

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the study**

International students has several benefits, including raising academic standards, fostering a more diverse and improved learning environment, expanding community access, and creating global networks (Jibeen & Khan, 2015). International student recruitment is one of the government's and institutions' attempts to internationalize higher education. International students choose to complete all or a portion of their higher education in a country other than their origin. They are typically young people who are enrolled in schools or universities abroad. According to the OECD (2007), international students leave their home country and move to another country specifically to attend school there. People who move to another country to continue their education, either temporarily or permanently, such as for an exchange program or to earn a degree, are referred to as international students. In this study, "international students" are defined as persons who go to another nation to pursue a long-term educational goal, such as finishing their undergraduate studies and earning a degree.

International students pursuing study abroad opportunities contribute to higher education's escalating globalization by enhancing their knowledge, abilities, and intercultural competency (Chen, 2016). Indonesia is one nation that draws many international students since it provides a wide range of academic programs at numerous universities. Amid these changes, Jambi University, one of Indonesia's

higher education institutions, has emerged as a desirable location for international students seeking a top-notch education. More in-depth studies have been conducted on international students' satisfaction in higher education settings in recent years. This is because more international students are opting to continue their studies abroad, which is a significant increase. More than 5.3 million international students were enrolled in institutions worldwide in 2019 (UNESCO, 2019).

Student satisfaction can be likened to customer satisfaction because students are consumers/customers of a higher education institution (university), i.e., the degree of a person's feelings after comparing the performance or results they feel compared to their expectations. The degree to which students are satisfied with their educational experiences indicates the caliber of higher education offerings.

Understanding international students' satisfaction with studying in Indonesia is critical because they have unique demands and expectations, particularly for English language instruction at Jambi University. As highlighted by (Anita et al.,2022), University-related and non-university-related satisfaction affects international students' loyalty. The loyalty shown by international students to colleges can also be interpreted as an effort to advance themselves. International students can feel more connected and are more likely to stay at a university if they continue to study there and see it as having a substantial impact on their personal development. This implies that international students' long-term commitment to their institution depends on their satisfaction with the total study atmosphere, including academic, social, and administrative factors. Students from developing countries are generally less satisfied with the overall quality of higher education services than students from

undeveloped nations, according to Chen (2016). This emphasizes how crucial it is to comprehend the unique requirements and difficulties that international students from various backgrounds face.

Understanding and satisfying the needs of international students is crucial for the university's reputation internationally as well as for the student's academic achievement. The level of satisfaction among international students is highly correlated with their academic success, retention rates, and contribution to the campus's cultural variety. Universities can find areas for improvement to give international students a more happy and long-lasting educational experience by examining the elements that affect their satisfaction.

The researcher's main focus is to find out what satisfaction factors influence international students' perceptions at the English Language Education, Jambi University. These international students come from various countries, including Malaysia, Thailand, and Myanmar. The opportunity to become an international student is the first experience for most of them. What is their perception of the factors that support satisfaction? Therefore, researchers conducted research entitled "international english language education student's perception on academic and non-academic satisfaction and the influencing factors" aims to explore international students' perceptions of satisfaction factors while studying in the English language education department at Jambi University.

## **1.2 Research Questions**

According to the previous explanations, the research questions are as follows:

1. How do international students perceive satisfaction related to academic and non-academic experience while studying in the English Education Department at Jambi University?
2. What factors influence international student's satisfaction related to academic and non-academic international students' perceptions satisfaction during their studies?

## **1.3 Research Objectives**

This research aims to determine international students' perceptions of academic and non-academic satisfaction while studying English at Jambi University and to find out the factors that influence international students' perceptions of satisfaction when studying English at Jambi University.

## **1.4 Limitation of the Study**

This research was only conducted at english education study program in universitas jambi. This research aims to find out how international students perceive satisfaction related to academic and non-academic experience in the English education department at universitad jambi. Based on a series of criteria, researchers selected three participants from the first batch of international students who have studied in the English education department at universitas jambi.

## **1.5 Significance of the Study**

It is expected that the results of this research will be useful for several parties. First, this research can provide additional information for prospective international students who will come to Indonesia, especially Jambi, so that they have better preparation. Second, this research can be used as a reference by the English language education study program at Jambi University to improve the quality of its services, Identify service gaps for international students, and improve the learning environment. Finally, international staff are expected to improve preparations for accepting international students and have a better administration system for their accommodation.

## **1.6 Definition of Key Terms**

The researcher needs to explain the research terms so the readers can easily understand the research.

### **1.6.1 Satisfaction**

The degree of satisfaction or satisfaction felt by students when their expectations are met or exceeded can be described as satisfaction in the educational setting (Anita Kanwar & Meghana Sanjeeva, 2022). A short-term attitude that results from assessing of students' educational experiences, services, and facilities is satisfaction. The quality of the university's services, the support offered to students, the overall learning environment, the clarity and adaptability of the program structure, the sense of improvement and personal experience are just a few of the many variables that can affect satisfaction .

### **1.6.2 Influencing factors**

In the context of international student satisfaction, influencing factors refer to the various factors that affect the level of satisfaction international students experience during their educational journey.

### **1.6.3 Case study**

A case study is a comprehensive analysis of a single person, entity, or occasion. Almost every facet of the subject's past and present is examined in a case study in an effort to identify trends and explanations for their actions. Numerous disciplines, including psychology, medicine, law, business, and employee training, use case studies. They entail looking into almost every facet of the subject's past and current, frequently outlining the circumstances in great detail and providing evidence to back them up. In addition to being utilized as a teaching and marketing tool, case studies are a useful research method for getting insight into particular occurrences.

### **1.6.4 International students**

International students are students who move to another country to continue all or part of their higher education there according to Nick Clark (2009). They can also be called foreign students or mobile students.