

Factors Affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College, Santiago City, Philippines

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Abstract: This study aimed to determine the factors that affect freshmen students' enrollment decisions. A descriptive survey method was employed using a proportional stratified sampling technique. Questionnaires were distributed conveniently to 150 freshmen at the College of Accountancy, Business Administration, and Management Accounting (CABAMA), Northeastern College, Santiago City, Philippines. The researchers identified the respondents' profiles, including age, gender, monthly household income, and residence. The study examined the level of influence of the factors on enrolment decisions, specifically social, financial, and institutional factors. Results of the study revealed that institutional factors (3.75), such as facilities, school location, school reputation, campus size and infrastructure, and usage of modern technology emerged as the most influential factor on students' enrollment decisions. Financial factors (3.63) appeared as the second highest influencer, which included school fees and scholarship opportunities, while social factors (3.42) had the lowest overall mean, which included family influence, and peer influence. It was also confirmed that school location (3.89) had the highest mean of all the indicators included in the study.

Keywords: Enrollment Decisions; Northeastern College; CABAMA Freshmen.

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I. INTRODUCTION

Selecting a school for college can be an overwhelming decision for many students, particularly freshmen who are just starting to explore their academic journey. In addition, another significant choice is the degree program to pursue. For many freshmen, the decision to enroll in a particular institution is influenced by a combination of social, institutional, and financial aspects (Briones & Bueno, 2019).

Understanding student enrollment behavior is crucial for developing policies that improve accessibility and quality of education (Dyer & Dyer, 2024). Each student has different needs and preferences, this highlights the significance of school choice. Education is not a one-size-fits-all experience as

students choose schools or programs based on diverse reasons and considerations (PALCS 2025).

According to Callender & Melis (2022), the selection of an institution can be understood by financial or econometric models, status fulfillment or sociological models, or the combination of both. Also, students often consider various factors in selecting which school to enroll in, such as accessibility, school reputation, parental and peer influence, financial factors, and scholarship availability (Poole *et al.*, 2023; Meyer *et al.*, 2021). In addition, institutional factors such as facilities and campus size (Ezarik, 2022; Rubin, 2025), and specialized programs also have a great impact on students in choosing which school to pursue.

Despite the growing importance of understanding student enrollment behavior, limited research has focused specifically on the freshmen of the College of Accountancy, Business Administration, and Management Accounting (CABAMA) at Northeastern College. Thus, this study identified and examined the factors influencing the enrollment decisions of CABAMA freshmen at Northeastern College, Santiago City, Philippines. By exploring these factors, the study sought to provide insights that may assist the school in improving student recruitment strategies and offer guidance for prospective students in making informed enrollment decisions.

A. Objectives of the Study

This study aimed to determine the factors affecting the enrollment decisions of CABAMA freshmen at Northeastern College, Santiago City, Philippines for the first semester of the Academic Year 2025-2026. The study specifically addressed the following objectives:

- To describe the profile of the respondents based on age, gender, monthly household income, and residence.
- To determine the level of influence of the factors affecting the enrollment decisions of the respondents, such as social, financial, and institutional factors.
- To identify which factor has the highest influence on the enrollment decisions of CABAMA freshmen.

II. MATERIALS AND METHODS

The study focused on the factors affecting the enrollment decisions of CABAMA freshmen students at Northeastern College. The researchers employed a descriptive-survey method to describe the demographic profile of the respondents such as age, gender, monthly household income, and residence;

to determine the level of influence of factors that affect enrollment decisions such as social, financial, and institutional factors. A proportional stratified sampling approach was applied to ensure representation across degree programs. Within each stratum, respondents were selected through convenience sampling based on availability and willingness to participate. A total of 150 respondents are distributed based on the following degree program: (1) Bachelor of Science in Accountancy had 48 respondents; (2) Bachelor of Science in Management Accounting had 26 respondents; (3) Bachelor of Science in Business Administration major in Financial Management had 37 respondents; (4) Bachelor of Science in Business Administration major in Marketing Management had 35 respondents; and (5) Bachelor of Science in Business Administration major in Human Resource Management had 4 respondents.

To analyze the data the researchers' used frequency and percentage to describe the profile of the respondents and weighted mean to determine the level of influence of the factors that affect CABAMA freshmen in enrollment decisions.

III. RESULTS AND DISCUSSION

This section provided the gathered data and the researchers interpretation and analysis of the data. To show the results of the study, the collected data are presented in tabular form, where the data gathered is systematically arranged in rows and columns.

A. Profile of the Respondents

The following tables presented the profile of the respondents based on age, gender, monthly household income, and residence.

Table 1 Age Profile of the Respondents on the Factors affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College

Age Profile	Frequency (f)	Percentage (%)
18-20 years old	139	93
21-25 years old	11	7
Total	150	100

Table 1 showed that 139 respondents or 93% of the total responses were aged between 18-20 years old, while 11 respondents or 7 % were aged between 21-25 years old. No respondents were recorded aged 25 years old and above, indicating that CABAMA freshmen are predominantly

younger students. This result was supported by the statement from Commission of Higher Education, wherein all freshmen are aged 18 and above due to K-12 implementation (Malipot, 2022).

Table 2 Gender Profile of the Respondents on the Factors affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College

Gender Profile	Frequency (f)	Percentage (%)
Male	36	24
Female	111	74
Prefer not to say	3	2
Total	150	100

Table 2 showed that 111 respondents or 74% of the total responses were female. On the other hand, 36 respondents were male or 24% of the total responses, while 3 respondents or 2% of the total responses, preferred not to disclose their gender. This result only indicates that most of the respondents

enrolled in CABAMA are female. A local study conducted in the province of Isabela also confirmed that more female students pursue business courses than male (Pascua *et al.*, 2022).

Table 3 Monthly Household Income Profile of the Respondents on the Factors affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College

Monthly Household Income Profile	Frequency (f)	Percentage (%)
Below ₱ 10, 000	58	39
₱ 10, 001 – 20, 000	50	33
₱ 20, 001 – 30, 000	22	15
₱ 30, 001 – 40, 000	11	7
Above ₱ 50, 000	9	6
Total	150	100

Table 3 showed the monthly household income of the respondents. Most of the respondents had an income below Php 10,000 with 58 respondents or 39% of the total responses, while 50 respondents or 33% of the total responses had a monthly household income between Php 10,001 to Php 20,000. About 22 respondents or 15% had an income of Php 20,001 to Php 30,000, and 11 respondents or 7% responses had an income of Php 30,001 to Php 40,000. Only 9 respondents

or 6% had an income of Php 50,000. This result indicates that most of the respondents came from lower-income households.

Based on the study of Gonzalez-Espejo *et al.*, (2020), choice of school can be affected by the income of the family. Households who belong to lower income tend to choose schools near their residence.

Table 4 Residence Profile of the Respondents on the Factors affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College

Residence Profile	Frequency (f)	Percentage (%)
Within Santiago City	108	72
Outside Santiago City	42	28
Total	150	100

Table 4 showed the area of residence of the respondents. The table showed that 108 respondents or 72% of the total responses, live within Santiago City. Meanwhile, 42 respondents or 28% of the total responses live outside Santiago City. This suggests that respondents value school location in choosing which school to enroll in.

cost, transportation and safety (Burt 2020; Raoniar *et al.*, 2019).

B. Factors Affecting Enrollment Decisions of the Respondents

The following tables presented the factors that influence CABAMA freshmen in choosing Northeastern College, such as social factors, financial factors, and institutional factors.

Different studies claimed that most parents and students prefer schools near their homes due to diverse reasons, such as

Table 5 Social Factors Affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College.

Social Factors	Mean	Interpretation
Family Influence	3.59	High
Peer Influence	3.25	Moderate
Overall Mean	3.42	High

Table 5 presented the social factors that affect the enrollment decisions of CABAMA freshmen at Northeastern College. The results showed that family influence with a mean of 3.59 has the highest influence among the respondents. Peer influence has the least mean with 3.25. The overall mean was 3.42 which only indicates that these factors are still considered

as highly influential to CABAMA students when deciding which school to enroll in.

The result was corroborated by the study conducted by Quijano-Pagutayao (2024), which revealed that family has an influence over students' enrollment decisions, while peers has moderate impact on students' choices.

Table 6 Financial Factors Affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College.

Financial Factors	Mean	Interpretation
School Fees	3.51	High
Scholarship Opportunities	3.85	High
Overall Mean	3.68	High

Table 6 presented the financial factors that affect the enrollment decisions of CABAMA freshmen at Northeastern College. The results showed that scholarship opportunities with a mean of 3.85 had the highest influence among the respondents, while school fees ranked the least with a mean of 3.68.

The overall mean was 3.68 which is interpreted as highly influential and only indicates that these financial factors are among the considerations of the respondents on deciding which school to pursue.

Chavan & Mehta (2024) claimed that financial considerations affect enrollment decisions. Another study highlighted the difference of the indicators, wherein high

school fees should be reduced, and scholarship should be increased noting that these two affects decision making (Kaur, 2020).

Table 7 Institutional Factors Affecting the Enrollment Decisions of CABAMA Freshmen at Northeastern College.

Institutional Factors	Mean	Interpretation
Degree Program Offering	3.70	High
School Location	3.89	High
School Reputation	3.53	High
Campus Size/Infrastructure	3.73	High
Use of Modern Technology	3.79	High
School Facilities	3.83	High
Overall Mean	3.75	High

Table 7 presented the institutional factors that affect the enrollment decisions of CABAMA freshmen at Northeastern College. The results showed that school location, with a mean of 3.89, had the highest influence among the respondents. Followed by school facilities with a mean of 3.83. While the use of modern technology emerged the third highest with a mean of 3.79. Campus size and infrastructure has been the fourth highest influencer with a mean of 3.73, while degree program offering with a mean of 3.70 and school reputation with a mean of 3.53 confirmed the least influential respectively.

The overall mean was 3.75 which is interpreted as highly influential, and only indicates that these institutional factors are among the considerations of the respondents when deciding which school to pursue. The study of Kaur (2020) also claimed that school location alongside other institutional factors positively affect enrollment decisions. De Sesto *et al.*, (2024) also emphasized the importance of strengthening institutional factors to enhance enrollment rates.

C. Summary of the Factors Affecting Enrollment Decisions of the Respondents.

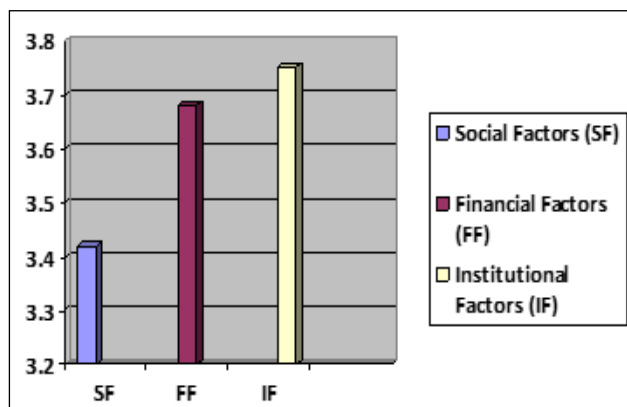


Fig 1 Summary of the Factors Affecting Enrollment Decisions of the Respondents

Figure 1 showed the summary of the factors affecting the enrollment decisions of CABAMA freshmen at Northeastern College. Social factors, financial factors, and institutional factors as presented in the tables had high influence in the enrollment decisions of the respondents. The results indicated that institutional factors are the main variable that influence the CABAMA freshmen when deciding which school to pursue. Based on the result, school location was the main indicator that

respondents perceived to be of high importance. Other indicators such as usage of modern technology, degree program offering, campus size and infrastructure, and school reputation had similar results of high importance.

Financial factors were the second factor that influenced CABAMA freshmen in choosing Northeastern College. This included scholarship opportunities and school fees which both emerged as highly influential in affecting respondents' decisions.

Social factors were the least factor that influenced respondents' decisions. Though social factors ranked last, it is still appeared as highly influential.

IV. CONCLUSION

The findings revealed that institutional, financial, and social factors were all considered highly influential, with institutional factors having the highest impact on CABAMA freshmen enrollment decisions. This showed that both social, financial and institutional factors influenced the most important decision. In determining the factors that influenced the enrollment decisions the most important considerations for the respondents were school location, scholarship opportunities, and school facilities.

This study concluded that while social and financial aspects are important, the quality of institutional resources and accessibility significantly shape students' choices. This emphasizes the importance for Northeastern College to maintain strong facilities, provide financial support, and leverage its strategic location to attract and support incoming students.

RECOMMENDATION

Based on the findings, Northeastern College has a strong institutional reputation which can be maintained by continuously improving its facilities, modern technology, and scholarship programs. Emphasizing institutional factors along with school location and scholarship opportunities could be an advantage on recruitment programs. Since school location has the highest value of importance, future researchers are encouraged to conduct more focused studies on aspects, such as proximity, accessibility, convenience, transportation, and the economic development of the area. Additionally, qualitative

methods could also be used to explore an in-depth understanding of students' motivations and preferences.

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