

An Analytical Study of Influencing Factors in Private University Enrollment in Bangladesh

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Abstract

The growing enrollment in private universities in Bangladesh within the last two decades is the clearest sign of easier access to higher education. This research analyses the changing trends over the period and the factors that govern admission rates and influence the development of the higher education sector. The objectives of this study include identifying the associations between increasingly high enrolment in private universities and some selected factors like demographic patterns, socioeconomic indicators, and institutional characteristics focusing on the urban-rural divide. In this survey study, data were collected by means of a structured questionnaire in order to obtain responses from students in different private universities of Bangladesh. The questionnaire covered issues regarding enrolment motivation, demographic factors, and institutional perceptions. Various statistical tools such as measures of central tendency, probability models, and regression analyses were used to analyze and interpret the responses and findings, all the information being represented in the form of bar charts and histograms. The study expects to identify factors driving private university enrollments, including socioeconomic status and institutional reputation. Previous data indicate urban students account for 70% of enrollments in private universities (UGC Report, 2020), highlighting access disparities. Findings will inform strategies to enhance satisfaction and equity. The increase in private university enrollment indicates improved educational access. However, quality control challenges and persistent urban-rural inequalities require targeted policy interventions for sustainable development of the sector.

Keywords:

Private university enrollment, higher education, student satisfaction, urban-rural disparities, enrollment trends.