

## **Abstract**

The aim and object of this study was to be understand “**The Purpose of Foreign Students Recruitment to the University of Yangon**” related to the qualified professional teachers, facilities of University and marketing strategy based on demographic, income, and educational level of agree, strongly agree, disagree, strongly disagree and no idea, according to public of Yangon university and its area in Myanmar.

This research study analysis was the purpose of foreign student’s recruitment to the University of Yangon. This research identified by questioning 94 sample sizes to the public of people from the University of Yangon and its area dealing with their demographic, income and educational level of their habits, behaviors, concepts according to their agreement level.

The explanation of literature review was how importance and utilize of qualified professional teachers, facilities of University and marketing strategy. In research methodology, primary data was from internet, magazine, newspaper and social network, and secondly data from the public of the people from the University of Yangon and its area. 120 people were approached to ask and collection data as a sample sizes but 94 questionnaires respondents.

This research paper is used a descriptive research as a survey method. The respondents from questionnaires distribution primary data are from the internet collection and the advantage of study has analyzed the survey from the people of university and its

area during collection data. This research identifies three factors such as qualified professional teachers, facilities of university and marketing strategy.

The results of implication in the purpose of recruitment foreign students to the University of Yangon towards the qualified professional teachers, facilities of university and marketing strategy were most interested factors ( $x = \text{Mean}$ ) 2.09, ( $x = 2.13$ ) and ( $x = 2.04$ ) respondents respectively. The qualified professional teachers, facilities of university and marketing strategy were statistically significance at the 0.05 level in line with the respondents of survey.

The correlation analysis revealed that all the factors related to foreign students recruitment to the University of Yangon related to qualified professional teachers was at the significance level of -.006, facilities of university was at the significance level of -.049 and marketing strategy was at the significance level of .030 according to statistic of SPSS in line with research data.

There are three stages factors: First stage, the result of hypothesis H1 identify that the qualified professional teachers are related to be recruitment foreign students. The level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with qualified professional teachers.

Second stage, the result of hypothesis H2 is showing that the facilities of university are related to be recruitment foreign students because the level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign

students recruitment to the University of Yangon is significance relation with the facilities of university.

Third stage, the result of hypothesis H3 indicate that the marketing strategy is related to be recruitment foreign students because the level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with the marketing strategy.