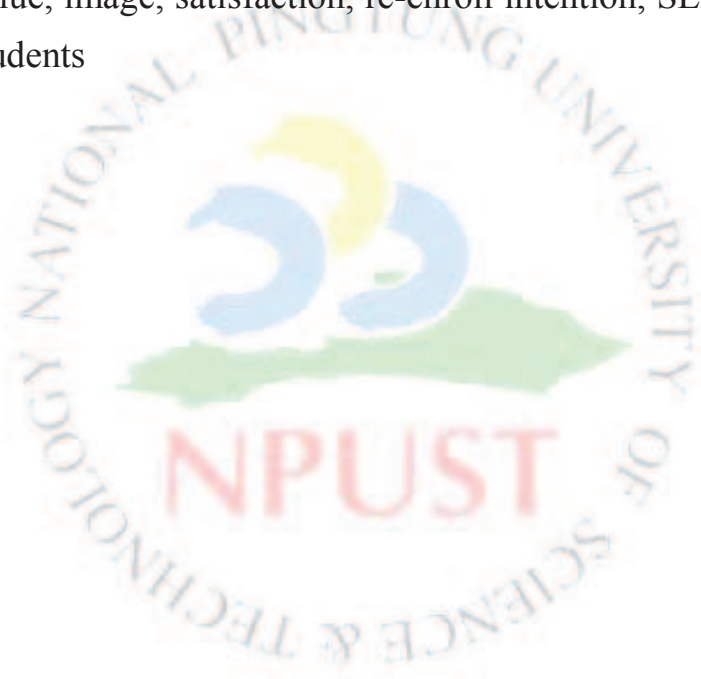
Advisor: Rebecca H. Chung, Ph.D.

The Content of Abstract in This Thesis:

International higher education institutions across the globe are currently experiencing an increasing competition to attract international students. Students' re-enroll intention is considered as a key strategic variable of marketing in maintaining competitive positive in international education market. Recently, Taiwan higher education institutions have become one of the ideal study destinations in Asia for international students. This present study developed a re-enroll intention model of higher education using international students studying Taiwan universities as a case. The relationships between proposed factors and re-enroll intention were investigated. The model was developed with five constructs, namely, service quality, perceived value, satisfaction, image, and re-enroll intention. The questionnaire survey was conducted with 418 international students studying at private and public universities located in northern, central, and southern Taiwan. The analyses of descriptive statistics and Structural Equation Model (SEM) were carried out in this study. The results revealed that satisfaction has

the greatest positive effect on students' re-enroll intention, followed by perceived value. In addition, the results also indicated that service quality, image, and perceived value have positive influence on satisfaction. The differences among international students' demographics and current studying condition also affect the level of re-enroll intention. These findings of this study can provide valuable information for management of higher education institutions when formulating competitive strategies to enhance re-enroll intention.

Keywords: Taiwan, higher education institution, service quality, perceived value, image, satisfaction, re-enroll intention, SEM, international students



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