



THE ROLE OF UNIVERSITY IMAGE AND STUDENT SATISFACTION IN RETAINING STUDENT FOR TECHNICAL UNIVERSITY DURING COVID-19 PANDEMIC ERA

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ABSTRACT

Covid-19 pandemic effects the way organization's worldwide runs their operation. Many sectors are affected with this pandemic inclusive of higher education. The conventional teaching and learning which is face to face need to change to online platform. This bring challenges to higher education especially in technical university which required more practical session. This study aimed to investigate the intention of student to retain in the current university. Two antecedence variables which is university image and student satisfaction was selected to measure it effect toward student retention. The scope of study is technical university in Malaysia. Purposive sampling was used among diploma student for data collection. 200 of good data has been analyzed using Partial Least Square (PLS)_Structural Equation Modelling (SEM). The measurement model indicates that all items in reflective constructs are reliable and validated. Descriptive analysis indicated that even though student satisfaction and university image is high, student retention is moderate only. The structural model analysis revealed that there is direct and significant effect between university image, student satisfaction and student retention. This findings met all objectives and therefore all hypothesis are supported. This finding is beneficial for technical university to develop a proper strategies in order to retain and therefore increase number of student. Further study is suggested to broaden the scope to other universities for better result generalization.

Keywords: COVID-19; University Image; Satisfaction; Retention; Technical University.