

<b>Title</b>	An Analysis of Factors Influencing Student Enrollment in Undergraduate Programs at Mae Fah Luang University	
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### ABSTRACT

The purpose of this study was to identify the most influential factors with respect to the marketing mix components (product, price, place, promotion, people, process, and physical evidence) of new enrollments at Mae Fah Luang University (MFLU). This study also focused on the new enrollees' needs and the decision-making process of new enrollment based on external and internal influences in selecting MFLU.

The participants of this study were the new enrollment for 2006 at MFLU. A questionnaire was developed and distributed to new enrollments during one of the activities prior to their first day of class. The analysis of this study was based on the responses in the 400 completed questionnaires. Descriptive statistics, cross-tabulations, and hypothesis testing with chi-square test were used as an analytical tool.

The results showed that physical evidence at MFLU played the most important role in attracting new enrollments compared to other marketing mix components. The second most important marketing factor was the product of MFLU. The findings also showed that the Internet (84.5 percent) was by far the most important public relations media. The results indicated some statistically significant differences on the importance of marketing mix and other factors among regions, but there was no difference of marketing mix and other factors between gender.

It is suggested that MFLU could usefully study further these initial results to the benefit of improving the student recruitment process. Perhaps MFLU could usefully consider focusing more on the Internet as an important key to a successful recruitment process. However, the results of this study were only based on one point in time. In order for MFLU to take this study further, there should be a longitudinal study, over time.

**Keyword:** University—Student Enrollment/Higher Education/Student Enrollment