College Choice Process Model of International Students:

A Case Study of Indonesian Students in Tilburg University

Cicilia Inggar Larasati
711946
14 October 2013

Communication and Information Science
Business Digital Media
Tilburg University

Supervisor:
dr. C.S. Shahid PDEng
drs. A.R.J. Wanders
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Acknowledgements

This master thesis is the final journey in completing my master degree. It would not have been possible for me to finish this without the never-ending support and encouragement from many people, including my family, friends and colleagues. However, I would like to express my high appreciation to both of my supervisors who have made this possible, as well as and made this thesis process as a memorable experience.

At the moment, I would like to express my gratitude to my supervisor Suleman Shahid for giving such a great support, guidance and never ending encouragement during this thesis. Moreover, I would like to also deliver my gratitude to my second supervisor, Alex Wanders for always giving me fruitful insights and support for all this time. I also extremely thank you to my parents and siblings for the love and laughs. More gratitude is for Reynaldo, for the loving and unconditional support.

The last one, I would like to use the chance to thank my fellow Indonesian students in and university representative of Tilburg University for the willingness, time, and interesting stories. This thesis would not have been possible without the help, support and cooperation of the participants.
Executive Summary

The aim of this study is to identify the steps in college choice model process of international students, a case of Indonesian students going to Tilburg University. A research was conducted to find out about the consumer behavior when going to college abroad. When a student decided to go to abroad to study, he followed a process from information searching until attending the university. There are some problems and miscommunication found during the process of decision-making.

By retracing the steps of these Indonesian students, this research is to recognize communication model between the students and the institution. Moreover, instead of only the institution, more stakeholders like friends, families and school agents have influenced the students in deciding the most suited university. The problem statements were formulated in order to improve communication between the Indonesian potential students and also university representative. Furthermore, the research would like to find criteria of selection that international students used in selecting a university abroad. This study also aims to find out the communication channel that can help the international students during the college choice process.

Using in-depth interviews, this research focuses on the Indonesian students who were currently studying in Tilburg University. 29 Indonesian students, 3 recruitment staffs, and 1 marketing and communication staff members were involved in this research. The recruitment staffs were dealing with the Indonesian students assisting the Indonesian students during the process of going to college. The questions of the interview were based on the decision-making model and more probed questions. These probed questions which were based on the researcher’ observation and own experience in attending college choice abroad in order to define and generalize a complete model of international students consumer behavior.

The results show that overseas preparation and the post purchase behavior of the Indonesian students. Indonesian students as a part of international students need to have more considerations and more preparation before going to Tilburg University than the local students. Lack of uncertainty because of the distance between home and host country make it clear that information searching played an important role. The results also show that the Indonesian students made an intensive contact with the
representative of university during the process. This means that high involvement of the university during the college choice has a significant role in the process.
Chapter 1

Introduction

“I thought I can choose my own topic for my thesis, but then it wasn’t the case here. I was really surprised and then I moved to one-year program” (Christiane, 2013).

Christiane (2013) is an Indonesian Master’s student studying at Tilburg University, The Netherlands, currently in the 2012-2013 academic year. She is also one of the respondents of this research. Christiane (2013) had to move from her two-year Master’s to a one-year program because of missing information about the thesis that she has to write at the end of her program. Such a negative attitude concerning the purchased product caused by missing information could lead to a decreasing level of satisfaction towards the institution. This level of satisfaction is one of the main outcomes for word-of-mouth recommendations (Mai, 2005).

The decision-making process of going to college can be stressful for students (Whitehead, 2006 in Pampaloni, 2010). Information searching, investigating, comparing, deciding and preparing to go to college can be a life changing experience and affects the future of the individual. To be more specific, compared to the local students, international students have more things to consider. Not only encountering more complex decision-making processes, international students also need to follow some complicated procedures and preparations. Thus, in order to achieve a better quality of education and to compete in a globalised market, international students have to carefully choose a university that is worth the effort and cost.
With the growing number of English speaking programs available in Dutch universities, the country is in the top 20 regarding international students studying along with Dutch students (OECD, 2011). Marginson (2006) argued that universities around the world are in competition to fill places and secure revenues by expanding the number of students and increasing their good quality and reputation. Thus, nowadays, one of the important tasks of universities when attracting new students is by increasing the quality of education. In this matter, the role of a university is to be the information provider, both creating a strategic content of information and facilitating the presentation of the information. Providing the relevant, meeting-needs-of-consumer information is essential to encourage mutual understanding of a product in detail and could build trust and consumer loyalty (Salaün and Flores, 2001). Presenting the right information is as important as selecting the information. Kerr (2007: p.1023) stated that presenting the right information in an appropriate format really helps the consumer to make an effective and efficient decision.

This information is very important as part of the process for those international students, who travel outside their home country to study. With a product like education, international students need to acquire as much information as possible since there are so many things to decide on. According to the previous research (OECD, 2004a cited in Marginson, 2006), when international students are considering where to study, a country-based selection (54 percent) is the first preference, following the availability of the course (18 percent), institutions (17 percent) and the preferred city (10 percent). The potential international students comprehensively need the description of each factor above. Only a university, which can highlight these competitive advantages in a good, attractive, trustworthy and complete way, can stand a chance of being chosen. The purchase decision is only one part for these
international students in the going-to-college-abroad process. Pre-departure preparation of these students is also fairly exhausting and it is hoped by the students that the university can take part of the students’ preparation.

To further advance the research into behavior and decision making process of international students in selecting a university abroad this study explores a specific country case; that of Indonesian students who are studying at Tilburg University. In 2009, the number of Indonesian students who were studying abroad was 32,346 and this is expected to increase along with the economic growth (Nuffic, 2011). Nuffic (2011) elaborates more on the education partnerships between Indonesia and The Netherlands. The Netherlands, in comparison with other countries in Europe, has established the most education agreements in Indonesia. Tilburg University also sees Indonesia as a potential market as the country is among the four largest international groups in the university community (Wanders, interview, 2013).

This research, through memory recall interviews, follows the college choice process of Indonesian students who are studying at Tilburg University, The Netherlands. Research on the Indonesian market is interesting due to the number of Indonesian students going abroad to study (Nuffic, 2011). Moreover, a bilateral relationship and past history between Indonesia and The Netherlands make The Netherlands one of the most popular destination countries amongst Indonesian prospective students (Nuffic, 2011).

This research is about the college choice process of the international students. It starts with how these students recognized the need to go abroad and ends with the level of satisfaction with their own decision. With a slightly different process from the
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local students, this research questions the differences during the process. The main research question raised is:

*How does the model of college choice process work for the international students?*

Different methods e.g. observations, depth interviews and literature reviews were used in this research. In order to answer the question above, four issues were formulated which will also be answered in this study:

1. What were the motivations of the international students going abroad?
2. Which information the international students were looking for during the decision-making process?
3. Which channels of information did they use to find that information?
4. What were the obstacles before coming to the chosen university?

During the information research process, previous studies elaborated on all the information about universities (Angulo et al, 2010; Pampaloni, 2010). The results mentioned how fixed college attributes in the information searches influence students’ decision-making. The present study also focused on other types of information that influenced the decision-making process and in the end influenced the level of satisfaction. It provided the university with more different sets of information that potential students need to know about.

Moreover, previous research focuses merely on the model of college choice process (Chapman, 1986) without mentioning different types of students, local students or international students. In this study, by retracing the steps of the Indonesian students going to Tilburg University, it is hoped to provide insights into different steps that international students have to go through such as pre departure
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preparation. In understanding these different steps, the university can find a way to assist the international students.

Since this research briefly discusses each step about the behavior of these international students, the expectation is to see the different steps in order to propose an effective new model of college choice process for international students. Moreover, the behavior of these students during the process also reveals information about significant others who influenced the decision-making process. Finally, by understanding the behavior of these international students during the process, it is also hoped that this research will provide positive implications for the University in promoting, attracting and assisting future international students.

International students in a university are defined as all the students outside the local students who are currently studying in a university. In a more complete definition, UNESCO (2006) defined

"Internally mobile students as students who are non citizens of the host country, who do not have permanent residency in the host country, and who did not complete their entry qualification to their current level of study in the host country." (Cited from Fritz et al, 2008, p. 245)

According to Hendrickson et al (2011), international students are often seen as a homogenous community in the university when in fact they are themselves diverse. Even though international students consist of many different nationalities, this unique group follows one procedure when applying to universities. Thus, through a research on Indonesian students as a part of the international students group, this thesis is trying to investigate the college process. Without the intention to generalize the
process, it is hoped that the model proposed at the end of this thesis help the future international students in selecting and attending a university.

This research is aimed at helping the institution and the international students, to smooth the process of college choice. As Indonesian students who are currently studying in the Netherlands, are beginning to grow in numbers, this research will provide insights for Dutch universities in accommodating them. Information about students’ preferences and behavior during the process help universities in the Netherlands in attracting more international students.

This descriptive thesis will consist of seven sections. Chapter 3 discusses the selected methodology. Results and findings of the research will be given in Chapter 4. Chapter 5 is the discussion part. Moreover, Chapter 6 will present the conclusion and the limitation of the study. This paper will end with some managerial implications. The next chapter, Chapter 2 will give a brief overview of the Indonesian market and an elaboration of the theoretical framework.
Chapter 2

Theoretical Framework

In this section, the literature review and the theoretical background are briefly elaborated. An elaboration of each step was mentioned to understand the college choice process done by the students. However, before doing so, this section would provide motivations the selection of Indonesian market.

2.1 Indonesia as the Potential Market

According to UNESCO (2012, in Nuffic, 2012) the total population of Indonesia has reached 242,325,638 citizens. As Indonesia is one of the biggest populations in the world, this growing population becomes the potential market for education.

Nuffic (2011) expected that the population between 15-24 years old would increase by about 16.2% by 2020 in the prognosis population. With this age range, this young population enters senior high school and a higher level of education. Thus, the expected number of young population mentioned above will also increase the chance of studying abroad. Due to the increase of the young population in Indonesia, many countries see this as a chance to invite Indonesian potential students to study in their countries. Additionally, observing economic growth, the demand for better quality education is rising (Nuffic, 2011). The Indonesia government supports the Indonesian students going abroad by providing more scholarships and encouraging more cooperation between the local universities and international universities.
A significant number of Asian students studying abroad also come from Indonesia, the Islamic Republic of Iran, Nepal, Pakistan, Singapore and Thailand (OECD, 2011).

According to Becker and Kolster (2012) Indonesia has become the target country for education recruitment in many countries such as The Netherlands, France, Germany, US, Australia, Singapore, Malaysia and China. Moreover, Indonesia has one of the highest percentages of international students studying in Australia. In 2011-2012, the number of Indonesian students who are studying has reached 1,200 students, becoming one of the top 20 countries among international students in The Netherlands (Nuffic, 2012).

The result of the past relationship between Indonesia and The Netherlands is bilateral cooperation in many aspects including tourism and education. 4% out of the total of Indonesian students going abroad are studying in Netherlands, in competition with other countries such as Australia, US, Malaysia, Japan and Germany. Congruently, Indonesia is also one of the top priority target countries for recruitment by the Dutch government (Becker and Kolster, 2012). The popular majors according to DUO-CFI (in Nuffic, 2012) are economics, engineering, agriculture and social and behavioral sciences.

It is noted that relating to higher education, there are about 125 partnerships between the Indonesian local universities and Dutch education institutions (Nuffic, 2011). To mention but one example is the cooperation of a dual degree bachelor program in the Faculty of Economics between the University of Indonesia and Tilburg University. Indonesian students who are currently studying this program are also one of the main focuses of this research.
Nuffic (2012) added that in 2008, the number of Indonesian students going abroad was only 0.7% out of the total student population. Thus, it is believed that there will be many more Indonesian students going abroad to study.

Therefore, with this amount of potential Indonesian students, The Netherlands should manage to improve their quality of education by providing the best services and increasing the level of satisfaction of students. In order to understand the needs and processes of the students, in the next section, the researcher will describe and briefly elaborate each of the steps taken by the students in the decision-making college choice process.

2.2 The Decision-Making Process Model

A previous study (Chapman, 1986) proposed a model of the decision-making process in college choice. This model has a final aim, which is the matriculation decision of the prospective students. Chapman divided this model into five stages:

1. Pre Search. This stage is the recognition of needs and evaluation of expense and advantages.
2. Search. This stage involves all the information searching and attribute processing.
3. Application Decision. This stage is applying to some of the universities for possibilities.
4. Choice Decision. Students compare all the universities – the advantages and the disadvantages.
5. The Matriculation Decision. This is the moment where students have decided to enter a specific university.
The matriculation decision finally results in an increased amount of recruitment and value for the selected university. For students, from an economical point of view, this matriculation decision is a form of investment (Jackson, 1978 through Paulsen, 1990). An investment hopes to provide value after purchasing. The students’ satisfaction after education purchasing is felt during the study process after the matriculation process. To mention one example, students’ satisfaction with the university service (Berry et al, 1996 in Hasan & Ilias, 2008) could help meet the customer needs and expectations (Hasan & Ilias, 2008). Students are also more willing to recommend the school (Barnes, 2007) in response to a good quality of university. This previous research (Chapman, 1986) stopped at the matriculation decision without knowing the behavior of the students regarding their choices.

In another study, Engel et al (1995) proposed a general consumer behavior model. Engel et al’s model of the decision-making process consisted of five stages cited in Che et al (2009): (1) Problem Recognition (2) Information Search (3) Alternative Evaluation (4) Purchase Decision and (5) Post Purchase Behavior. Thus, the reason for mentioning the decision-making process model (Engel et al, 1995) was to include the post purchase behavior stage as the background of the study. This present study, different from the college choice model (Chapman, 1986), wanted to explore the post purchase behavior of these international students as the end point of the college choice process. These two models combined will be used as the structure to better understand the college choice process of the international students, using the Indonesian case. The next section discusses previous studies on students’ motivation.
2.2.1 Recognition of Needs

Menon (1998) found several motivations for the students decided to attend college or higher education: (1) Individual/Psychological, (2) Occupational, (3) Economical, (4) Consumption, (5) Secondary Subject, (6) Significant others, and (7) Occupational II. Individual reasons were motivations coming from the inside including personal aspirations and career plan (Ming, 2011). For the reason number 3 (Economical), it is believed that education was the economical aspect of higher education. According to De Pelsmacker (2007, in Herold and Sundqvist, 2011) education was another type of investment as a once in a lifetime product. Additionally, people such as family (Chapman, 1986; Adams, 2009), friends and other individuals, including institutions (Adams, 2009), played an important role in this decision of attending college or not.

These prospective students with motives at this stage also started to build their preferences (Adams, 2009) and the standard of their future. Thus, in which country students would continue studying is important. With the global market and open information, the prospective students were offered more options and were free to choose. National and global institutions were competing to attract students from all around the world.

According to OECD (2011), the students who were enrolled outside their country of origin reached 3.7 million in 2009 and 52% come from the Asian countries. As the number of international students is growing worldwide (Nuffic 2012), Asian markets are becoming one of the sources (Gray et al, 2003) for the overseas universities for recruitment. Thus, what were the motivations for these students to study abroad?
Becker and Kolster of Nuffic (2012) divided the motivation of these international students into two groups: push factor and pull factor. The push factor is divided into personal push and environmental push. The personal push, according to Che (2007, in Becker and Kolster, 2012) includes the personal motivation for personal satisfaction and acknowledgment, improving self-language proficiency and a brighter future with a good job and salary. For Marginson (2006), the experience of living abroad is one of the factors influencing these international students.

On the other hand, the pull factors are related to the host country, the benefits of the host countries, specific city and institutions. Moreover, the availability of the English program (Marginson, 2006; Becker and Kolster, 2012), the quality of the program, the cost/expenses, the immigration policy, job opportunities and other factors related to the host countries support these prospective students to leave their home country to study (OECD, 2011).

In the previous study (Menon, 1998) the research ended with results of intention of the high secondary school students without knowing their real actions of going to college. Since this study presented the college choice process, it provided intentions of the real actions of going to college. The intentions found were followed up to the next stages and ended with attending college.

One of the main issues raised is that this study also wanted to explore the motivations of the Indonesian students to take up higher education abroad. These motivations should lead the students to find information about preferred location and other relevant information. The types of information and information channels will be discussed in the next section.
2.2.2 Information Searching and Processing

Students automatically seek information if they hope to (Chapman, 1981), and have high motivation for, attending schools. Due to its intangibility and high involvement product (Cubillo-Pinilla, 2009 in Herold and Sundqvist, 2011; Chapman, 1986; Schimmel et al, 2009), potential students need to have an extensive set of college information. The information research was important since students would then distinguish the choice based on their considerations (Paulsen, 1990). According to Menon (2004), the function of the information research was to create awareness of quality differences between the products.

From the university’s perspective, providing relevant, trustworthy and high quality information was a start to build an active relationship (Salaün and Flores, 2001) and foster a long-term relationship (Adams, 2009) with the potential students. Additionally, the college attributes will give significant insights in influencing the decision-making process (Herold and Sundqvist, 2011). Thus, Nurlida (2009, cited in Ming, 2011) stated that if a student is satisfied with the information provided by the university, it helps to mediate between the student’s choice and the external effects.

There were several fixed college information that the prospective students needed to know: location, costs, campus environment and the availability of the programmes (Chapman, 1981). To be more specific, related to the information of the university, previous studies mentioned the quality of education (Mai, 2005), the reputation (Gray et al, 2003; Erinjeri et al, 2005; Schimmel et al, 2009; Marginson, 2006), organizational image (Pampaloni, 2010), and the university brand (Bennett and Ali-Choudhury, 2009).
From the students’ perspective, information like tuition fees (Chapman, 1981) and the availability of financial aids or scholarships (Pampaloni, 2010) were important to know about. Previous study discussed the importance of knowing the international academic alliances, part-time jobs information (Angulo et al, 2010) and the condition of the host countries and specific cities (OECD, 2011) for the international students.

Salaün and Flores (2001) stated that information should be continuous or updated, reliable, relevant, personalized; easy to access and easy to understand in order to provide high quality information to the students. Similar to the previous studies, this study wanted to find out what information Indonesian students were looking for about Tilburg University. Moreover, even though it is not possible to visit every campus in the world for the selection process, the problem raised to exploring all the channels for the Indonesian students to search for the information. The next section discusses these platforms.

Grey et al (2003) while observing the Asian market, found seven effective media communications to promote the institutions: printed media, public relations, broadcast media, word-of-mouth or viral, visual aids, promotional printed materials and the Internet.

Pampaloni (2010) added in order to highlight the universities’ attributes; the schools give the relevant information through websites and printed literature. It is easier for both the institution to have and maintain a university website (Menon, 2004). It was often used by the international students when meeting the physical information was an obstacle and would cost more in travel expenses to view a lot of universities worldwide. The Internet, in this case for information searching, was used to support the student decision-making in higher education (Greenall, 2012).
Moreover, the prospective students would likely receive a lot of information about certain universities that his/her family, siblings, lecturers, friends and others have attended before them (Chapman, 1986). Not only the people mentioned above, Adams (2009) mentioned the role of the university representatives in helping students find the right information from a specific college. One of the ways of finding information was to ask the university representative directly. As institutions have more control of the information base, the university also has the advantage of information searching as to maintain a relationship with the goal of being in their choice list (Adams, 2009).

To conclude, students need to have the right information in order for them to choose the most suitable university. This study later on presents the types of information Indonesian international students were looking for. Moreover, this thesis also found the tools used by the Indonesian students in finding the information. All the information about colleges was gathered as material for considerations to choose the best university for the students.

2.2.3 Alternative Comparison

According to Erinjeri et al (2005) the number of schools that prospective students will at least submit an application to is three to ten schools. From all the possibilities, the goal is to be accepted, and to get enrolled in one of the schools Erinjeri et al (2005) proposed a fuzzy decision-making matrix, by weighing up all the fixed attributes of colleges. However, each student personally defined which attributes were important and which ones were not too important. Students emphasized some of the important attributes, they find personally helpful (Kelley, 2008). During the process of making the choice, the important attributes are adjusted according to the motivational factors and personal conditions (Schimmel et al, 2009).
For example, in an early stage, the expense can be the most important factor, after being admitted and granted financial aid; one can change his/her important attributes from expenses to location. Although there will be some attributes that will remain the same.

Another study (Bettman and Zins, 1979) described two different paths in information processing, comparing by brand or by attribute. On the one hand following the brand path is when the prospective students evaluate one brand and all its attributes. On the other hand, the attribute processing is when the student takes one or more important attributes for them and then evaluates a few brands (Bettman and Zins, 1979; Tversky, 1969 in Johnson, 1984). When a student faced a tie in the first important attribute, they continued to evaluate the second important attribute. Moreover, the comparability could be easier and shorter in time when the students were presented with dominating alternatives rather than compromising alternatives (Simonson, 1989 in Dhar and Simonson, 2003).

The present study explores how the Indonesian students were trying to compare the universities of their choice. Through in-depth interviews with the students, this study wanted to know how they narrowed the choices down from many universities to one and how satisfied they were with the decision. Wright (1975) in Bettman and Zins (1979) argued that later on the performance is influenced by the satisfaction of the individuals in comparing and selecting the right one amongst the alternatives. According to Chapman (1986), the comparison tasks would then be finished with the result of attending a particular school or not at all.
2.2.4 The Purchase and Matriculation Decision

When deciding to attend certain university, students have reasons that well suited with their preferences. One of those reasons is related to information about the college attributes (1981). A question that rose is which college attributes that influence the students the most in the decision-making? In the previous study, Schimmel et al (2009) stated that students had different criteria in selecting which attributes is important for decision-making. Each student must define which attributes were the most important for them and which attributes were the supporting attributes. Some minor attributes were included in the matriculation decision as external confirmation (Kelley, 2008) and supporting the decision.

Menon (2004) stated that foreign students would have different criteria and more consideration such as the country of destination. Thus, the attributes of the university played an important part in the decision-making process.

However, Schimmel et al (2009) mentioned the rank of importance; the availability of the program, accreditation of school program, specialized program, university reputation and tuition fees are ranked as important attributes.

Moreover, not only the attributes of a university as the factor for decision-making but also significant others as a reference group was identified. The prospective students asked for recommendations and looked for guidance from external sources (Pampaloni, 2010). Kelley (2008) stated that friends played a significant role in the matriculation decision – a student would go to the same school as his/her friends, in this case, it would be called ‘deferring’ the decision-making to friends. In this education decision-making, friends could make a difference.
A reference group is a person or a group of people that significantly influences an individual’s behaviour (Bearden and Etzel, 1982: p.184).

In addition to this, Adams (2009) described the involvement of the university also playing a significant role in the students’ selection. Adams argued that in this stage of college selection, the institution attracted the students to matriculate by satisfying the students’ information needs.

In conclusion, according to these previous studies, information attributes, reference recommendation and the role of the university were important factors for college choice. Based on the above theories, this study explored which factors apply to the students in this study when deciding on the university.

The end goal of the matriculation decision was attending the school. Students experienced information that they had researched before relating to the specific school. The experiences in the university decided what the students would think of their choice of college.

2.2.5 Post Purchase Behavior

Once students have decided to attend certain university, going physically abroad is their next step and living in a new environment. Andrade (2006) stated that international students are facing more difficulties, greater anxiety and requiring more effort in adapting to the new environment compare to the local students. In order to avoid the anxiety of the international students, it is very important to know the needs of them during the adaptation process (Fritz et al, 2008). Thus, Carr et al. (1999) & Lee and Wesche (2000) concluded that in order to support international students’ positive living experience, individual goals, students’ level of satisfaction, the
students should be provided with the right information, services and also supporting adaptation program (cited from Andrade, 2006).

Zafiropoulos et al (2008) defined that quality can be in many forms, different in many situations from different people since it is related to customer need and satisfaction. Each student can have a different opinion on the quality of an institution. Adee (1997, in Barnes, 2007) suggested that college attributes like teaching, facilities, and classes, level of course etc of the college or institutions could be evaluated so as to measure the quality experienced. Also, using SERVQUAL instruments, empathy and assurance in terms of education and service quality were the most important things (Hasan and Ilias, 2008).

A previous study (Barnes, 2007) found that international students were more satisfied and more willing to recommend compared to the EU students in terms of service quality. A higher level of expectation resulted in a high level of education. Barnes did an evaluation of the postgraduate program in the UK using modified SERVQUAL instruments. Also using a SERVQUAL method, Mai (2005) compared the level of satisfaction between the UK and the US. Mai found that international students had a lower level of satisfaction in comparison to the local students. Mai’s result was opposite to Barnes’ (2007), as a higher level of education resulted in lower levels of satisfaction.

In conclusion, this study is a study that uses the method of in depth interviews to ascertain the problems and affect level of satisfaction that occur in the Indonesian market. Moreover, this present study wanted to explore the influencing factors of the level on satisfaction by following the students’ experiences in the decision-making process.
To sum up, there were five basic steps in the college choice process (Chapman, 1986). What is novel in this present study was that this thesis wanted to explore the college choice process by using an in-depth interview method. The five steps mentioned above were only used to help the researcher outline guidelines for interviews. Probing questions were used to explore more about their behavior and action starting from recognition of needs until attending the chosen college. This study triggered the participants to flash back a few years before to remember their motivation for going to college and abroad.

Moreover, unlike the previous studies (Mai, 2005 and Barnes, 2007), this present study also proposed to include the post purchase behavior inspired by the decision-making process model (Engel et al, 1996) as a part of the college choice process. Since this study presented getting a better understanding of the international students’ behavior, it is hoped to find additional steps during the process since foreign students need more preparation and consideration (Menon, 2004).

In addition, previous research only observed the relation between a few steps among the five basic steps of college choice. For example Menon (2004) evaluated the relation between information research and the students’ matriculation decision while Chapman (1981) mentioned the motivation of attending college as one factor in the matriculation decision. This study hoped to contribute a generalized and complete model of college choice of the international students, using Indonesian students as an international community in Tilburg University. Thus, for the reader’s convenience, here is the research question as follows:

*How does the model of college choice process work for the international students?*

The researcher also formulated four issues that will also be answered in this study:
1. What were the motivations of the international students going abroad?

2. What was the information the international students were looking for during the decision-making process?

3. What channels of information did they use to find that information?

4. What were the obstacles faced before coming to the chosen university?
Chapter 3

Methodology

In this chapter, the methods used in this study will be presented. First the participants of this study will be discussed in detail. The second section is the explanation of how the data will be analyzed.

This study was based within a small Indonesian student community in Tilburg University. The researcher, being also an Indonesian student who is currently studying a Tilburg University, supported contact with the Indonesian students. These participants were asked to have an interview regarding their experience of going to college in Tilburg University. Through a memory recall interview, the participants were asked to remember things they have done in the past.

From the participants’ point of view, the researcher’s interest was clearly shown during the interviews as a result of empathy caused by exhaustion of the complicated process of studying abroad. With full awareness of double characters, as a researcher and also as a student, the researcher was trying to be in the most neutral position as possible. Therefore, it can be seen in the results section (Chapter 4) that there is a very strong tone in statements produced by the participants. The aim of these interviews is to fill the gaps between the information that Indonesians want and the information provided by UVT, traditionally (Hemsley-Brown & Oplatka, 2006 cited from Constantinides and Zinck Stagmo, 2011).

In addition to the Indonesian students, interviews were also conducted with recruitment staff and marketing and communication department staff from Tilburg University. The focus of the interviews with the university staff was to discuss the
problems that occurred during marketing activities and information exchanges between them and the potential Indonesian students. As the person in contact with most of the Indonesian students, the need for different perspective was becoming more prominent.

There were two types of interview, a single participant interview and a group interview. The participants were free to choose to be in a group or a single interview. The positive sides of this research were (1) it easily built a strong connection to the participants, and (2) it gave room for the participant to speak freely.

In the end, the research came to an end when there was no more new data gathered or when the participants had to leave suddenly for urgent matters.

For the reader’s convenience, the following is the research question, repeated:

*How does the model of college choice process work for the international students?*

3.1. Participants

The participants of this study consisted of the Indonesian students and also university staffs. 29 Indonesian students, 3 faculty recruitment staffs and 1 university staff from the marketing and communication department were the participants of this research.

The criterion of the sample were (1) it should be the Indonesian students coming directly from Indonesia to Tilburg, (2) the Indonesian students who were willing to be taped, with permission, (3) it excluded Indonesian students that were already studying in Tilburg for more than two years (as it would be difficult for them to remember or recall the information process accurately, Menon, 2004).
In total, 32 in-depth interviews were conducted including the university staff. The research was conducted in the middle of the academic year of 2012-2013. See the figure 1 below for a breakdown of the Indonesian students.

<table>
<thead>
<tr>
<th>Types</th>
<th>Number</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master’s Students</td>
<td>19 students</td>
<td>12 in receipt of scholarship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7 self/parents finance</td>
</tr>
<tr>
<td>Bachelor Students</td>
<td>10 students</td>
<td>Self/Parents finance</td>
</tr>
<tr>
<td>Recruitment Staff</td>
<td>3 staff</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Marketing Staff</td>
<td>1 staff</td>
<td>Not Applicable</td>
</tr>
</tbody>
</table>

*Figure 1. The sample of participants*

Since the interview was about their journey of going to college, the participants were encouraged to recall their memories from the beginning of the decision-making process until their current state. For this purpose, face-to-face interviews were conducted with 29 out of 54 Indonesian students, who were currently studying (Indonesian Student Association in Tilburg-Facebook Group). They came from various faculties: the Faculty of Economics and Management, Faculty of Law, Faculty of Humanities and Faculty of Social and Behavioral Sciences.

Following of the steps of the decision-making process (Engel et al, 1995) the questions was built for the interview. The steps included: the recognition of need, information searching process, alternative identification, product selection/purchase decision, and post behavior purchases. However, the researcher improvised with some probing questions to discover more fruitful insights. The examples of the questions were about information types, information channels, and study motivations. Complete
questions are provided in the Appendix. The interviews were then transcribed from Bahasa Indonesia to English and coded.

Other interviews were conducted with the recruitment staff and expertise from the marketing and communication department of UVT. As the information suppliers, these interviews gave a different perspective about the process, for example, providing the right information needed by this potential market. Their efforts were to attract more and more Indonesian students to study at Tilburg university by providing the relevant information and understanding their needs.

In general, not only organizing the content of the information, the university staffs in this study helped and assisted the admission process of all the international students including Indonesian students. Three recruitment staff from the faculty of economics and management, law, humanities and social and behavioral sciences were interviewed for 45 minutes – 1 hour. The questions were given beforehand, attached within an email invitation to participate in the research. Some of the recruitment staffs gave a brief answer in the form of a Word document and later on completed a follow-up interview. Furthermore, one member of university staff from the Marketing and Communication Department also participated in the research. This department assisted the recruitment staff in presenting the information to the potential market. The example question was about the Indonesian statistics per faculty, recruitment activities, problems in information exchanging with Indonesian potential students and problems followed in the process of admission and preparation on arrival of these students.

Informally, the researcher recruited the participants who wanted to join this research. With open-ended questions, the interview was a semi-structured interview.
The participants were informed beforehand about the topic and were free to speak or extend the answers. In response, some interviews lasted a long time – more than an hour.

In addition, the interviewees answered all the questions in their most comfortable language thus, there were some of the interviews conducted in Bahasa Indonesia, and some of them were in English and/or a combination of both languages. The informal recruitment was done as the participants needed to agree to participate and find an agreed time. Some of the interviews were rescheduled due to assignments and exam periods. The interviews were in informal situations and were conducted in places around the Tilburg University such as libraries and study lounge.

3.2 Data Analysis

The data consisted of group and individual conversations. The data recording was the result of the transcriptions of the interviews. Interviews, which were done in Bahasa Indonesia, were transcribed into English. Since the aim of the interview was to get a bigger picture of the process of the activities done by the Indonesian students going abroad to study, all the interviews are partially transcribed. Since this research aim was to get a big picture of activities done by the students, the researcher kept the recorded interview audio and only worthwhile information and activities were noted and transcribed (Arksey and Knight, 1999). The researcher and colleagues did the partial transcriptions. The aim of this research was explained to colleagues and they were trained to see related statements. There were 32 partial transcripts.

The results of the interviews were anonymous by labeling each student with an ID that began with Student A (additional double letters were assigned after 26
students) until Student AC. Moreover, university staffs were assigned with an ID that began with Staff A and ended with Staff D.

The data was transcribed and open-coded to generate categories. The initial coding was generated from literature, context, and own experience, which were added to later on from the answers from the participants. The coding was a part of interpreting raw data such as, “living cost in Rotterdam is higher than Tilburg, which was one of my considerations as well” was labeled as ‘cost’ under the category of factors used when selecting the University. In the next stage, these categories will be included into the sub categories. In the end, the categories and sub categories are conceptually labeled according to each step of the decision-making process (Corbin and Strauss, 1990). This research is using the content analysis with a top down approach. A top down describes a theory existed before to discover a new theory with coding, categorizing and comparing (Gibson and Brown, 2009). By retracing the process of the Indonesian students through interview, this paper would like to re-invent to college choice model for international students, in particular. The results of these interviews were elaborated in Chapter 4 using percentages, categories or codes and in the form of quotations. Those quotations were derived from answers of the participants.
Chapter 4

The Results and Findings

In this section, we are going to elaborate on the results of the research according to the six steps of entering a university abroad. Each of the steps provides important categories explaining the Indonesian students’ behavior. These categories will be used to tell stories of the Indonesian students and college choice to Tilburg University. Using a top-down approach, information is labeled and then put into categories according to the college choice process.

Each of the statement is analyzed and put into categories. The categories were constructed based on the previous literatures, own experiences and observations and also from the content of the statement. However, another category was built for any new information. Categories create sub categories to make it narrower. The interviews resulted in a lot of categories. The researcher skipped a few of the statements in which only mentioned just a few and did not represented in any of the big categories. Moreover, the researcher also did not discuss in brief every category arrived in the analysis. The categories were chosen based on the highly frequent mentioned by the participants.

Using the combined model of decision-making process (Engel et al, 1995) and college choice process (Chapman, 1981), the figure below is used as a guideline to explore the process of the Indonesian students.
4.1. Recognition of Needs

Master’s students in this study have recognized the needs of taking a higher level of education and have put it as part of their educational planning. 11 out of 29 Master’s students in this study decided to take a higher level of education as a plan of their future.

*Actually, taking a Master’s degree is my long-term planning.* [Student N]

*I have a passion for a Master’s degree since I was in senior high school.* [Student Q]

4.1.1 The Role of Significant Others

There are several motivations for these Master’s students to fulfill their education needs. This results showed that the most influential reason was the significant others including family, friends, lecturers etc.
My mother had a Master’s degree from Japan. It motivated me to get an international Master’s degree, also. If she could get it from there, I should have been able to do the same or even better. [Student X]

The most influential external source for the needs of taking a higher level of education is family (Menon, 1998). As family is closest to the students, home atmosphere will influence the students’ behavior. For example, some of the parents who had achieved higher education became an inspiration for their children to also achieve the same thing. Without any obligation to do so, this motivation is becoming a self-need towards education. But it is not only the family situation as a personal motivation; friends also naturally encourage students to attend higher education.

I thought all my colleagues who have achieved Master’s degree were smart, so I felt the urgency to be like them. [Student T]

Student T above experienced the need of taking a Master’s degree, which was motivated by her friends. Another finding was that Indonesian students also recognized the motivation of taking higher education was to give additional value in their curriculum vitae in order to stand out from the society.

However, in the mindset of most people in Indonesia, if you have a Master’s degree, it means that you have more qualifications. [Student Q]

While a bachelor degree is no longer seen as sufficient education, the need to take a Master’s that would give more credential becoming more and more compulsive.
4.1.2 Formal Education Needed

The fact that others influence Indonesian students does not mean no educational motivation was found. Indonesian students still found the need for taking higher education such as Master’s students because of the need for formal education.

*It is because I do not have any formal education proof. For example, if I want to apply for a job in a company, they would ask for my formal education proof or diploma.* [Student L]

Some of the job opportunities of some companies or institutions demand that the candidate has achieved a certain degree of specialization. Thus, it was not surprising that having the desired (specific) job or to be working in a specific company could lead students to take up higher education. To mention one example, this student below needed to take a Master’s program in order to become a lecturer.

*I want to become a lecturer myself, that’s why I decided to follow Master’s degree program because if I want to be a lecturer, the minimum requirement to apply for the job is to have a Master’s degree – furthermore, I am also planning to pursue my doctorate degree afterwards.* [Student R]

Additionally, it was not surprising to see that Indonesian students had planned on taking higher education beforehand, observing from the education needed to achieve their future desired job.

Having the need to take higher education, the next question raised would be which institutions they would like to go to. According to the previous research, once students have decided to take up higher education, they have started to build their own set of preferences (Adams, 2009) and standards for their future planning of education.
The national and international education institutions also support this need for higher education. Students nowadays have more free will to choose the most-suited school for them globally.

Apart from the main important need of having a better quality of education, this study found that the word ‘new’ appears most in their motivations for studying abroad. It included new experience, new living experience outside the home country, new friends/networks, new learning atmosphere, new culture and new knowledge. However, among these reasons, meeting new people to expand their international network is the number one reason for Indonesian students to go abroad.

Well for me, if I am studying in a foreign country, I want to make some friends with the other international students. But, if in one university there are so many Indonesian students, I may only have interaction merely with the same students. [Student G]

The statement above emphasizes that country of destination also influences the decision-making. One of their considerations is the number of Indonesian people currently living in the country of their choice. Observing the statement above, it is better to avoid a university with so many same-nationality (Indonesian) students. Another ‘new’ important finding is that Indonesian students wanted to experience a new atmosphere and living experience outside Indonesia which is supported by Marginson, (2006).

Basically I just want to experience the life outside Indonesia. It’s just a new environment, you will get the feeling when you wake up in the morning and the atmosphere, environment and infrastructure around you is just completely different. [Student B]
Finally, the researcher wanted to summarize the reason for going abroad for these students. However, the second important finding was the importance of friends. The life experience mentioned before is a very important aspect of studying abroad. These students had heard before from their friends about the excitement of studying abroad. This also motivated them to go abroad.

*Well, I was talking to a friend of mine, which was following a Master’s program abroad and I thought that is very interesting, I also wanted to do that.* [Student P]

Word of mouth recommendation (Brown, 2011) of sharing experience was found to be effective to attract new students. In order to summarize the need for going abroad, see figure

**Figure 3: The Reasons For Going Abroad of The Indonesian Students**

4.2 Information Searching and Processing
In this section, this study presented two different points, the types of information that the Indonesian students are looking for and the information channels.

4.2.1 The Availability of the Program is the most Important

In this study, one of the questions that the researcher asked is what information the student was looking for about each institution. The researcher asked the participants to mention at least three to five attributes. From the interview with 29 students of Master’s and bachelor programs combined, the result shows that the first attribute is the availability of the program (22 students out of 29 students mentioned this attribute).

Despite the availability of the program, the tuition fees and the ranking are very close among the students in the second and third rankings. The figure 4 below is based on the order of ranking by the students.

![College Information Ranking for Indonesian Students](image)

*Figure 4: The Chart of Information Type for Indonesian Students*
16 Indonesian students mentioned ranking of the university is very important for them to know. Coming on the third place are the financial matter information, 15 students mentioned tuition fee and 15 students also mentioned the availability of scholarship. More than half of the Indonesian students in this sample (15 out of 29 students) thought that financial information is needed for applying and deciding a university. Requirements also found very important, some of the students stated that they sometime applied for the university with minimum requirements.

Observing the chart above, we can see that 15 students out of 29 students mentioned that tuition fees are also very important when searching for a university.

*I was once also looking for the scholarship but they don’t provide for the bachelor degree only for the Master’s degree.* [Student H]

Similar results come from the recruitment staff, which claims to have received questions regarding the availability of the program from potential Indonesian students. The students coming to the education fairs ask about their chances of getting onto a certain program.

*Indonesian students are mostly looking at the availability of the program. They often ask what you can offer me with this type of bachelor degree, the scholarship opportunity also the thing that they are looking for and also general information.* [Staff B]

As well as the attributes in the chart above, the Indonesian students were also trying to search for information regarding the location, the city, the living cost and also the future career. Not only providing information regarding program and university, providing such general information (the country, the city, living cost and future
career) to attract the students to come to a certain university was also part of the activities of the recruitment staff.

*When we promote a program in several stages, we also promote the country, the city and the university.* [Staff C]

While the students were looking for information about an institution, the recruitment staff provided the information visible for the students. Through marketing activities and information channels, students found and gathered all the information as a set.

### 4.2.2 Internet as the Main Information Channel

For the Indonesian students, the main sources of information are the Internet. However, later on, in order to get more personalized information, they get information from education fairs (Nuffic, 2011).

Students in this study used the Internet as a source of information about education and various universities globally. Search engines such as *Google* were specifically mentioned as they ranked highly among the students.

*I did a Google search with the keywords of master LLM in Europe and then I went into the university website.* [Student M]

*I Googled everything.* [Student B]

It is not very surprising that the specific university website was not the first destination website for students to find a program. A preferred program was the keyword in searching for a few sets of college information. Many of the students did emphasize the use of web portals to acquire a list of universities that offer their program as a starting point. Not only the program, but also some of the web portals used by these students were providing lists of the scholarship programs from each
university. This was important for those who required a scholarship to finance their study.

*From llmguide.com, it divides some university based on the region: US, Europe and Australia, and for each zone/region they have their own rank of the university; but it's always changing every time.* [Student AC]

*I started to look for scholarships right after I graduated. I mainly used scholarshipposition.com and followed their newsletter; therefore I am always well informed about their newest offers.* [Student R]

Nuffic (2011) elaborated that when the students used keywords related to ‘study’ and ‘abroad’, the search resulted in a list of websites managed by education agents, The Ministry of National Education. Since they still did not know which university they wanted to go to, some of the students visited the specific university website which was on the recommendation of a friend.

*She is my senior at University of Indonesia and we came from same town in Indonesia and we went to the same high school, and then she told me that she is studying at Tilburg, then I started asking about Tilburg from her and I went to Tilburg University website afterwards and looking for the Tilburg University Scholarship Program.* [Student O]

Apart from the Internet as the main source of information, Indonesian students used other platforms to search for information. The next section mentions two points: the second important channel in seeking information and the overall summary of information channels.
As students started to have an interest in a certain institution, further detailed information was required. Thus, whenever finding information on the Internet was not sufficient for the students, asking for information directly from the representative of the institution was always an open option.

*I also contacted every one of them through email. I am interested with your program, what is the requirements, the career opportunity after graduation, living cost, how to take my wife with me.* [Student Z]

With regards to requesting more information the students often contacted the university recruiter.

*Say that I am a student, I am looking for an international Master’s, I see Tilburg on portal website and fill out the form, request for more information and that person will be routed to one of the recruiters, the recruiters will then send a brochure or flyer and then they have a dialogue.* [Staff D]

The above statement explains how the students got connected with the recruiters. Through exchanging emails, students asked various personal questions and acquired detailed information.

This study also found other platforms used by the Indonesian students to acquire detailed and personalized information. See figure 5 below on the summary of the information channels of the Indonesian students.
4.3. Alternatives Comparison

In this section, the researcher elaborates on the application procedures to Tilburg University. According to Chapman (1986) after application then the students compared the schools that they have applied to. Thus, the path of comparison done by the Indonesian students is also explained.

4.3.1 The Application

Every institution has a set of application procedures that students have to take. Each of the students in this study went through the same application procedure instructed in the website. There is a long procedure, which was carried out by the students included filling in the form, uploading the documents, fulfilling the requirements and waiting for the admission announcement. The fact was that there
were feelings of uncertainty during the online application; students demanded a confirmation that the university had received their application.

_I did not receive anything until six weeks. I had some doubts whether the online application reached the university. I applied for Tilburg University twice. First application, I did it by myself and the second was through atlas._ [Student X]

The admission office assessed every application received. Every application needed some time before the admission office announced the result. Even though students were aware that they had to wait several weeks for the announcement (at least six weeks for Tilburg University), the students in this study still sent emails relating to the admission announcement.

_I sent 10 emails, mainly about the admission process. I know if I need something or I am not sure about certain things, I can always ask them – and they will respond immediately. As an international student, I think it’s a luxury._ [Student R]

The above statement emphasizes the uncertainty even after the application until the announcement of admission. Supporting the statement above, the recruitment staff stated that they receive a lot of emails from Indonesian students regarding technical issues related to the admission letters. Thus, this concludes that not only for the information requesting, the Indonesian students were in contact with the recruitment staff regarding application confirmations and admission announcements.

After the application procedure Indonesian students faced the choice task to compare the alternatives.
4.3.2 The Alternatives Comparison by Attributes

Almost all of the students in this study applied to more than one institution. These applications can be within one country or more. This happened when they found one or more institutions offering a similar program.

Yes, I had the choices between Melbourne and also Tilburg at that time. I got accepted in both universities. I could possibly go for both with all the complete letters and also paperwork. [Student H]

The result of this study found that Indonesian students used attributes about certain universities to compare the alternatives. Those attributes can be tuition fees, ranking, scholarship availability, location etc.

At first, I would never thought of going to Tilburg. My first choice was always Melbourne. But, to be honest, it was all about the financial matters. Studying in Melbourne is very expensive. One year of tuition fees was really expensive that was excluding the living cost. I still have my younger sisters. Moreover, if I compare the rank between these two universities, Tilburg University is higher in rank compared to Melbourne. [Student I]

Even though a tuition fee was ranked second in information searching, it was the main attribute for the comparison task of the Indonesian students. It was surprising to see that the program was not the attribute to compare among these alternatives. Thus, the attribute that the most Indonesians used in the comparison task was financial aid. Financial aid included tuition fees, living costs, and availability of scholarship. To mention one example, observe the excerpt below.
Suddenly, when I wanted to pay for my registration in Groningen, I was emailed by Tilburg that I was granted a scholarship. Finally, I took the scholarship from Tilburg. [Student Q]

Students applied for both applicative programs, but the attribute that was important to the students was lower costs. This decision of matriculation resulted from the comparison task. Attending the university was the real incident for this matriculation decision.

4.4. The Purchase Decision

This study found several reasons for choosing Tilburg University. This section presented the result of the Indonesian students’ motivation for going to Tilburg University.

4.4.1 Country as the First Preference

When a decision was made to study overseas, the country choice was the first step that the students had to decide on. Students in this study had recognized their country preferences before the specific institutions. Their preferences were based on reasons such as: availability of English programs, scholarship availability, leisure, financial matters, country history and relationship, significant others’ preference. This influenced which institutions they applied to.

I thought about UK or Netherlands because these two countries were the ones offering most English programs. But I decided on The Netherlands because it will give access to visit other countries. [Student X]

I narrowed it down again to Holland because first it is in English. Second of all, the scholarship availability is very interesting. [Student Z]
From the statement mentioned above, English program availability was the most important attribute. For supporting attributes, students mentioned location for travelling and scholarship availability. In particular, The Netherlands was one of the most popular destinations for studying because The Netherlands was also one of the countries that awarded a large number of scholarships for Indonesian students (Nuffic, 2011).

For the bachelor students in this study, there were two main reasons for them choosing The Netherlands compared to Australia (the bachelor students in this study could only choose between Australia and The Netherlands). The first reason was financial matters – The Netherlands was a lot cheaper compared to Australia, both for tuition fees and also living expenses. The second reason was because Europe gave access to travel to more countries. Other supporting reasons are parents’ recommendation, having families in The Netherlands, smaller Indonesian community in Europe than in Australia. We can conclude that location or country is the first filter for Indonesian students when deciding which university they would like to go to.

In the

4.4.2 Why did you choose to go to Tilburg University?

For the Master’s students in this study, due to more choices that they had, the question was asked about the motivations to choose Tilburg University. Apart from the program as a main attribute, a set of preferences was found to support the students’ decision. The attributes in the alternatives comparison were used to explain the reasons for attending Tilburg University.

The reasons were motivated by the institutions’ attributes that suit with their set of preferences.
I was only looking at Utrecht, Leiden, Rotterdam and Amsterdam. It was either the program was not my interest or the cost was just too expensive. I have to conclude that it has to be financially affordable and the availability of interested program.

[Student M]

However, this study found the important roles of the significant other for references. Indonesian students discussed the matter of studying abroad with their parents or families. Families, friends and relatives were part of the decision-making process.

It is safer for my mom if I go to Tilburg since we have relative here. My mother insisted in many ways that I should be going to Tilburg. [Student E]

Not only parents’ recommendation influenced students to enter specific institutions but also the significant others such as friends, lecturers and also relatives who live in the host country. Even though the students had to choose an option within one country, friends who were attending the same school supported the choice.

The reason that I finally decided to go to Tilburg is because I already have a lot of friends here. [Student F]

However, there were some cases where a student had to attend an institution because they had no other options. The decision had to be made to fulfill the education plan.

There were so many universities. I was applying to some universities, Maastricht, Tilburg and Utrecht. But the only university that gave me LOA (Letter of Acceptance) was only Tilburg University. I did not know why the others, for example like Maastricht University, rejected me; actually I preferred to study there because there
is a program of international taxes law. Yeah, the choice would be great but they rejected me so what I had to do. And finally, I ended up here. [Student S]

Finally, the students attend the university with an agreement between the institution and the student (Adams, 2009). With all the preferences, students attending the college until the date of graduation (time limit agreed) is the result of the matriculation decision. This study found out that after the matriculation decision, the first stage of attending college abroad is the preparation, physical and mental preparations. It was not surprising that preparations to live temporarily need a lot of attention for the Indonesian students.

4.5. The Preparation

If we take a look at the model of college choice process (figure 2), which consists of 5 different steps, no mention about the pre-departure preparation. This study found out that Indonesian students were fully aware of the complicated preparation of studying abroad.

Indonesia, which is 7,053 miles from The Netherlands, is approximately 16 hours’ flight time from Jakarta to Amsterdam. For the Indonesian students, this distance is so far away and makes it harder for them go back and forth. Thus, to study in The Netherlands for at least one year, these students had to prepare themselves physically and mentally. Bachelor students will spend a minimum of 2 years and master students will spend minimum of 1-year length.

Different to the local students, overseas students have a lot more things to do in preparation. The fact that The Netherlands is so far away and the living situation is different from their home country, these Indonesian students should have completed
everything before the date of departure. The preparation included visa, paperwork, housing in the host country, and list of things to do.

*There are a lot of things to be prepared. It was so complicated since this is also my first time going abroad. I was also scared of living alone and will be far away from my parents, it was nerve-racking.* [Student I]

*It’s always good to have a general list of the things that you should bring and then again people from different cultures, they bring something else, like Indonesian should bring rice cooker.* [Student B]

Students in this study claimed that they found the website provides complete information. University website is useful for information searching even after the decision-making. The fact that Indonesian students visited the university website after the decision shows that Indonesian students actively seek for information about the pre departure preparation. The Indonesian students know about the content of information and important dates.

*The website is very complete; I think almost all the information is provided. Even the deadline for the visa is provided there, the accommodation, the insurance.* [Student H]

However, surprisingly, most of the Indonesian students were still in contact with the representative of the university via emails related to all the preparation to go to the Netherlands. Questions regarding housing and accommodation came from Indonesian students; observe the statement below.

*I was asking about the housing, since it’s hard for me to find it online and I was so desperate at that time.* [Student G]
The representatives also recognized these actions since they also received a lot of emails from the Indonesian students regarding preparation. The situation was complicated since the students could not see everything physically about all the preparation.

Moreover, more information they were asking is on the housing and the general practical things before coming to Tilburg. [Staff B]

According to Student G above, she was anxious about finding information on the Internet. There was a feeling of uncertainty and insecurity of the Indonesian students when finding information from the website.

While in the developing countries, people tend to rely on third parties for information, instead of looking by myself in the website, maybe I can just email and find out because she or he could give a very credible source and information. I think you can conclude that it’s pretty much safer to get information from the right person. If I received an email from her, I can assure myself that she is working in Tilburg University and why would she lie to me? She also would not make things more complicated for the potential students right? [Student B]

Even though the students kept asking questions regarding issues that were already on the website, the recruitment staff answered their questions anyway. They did this in two forms, creating a template of answers with their own words and providing the link to the information in the website. This is done as a way to provide services to the potential students.
Indonesian students sometimes understand that if you want to achieve something it’s always good to have someone from the university involved in this matter. I know that they like to communicate directly and not only looking at the website. [Staff A]

In order to conclude, another piece of information that the students were looking for after the decision, was information with regards to preparation for going to the host country. Moreover, the students were again in contact with the representative of the university, the recruitment staff, in finding this information.

4.6. The Post Purchase Behavior

After preparation, attending the college was the result of the matriculation decision. During the preparation and the departure of going to the host country, students were faced with missing information. Indonesian students missed information regarding the birth certificate.

They gave a list of things that I have to prepare, such as documents and everything, including the birth certificate, which turns out to be useless afterwards, but the international office was really helpful. [Student L]

More Indonesian students encountered some problems in the first few weeks or moments of college life. Students are living in a new situation and experiencing a new campus atmosphere far away from home. These problems include how to use campus facilities, new education system, using student portals or even finding out about a certain class or student help desk.

I was often confused with the blackboard, because I cannot enroll for my courses in the blackboard at the beginning. Until now, I often missed the assignment deadline because I’m not familiar with blackboard. [Student U]
The recruitment staffs were also aware of this matter that these students needed to have certain guidance for survival.

*We are developing a student gateway now, once you are a student, everything you should know once you are here, it's a student handbook.* [Staff C]

There were not only technical issues during the first week of college life; at a later time, during the studying process, Indonesian students faced academic difficulties.

*From the academic point of view, I was not expected at all because the exam is just really hard. They counted the final grade on only the exam.* [Student C]

Indonesian students who were far away from home had to adapt to the local environment, study hard, pass the exam and live by themselves. When they encountered a specific problem, the students were encouraged by the recruitment staff to talk to them. The recruitment staff claimed to have difficulties finding out their problems if they did not come to discuss them. The recruitment staffs were mostly acquainted with the students overseas. They were in contact previously during the process of college choice.

*Yes, they definitely did have problem during the study, but the challenge is that I have tried to communicate with the current students but they do not correspond to me and I have asked them many times to visit me and communicate if you are missing something and I should know that.* [Staff C]

Moreover, any problem faced by the student can be something to learn from and to improve on for both university and future students. It is important to have a satisfied student or alumni for the university. The recruitment staffs also try to build and maintain a good relationship with the current students and alumni. It is surprising
that even though some Indonesian students ran into some problems, either in the beginning or later, they are still overall satisfied with their choice in coming to Tilburg University.

*I am really satisfied with the university because the campus itself is centralized, you can cycle pretty much to anywhere. The library: the facilities are very amazing, they have these updated computers, scanning, copy machine is very complete, we can even get access to literatures for research.* [Student B]

As a result of the level of satisfaction, students would like to recommend the University to other potential students. Not only focusing on the college attributes, when students recommended Tilburg University, they also talked about the other attributes like travel and the experience.

*I would love them [new students] to come here. I will say about Tilburg emphasizing on how you will get new friends to expand the network and also your opportunities to travel. I also warn them in advance regarding academic since it was hard studying in Tilburg but not to scare them off.* [Student C]

The alumni will be the ambassadors of the university, spreading the word about Tilburg University. These current students will tell their story about their experience studying at Tilburg University.

In conclusion, this present study has elaborated the basic process and the behavior of the Indonesian students. This results section aims to sum up important findings according to the main issues mentioned in Chapter 2.
1. The motivation to attend college was to find the desired job and family driven. The motivation of Indonesian students going abroad was to experience ‘new’ life outside Indonesia.

2. There were three types of information that the Indonesian students were looking for during this process. The information searched in the information stage, alternative comparison stage and also preparation stage. Students were in contact with the university representative to find the three types of information mentioned.

3. Internet and university representative were the most used in information searching.

4. Program as the main attribute in selecting university, country, tuition fees and other supporting attributes should be highlighted.

5. Overseas preparation to avoid missed information.

6. Indonesian students faced academic problems. However, Indonesian students were satisfied and willing to recommend Tilburg University.
Chapter 5

Discussion

Through in-depth interviews with the Indonesian students, this study proposed a new model of college choice process. The new model proposed focuses on the decision-making process of international students studying abroad. This research focuses on Indonesian students mainly because Indonesia is the fourth largest group of international students at Tilburg University. Moreover, out of the four big groups of international students (China, Germany, Bulgaria and Indonesia), Indonesia is the farthest country from The Netherlands, whereas in China there is an official representative of Tilburg University.

This section discusses the important findings from the result section in order to answer the research question formulated in Chapter 2.

This study proposed two additional steps, which are Preparation and Post Purchase Behavior in order to generate a college choice model for the international students.

1. The motivation to attend college was to find the desired job and family driven. The motivation of Indonesian students going abroad was to experience ‘new’ life outside Indonesia.

2. There were three types of information that the Indonesian students were looking for during this process. The information searched in the information stage, alternative comparison stage and also preparation stage. Students were in contact with the university representative to find the three types of information mentioned.
3. Internet and university representative were the most used in information searching.

4. Program as the main attribute in selecting university, country, tuition fees and other supporting attributes should be highlighted.

5. Overseas preparation to avoid missed information.

6. Indonesian students faced academic problems. However, Indonesian students were satisfied and willing to recommend Tilburg University.

From the 29 interviews with the Indonesian students, having better understanding of their behavior and having an analysis of categories, this study generated two additional steps to be added to the existed model (Chapman, 1986).

According to this study, the college choice model for the international students consists of (1) Recognition of Needs, (2) Information Searching, (3) Alternatives Comparison, (4) The Purchase Decision, (5) Overseas Preparation and (6) Post Purchase Behavior.

5.1. Students are motivated by future jobs and parents’ recommendation

The motivations of the students in taking up a higher level of education are similar to the motivations found in a previous study (Menon, 1998). Their current education is not sufficient so specialization in higher education is becoming more prominent, in which Menon called this motivation occupational and secondary school subject. It is not surprising to see that Indonesian students are aware that their current education is not sufficient to support them in finding their desired jobs. It is also a fact that companies in Indonesia have high standards for their employees. Due to the high number of people attending college, it shows high awareness of achieving high quality education.
A previous study (Chapman, 1986; Adams, 2009) discussed the important roles of significant others in the decision of attending university. Significant others included families, friends and relatives who are the most influential factor for Indonesian students to attend college. Particularly for a student who grows up in a family that thinks that education is a very important value and encourages the student to attend school. Moreover, from 29 students, 17 students were financed by themselves/parents. Thus, the motivation was discussed before with parents since it costs a lot to study abroad. The motivation was partly coming from the parents. Universities should be aware of the high demands of the Indonesian students and factors that influence them. Since companies require higher and better levels of education, parents as the financial supporters should be educated about this importance.

More and more students are going outside their home countries to study, particularly Indonesian students (Nuffic, 2011). Apart from better quality of education, experiencing ‘new’ life is the main reason for Indonesian students to study abroad. Align with the Indonesian students, Chirkov et al (2008) portrayed international students’ goal of studying abroad were to have a good education and establishing an experience by learning new things, new languages and meeting new people. In this case, Indonesian students have already heard about the interesting living experience from their friends and relatives.

Indonesian students found that international networking is important while studying abroad. It becomes one of the main reasons to go studying abroad to have friends from other nationalities. Neri and Ville (2008) called friendship in a new country with the multiple nationalities as “bridging social capital” (cited from Hendrickson et al, 2011). Indonesian students felt the need to create an international
network as a social capital of making new friends. Hendrickson et al (2011) stated that social capital gaining resources through acquaintance and social relationship. Indonesian students showed the importance of social capital during their stay abroad.

Thus, it is also important for the institutions to highlight the international students' life in order to attracting more Indonesian students to come to the university. This study also resulted the role of word of mouth in the information gaining. Indonesian students heard about the life experience from friends or families who had been studying abroad before. Experience sharing about something new and exciting is proven to encourage certain behavior, especially for the Indonesian students.

5.2. Three Types of Important Information for Indonesian Students

Regarding the information research, the results in this study show similarities in the attributes of institutions during the process of decision-making with the previous studies (Pampaloni, 2010; Grey et al, 2003; Angulo et al, 2010). However, what is new in this study is the identification of other information that students are looking for during the process. While previous studies focused on information searching before applying that influences the decision-making (Herold and Sundqvist, 2011), this study found that there are three types of information that overseas students seek during the process of college choice. The information is divided into three categories:

1. Before the application: Students look for detailed information about the availability of the program, requirements and general attributes of the university. For example, the program, the courses, tuition fees, ranking and requirements. Seeing from the figure 4, the availability of scholarship is not frequently mentioned but more on the program. On the contrary, according to
Nuffic (2011) the availability of a scholarship is one of the attributes to look at by the Indonesian students for studying abroad when they have to select countries. The reason is that since all the bachelor students (in Tilburg University) in this study were not granted a scholarship, they had to finance themselves (9 out of 10 bachelor students are financed by parents). Only 2 out of 10 bachelor students searched for availability of the scholarship.

2. On the application: Students ask about documents required in the application procedure, confirmation from the university regarding application being received and later on students try to find information about whether they have been admitted or not.

3. After the application: After the matriculation decision, physical and mental preparations are needed to go studying abroad, far away from the home country. The questions asked by students are about visas and accommodation.

5.3. Internet and University Representative for Information Searching

Previous research found that the information channels are mostly education websites; including university website, web portals and search engine (Pampaloni, 2010; Menon, 2004; Nuffic, 2011), fairs (Nuffic, 2011), schools agents (Grey et al, 2003) and significant others (Adams, 2009; Chapman, 1986). The prospective students are likely to receive a lot of information about certain universities that his/her family, siblings, lecturers, friends and others have attended before them through word of mouth recommendation (Adams, 2009; Chapman, 1986).

The Internet, through search engines, web portals and also Tilburg University’s website, is the most used channel for the Indonesian students. Indonesian students found that the Internet is very useful in the decision-making process (Greenall, 2012). Even though the Indonesian students claimed that the Internet provides complete
information about college attributes, countries and preparation, they were in contact with the representative of the university for more personalized information.

This study brought up new insights that Indonesian students are in contact with the recruitment staff of the university to find all the three types of information. It was found that there were intensive emails exchanged between the Indonesian students and the representative. Indonesian students sent emails with questions about the details of the program and requirements at the beginning. After application, Indonesian students again sent emails to the recruitment staff about whether the universities have received their applications. Indonesian students also sent emails to find out the result of the admission process. Furthermore, when Indonesian students have decided to go to Tilburg, they have to prepare to come to The Netherlands. They sent more emails regarding visas, preparation and accommodation to the recruitment staff.

_I ask pretty much about everything, about my application procedure, my program, and then later on about how is it over there, the weather and such._ [Student B]

Whenever presenting information online, one must maintain its completeness, usability, interactivity, attractiveness and trust (Kim and Niehm, 2009). As for the Indonesian students in this study, the high intensity interaction with the recruitment staff was caused by uncertainty, safety and assurance reasons.

Due to the high intensity of the contact with the representative, Indonesian students feel that it is more secure and safe to ask questions directly to the person involved or the representative. This result shows that personal communication helps Indonesian students during this process (Adams, 2009). Through the enrolment process, institutions should be connected with potential students in the overall process.
5.4. **Program as Main Attribute and The Role of Significant Others**

Each student has a different set of preferences of which attributes are important and which are not (Kelley, 2008). Thus, for the Indonesian students, the most important attribute, the availability of the program, becomes the first filter before applying some universities. Erinjeri et al (2005) found that the number of prospective students will at least submit an application to three to ten schools. By comparing attributes of the universities, the students best choose according to their situation and preferences. Tuition fees or expenses, ranking, friends attending the same school, location, and scholarship availability are the attributes to compare in the matriculation decision. However, Thus, Indonesian students

As it has been stated before significant others influenced the decision on selecting the university. Friends who attended the same college also have influence in the decision-making process. Students feel more secure about having some Indonesian friends attending the same college. Highlighting this information to the students can become one attraction to new students. However, the university should also be aware that one of the motivations for going abroad is to make new friends. Too many Indonesian people discourage Indonesian students from going to a certain university.

5.5 **Good Preparations to Avoid Missed Information**

Differing from studying in a national university, a full preparation is needed for the international students. According to Tilburg university website, there are practical issues that international students have to prepare before arrival day: (1) immigration information, (2) accommodation, (3) healthcare and liability insurance, (4) financial matter, and (5) emergency preparations (Practical Matters, Tilburg University). International students have a lot more to prepare than the local students.
To be living in a new environment and studying in an atmosphere separated from families and friends, Indonesians feel more anxious and nervous regarding the preparation. The situation before the departure day becomes hectic and more stressful. Indonesian students are continuously looking for information about their host country, preparation and new learning environment. Chirkov et al (2008) stated that learning the language; reading information about the destination country and understanding their way of living are important information before international students depart to host country. The students can easily become anxious and worried when dealing with this matter. Missing information during the previous steps can lead to disturbing the study process or disappointment of the students. It can increase the level of satisfaction of the students.

I had to pay around 2,000,000 IDR for the birth certificate translation and legalisation, which was not used in the end [Student X]

Indonesian students also showed that all the pre departure information such as accommodation is important before the arrival day. In line with Sin & Kim (2013), information such as housing, finance and health are among the top 5 important information needs for the international students, in this case Indonesian students. Thus accurate information related to housing is important to smooth the transition from the home to the host country. Thus, this is one of the important reasons to have an additional step of overseas preparation in the college choice process.

As Tilburg university website had mentioned the information about housing and other practical matters before arrival day, once again, for safety reasons, exchanging emails with the recruitment staff, in order to achieve accurate, fast and satisfying information is very important for these students. So, not only looking at the
website for information, Indonesian students searching for a more secure information from the recruitment staffs.

5.6 Problems at Later Stage

Once the students have arrived in the host country, students have to adapt with the new living environment and new studying atmosphere. Since most of the Indonesian students in this study are experiencing the first time living abroad, adjustment is important. According to Fritz et al (2008) international students are having a harder time and in need of effort in adapting with the new environment related to language barriers, making new friends, being apart from home, citizenship and financial matters. For Indonesian students adaptation is including using a new student portal system, operating campus facilities and also coping with new education system are the adjustments they faced. Indonesian students are adapting with new atmosphere in different language, which is English and not their native language. Institution is hoped to help in the process of adjustment, living and studying adjustments, of the international students with appropriate support according to their needs (Andrade, 2006).

Moreover, during the study process, Indonesian students claim to have academic problems such as keeping up with the lectures or any other problems. However, students did not mention going to the university in order to ask for help. Recruitment staffs also argue that it is hard to see Indonesian students coming to them with their problems.

For any help, missing information, study or administration problems, the recruitment staff in this study encourage students to talk to them. Interpersonal feelings, personal assistance, caring manner, trust and confidence in the school
management, which is part of the college reputation, problems handling will be valuable for the students. In line with Hasan et al (2008) that college reputation influences the students in selecting the university. When a university is known for a good service and care in handling problems with current students, this will help to attract more students. The recruitment staff recognize the power of maintaining relationships with the current students, and later on with the alumni through listening to and helping the Indonesian students, by providing the best services to increase the students’ level of satisfaction.

Indonesian students in this study are willing to give their recommendations back home, despite the problems that they face in college. Previous studies (Lee and Wesche, 2000; Schutz and Richards, 2003 and Senyshyn et al., 2000 cited from Andrade, 2006) showed that international students are more satisfied with their living experiences when studying abroad. However, one aspect of Indonesian culture is that in order to show your credibility of your own decision, you should be proud of the decision made.

*It’s my pleasure to recommend Tilburg to any Indonesian potential students. I want to give a recommendation about Tilburg to them. Since I am the one who made that choice, I will not say something bad about Tilburg. I will say to them if they are concerned about their study, Tilburg is the best choice. But if they only want to play around, they may choose another university. It means, I won’t give a bad recommendation about Tilburg, if I do that I may discredit myself. [Student N]*

However, Indonesian students also want to warn the others about the academic difficulties faced during the study. University should also take part to carefully explain in detail about the academic expectations of its program.
The college or institution should have a large part in maintaining a high level of satisfaction until the day of graduation. In addition to that, according to Brown (2011), alumni’s long lifetime loyalty of an institution can be seen from the regular donations and word of mouth recommendations, which can increase the number of new students. Thus the university can be part of creating the moments to be shared by providing a good service quality. Pampaloni (2010) also stated that by talking about their experience and recommending the university, in this case, Tilburg University, Indonesian students hope to have more other Indonesian students follow in their footsteps of purchasing education in this university. Holbrook and Hirschman (1982) mentioned about the repeat purchasing in cause of the good service and recommendation.

This study is hoped to provide a better understanding of the academic, preparation, psychological and social needs of the international students during the college choice process. This study, which focused on the Indonesian students, represents the large group of international students studying overseas. Using in-depth interviews, this research successfully recognized the steps of the international students by memory recalling of the current students. One of the ways to found the process was to use the view of the students. Personal narratives (Levy, 1981 cited in Holbrook and Hirschman, 1982) through an interview with the students can be used to observe the view of the primary consumers, the students.
Chapter 6

Conclusion

Paulsen (1990) argued about the importance of understanding the estimation of the students’ characteristics and behavior in each step of the ways of going to college. This provides insights for both information and education providers and also education consumers to have better communication. Due to the increased demand of higher education, both national and international institutions need to continuously improve their quality to attract new students. Better communication, which helps them in their understanding of each other’s needs and wants, can provide better services.

At the end of this research, the research notes down relevancy between the previous research and the present study in the field of college choice. For example there is a significant impact for being in contact with the representative of the university in information requesting. Even though recruitment staff believed that all the information is provided in the website, many of the students reported that they found email exchanges to be very influential. This was also supported by the consistent and persistent recruitment staffs that make them feel more secure and assure them on the three types of information seeking. Additionally, this study also uncovered a level of attributes when comparing alternatives. The availability of the program is not the attribute to compare after application to the university, becoming the main attribute before application instead. This provides insights to the university when promoting one school to highlight an important attribute.
This study also notes down the similarities between the current findings and previous studies in the decision-making process. Recommendation and reference from significant others like families, friends, senior/alumni, relatives played an important role in helping the students, providing insights in the decision-making process.

Findings also provide new evidence on the importance of additional steps, overseas preparation and post purchase behavior, for the Indonesian students’ college choice. The Indonesian students admit to feeling anxious and nervous about moving temporarily to study abroad. As a consequence, more exchanges of emails are needed for this preparation. On the post purchase behavior, even though most of the Indonesian students in this study are satisfied with studying at Tilburg University, the recruitment staff advised Indonesian students to come and talk to them during the study process. The reason is basically to help them increase the level of satisfaction and improve the situation for future students. Since many of the Indonesian students find information from seniors/alumni, the image of Tilburg University depends on the experience of the current students.

In conclusion, Indonesian students go through a long and complicated process when deciding to study abroad. This study also mentioned the important roles of significant others and also the university during this process. It is hoped that this study provides insights not only to Tilburg University but also the other universities in Europe, The Netherlands in particular, to understand Indonesian behavior as a potential market. By understanding the Indonesian market and behavior, universities can adapt them in order to attract more Indonesian students coming to The Netherlands.
6.1 The Limitation of the Study

Concerned with the college choice model for international students, this study presented a case study of Indonesian students. As a homogenous but also a diverse group, international students dealing with pre-departure preparation when studying abroad. Indonesian students found that information visa; housing and especially the accustomed things to bring are important to know before arrival. To mention one example, it is important for Indonesian students to bring rice cooker in order to cook in the host country. It would be interesting to also investigate different needs from other nationalities. More diversity of international students as a comparison would lead to a more generalized findings. A more generalized finding will help institutions in order to help the overseas preparation.

Studying abroad is a process of adjusting and adapting to new living and studying environment until the day the students graduate. International students are having more difficulties and stress in this process compare to the local students (Andrade, 2006). A continuous research would be interesting to focus deeper on following the process of these students through a longitudinal research starting from the arrival day until the day they graduate. Since this research focused on the journey before arrival day and until current moments that the students are still studying, it does not go deeper in to the way they handle the difficulties during their stay. Further research can investigate this process as a quality assurance measurement to increase students’ level of satisfaction. Moreover, longitudinal research during their stay abroad will provide useful insights for the institutions to maintain services and attracting more students.

Moreover, the sample in this study is Indonesian students who are currently studying at Tilburg University. Indonesian students showed reasons for attending
Tilburg University. More research should be done on the international students who finally decided not to enter Tilburg University as a comparison. Tilburg University can learn from the students about which aspect they should improve that caused these students to withdraw their application.
Managerial Implications: Guidelines for Tilburg University

According to the results and the discussion, this section aims to propose some guidelines for Tilburg University. It is hoped that these guidelines will help Tilburg University in promoting, assisting and managing Indonesian students as one of their target markets, not only for Tilburg University in particular but also for the universities in The Netherlands. Getting better understanding of their behavior helps the universities to better help the Indonesian students. According to the results of this study the researcher suggests the high involvement of the university in handling Indonesian students:

1. Recognition of Needs: Indonesian students are starting to be aware of achieving a good quality of education. Attributes like academic excellence are best to be highlighted in the information channel.

2. Information Searching:
   a. Education Fair: Since families and parents motivated the Indonesian students, it is suggested to also focus on providing for parents and friends during the information provision. A direct and personal approach in the education fair is important to create a good impression.
   b. Emails: This research suggests universities should send a personalized follow-up email to potential students as a reminder of the meeting.
   c. Updated website: It is suggested that the university website should be regularly updated and state the dates of the latest updates. Indonesian students found it insecure to find information on the website with the concern of it not being updated.
d. The research concluded some important and minor attributes when providing information on the online or offline platforms:
   i. Important attributes: program, ranking, tuition fees, the availability of scholarships and requirements.
   ii. Minor attributes: the advantages of location for traveling, the link to Indonesian students who are still studying in The Netherlands, the alumni database, the living experience in The Netherlands and student life.

3. Application Process and Alternatives Comparison:
   a. Students need detailed information on the required documents for registration.
   b. The university should send an automatic confirmation email for each application received or whether the students are still missing documents. Moreover, the university should make the students aware of the waiting time for the announcement.

4. The Purchase Decision:
   a. An email reminder should be sent to the students who had received an admission letter.
   b. Prepare a ‘to do’ list after a student has decided to attend the university.

5. Overseas Preparation:
   a. A list of documents to be prepared and also the contact person. For example: visa for the immigration office.
   b. Provide a list of current Indonesian students or a contact to Tilburg Indonesian Students Association for more personalized and customized
questions about living here in The Netherlands. A link to the
Indonesian Students Association in Tilburg can help to have a list of
specific items needed from Indonesia.

c. Prepare a guideline survival book for the international students with a
‘to do’ list once they have arrived in the host country.

6. Post Purchase Behavior:

a. It is important to keep track of the international students. The amount
of international students is less than 10% in Tilburg University.
Moreover, these international students are spread across many
faculties.

b. For the Indonesian students, the researcher suggests having three
monthly meetings per faculty about study progress or problems that
they may face during their stay in the host country.

c. Maintaining a relationship once the students have graduated with a
CRM system. The importance of having an alumni database to help
Tilburg University to drive them as an ambassador to help tell stories
about Tilburg University, since one of the information channels for the
Indonesian students is also seniors, friends or alumni who have
attended the school before.

In order to help the university to get to know the potential market, a research
market on the potential market is important. It is hoped that these findings will give
new insights for the university in enrolment management to provide a better quality of
education.
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Appendix 1

List of Questions for depth Interviews

Consumer Decision Making:

According to the graph above, I came up with a set of questions for the depth interview.

This list of questions for interview is divided into six categories:

1. Background profile of the participant
2. The recognition of the need:
   a. The need to take higher education level
   b. The need to go abroad
   c. The need to search for information
3. Information search and processing – Pre purchase information:
   a. General information for master degree
   b. Media channels to use to search for the information
4. Identification and evaluation of alternatives:
   a. The alternatives for the preferred country
   b. The alternatives for the preferred university
5. Product selection and purchase decision:
   a. The country selected
   b. The university selected
6. Post purchase behavior:
   a. An evaluation of Tilburg University website

Background Profile:

- What is your name?
- How old are you now?
- What are you studying currently?
- What is your background bachelor program?
- Where did you take your bachelor program?
- Have you had a working experience after graduate your bachelor degree?

The Recognition:

- What is the background of you taking a master degree?
- How important do you think higher-level education for personal value?
- Why would you consider and decide to take master degree out of Indonesia?
- Have you ever considered taking master degree in Indonesia?
- What did you think the first thing that you should do after deciding to take master program?
- Before you decided to take a master program, how would you think you would finance your study?
- Who did you discuss your plans with?

Information searching and processing:

- Where do you look for information about taking master? Please explain this in details!
- What kind of information did you look for the first time you for?
Did you find difficulties finding that information?

Can you put in order of importance information that you look to take master degree?
  - Country
  - Program
  - University
  - Tuition fee

What are the most important/valuable information sources?

How did you find about the Netherlands?

What kind of information do you think is the most important to know about the Netherlands?

How did you know about Tilburg University?

What kind of information do you think is the most important to know about Tilburg University? Please explain!

Identification and evaluation of alternatives:

What aspect is the important point in selecting the destination country?

Based on the question above, what are the countries would you consider, beside the Netherlands?

Please explain the reason why?

Categories in selecting the country destination:
  - The availability of scholarships
  - The availability of information
  - Recommendation: Friends, Parents, mentors, lectures
  - Reputation
  - Recommendation of academic qualification
  - Safety
  - Affordability tuition fee
  - Friends and relatives living in the Netherlands
  - The opportunities of working part time
  - Accessibility
  - Geographic reason

How did you find out about this?

What aspect is the most important point in selecting the preferred University?

Based on the questions above, what are the other universities would you consider, beside Tilburg University?

Please explain the reason why?

What do you think are the best factors motivate students in choosing a university?
• Categories in selecting the preferred University:
  o Attractive course
  o Reputable university
  o Good quality of education
  o Recommendation from friends
  o Recommendation from lectures
  o Good quality of research
  o Availability of scholarships
  o International environment
  o Tuition fees
  o Experts in the fields
  o Alumni
  o The city
• How did you find out about this?

*Product Selection and Purchase Decision:*

**The Netherlands as the country selected**
• Do you already know the country of your destination?
• When did you start to consider Holland as the country destination?
  o When you started to think about going studying abroad
  o When you something on the media
  o When you have discussed about studying abroad with someone
• What are the reasons for choosing Holland as your country destination?
• Explains a little bit about the reasons!

**Tilburg University as the University selected**
• Why did you choose Tilburg University?
• When did you arrive in Tilburg?
• What additional values that Tilburg University has compared to other universities?
• What do you expect to get after graduating from Tilburg University?
• What are the difficulties in searching information about Tilburg University?
• How are your decision influenced by the people around you?
• How are your decision influenced by the information media?

**Post Purchase Behavior:**

• How did you manage with the preparations?
• What did you do after deciding to come to Tilburg?
• What were the preparations?
• What about the housing, visa and registration?
- Did you have any misleading information?
- Did you know what to do once you are here?
- Did you have any difficulties in the study?
- Who did you have contact with?
Appendix 2

Questionnaire for Schools on Indonesia

Statistics per School
1. How many Indonesian first year students did you receive in each of the years 2008, 2009, 2010 and 2011?
   a. How are these students divided per educational program?
   b. From which regions/cities do these students originate?
   c. Are there schools or universities that supply a significant amount of students?
   d. What motivates these students to study at Tilburg University (motivation letter)?
   e. What percentage of these students has a scholarship?
   f. How many students have applied?
   g. How many students have canceled their applications?
   h. What are the reasons of them bailing out?
2. How many Indonesian alumni are there?
   a. How many of these alumni have returned to Indonesia?
3. How many Indonesian exchange students were there in each of the years 2008, 2009, 2010 and 2011?
4. How many TiU students went on an exchange to Indonesia in each of the years 2008, 2009, 2010 and 2011?

Existing relations per School
5. What are the partner universities in Indonesia for exchange?
   a. Please specify whether this partnership is per school or university wide.
6. Which other academic partnerships (research, staff exchange, joint degree’s, double degree’s) are there in Indonesia?
7. Are there agreements with scholarship organizations in Indonesia?

Past recruitment activities
8. What marketing and recruitment activities were organized in Indonesia in each of the years 2008, 2009, 2010 and 2011?
9. What were the results of these activities?
10. Can you explain a little bit the good experiences from it?
11. What are the obstacles that you find during the recruitment activities?
12. Can you recommend something for the future actions to increase the numbers?
13. What are the risk and the pitfalls?
14. In what channels do you think the Indonesian prospective students are searching for information about your schools?
15. What do you think the website contribute to the marketing activities for Indonesian prospective students?
16. Are there many Indonesian prospective students searching for information through the staffs or email?
17. Do you think your school has already completed all the information provided in the website?
18. What kind of information do you think is the most important that students might search from your schools?
19. What are the most frequent questions asked by the Indonesian prospective students?
Appendix 3

QUESTIONS FOR MARKETING AND COMMUNICATION DEPARTMENT

Background Profile:

Name:

Positions:

Duration:

About Marketing and Communication Department:

- The general goals
- The division
- The job description (daily)
- Obstacles / problems
- Related to the recruitment systems of the students (Faculty Recruitment Staffs)
- The process of the communication
- What are the needs of this department to smooth the process of system or recruitment?
- Marketing tools of UVT

Please describe your job description:

- The job description (daily)
- Main goal or target
- Obstacles / problems

Communication with the potential students:

- The need of going to college in general - motivation
- What tools that are used by Tilburg University in communication with the potential students
  - General
  - Dutch & International
  - Tilburg university websites
    - The information process until it is published
    - Update information
    - Your perception towards UVT websites
    - Things to be improved
    - Have you ever seen or evaluated other websites, which one, in aesthetic, accessibility, content, navigation
- What information usually provided as the most important according to UVT - What can Tilburg university offer to attract the potential students and what are the considerations, complete or not
  - The advantages of The Netherlands
The advantages of Tilburg - UVT
The problems occur between or during the process of communication or recruitment.

The needs of Indonesian students, your current perception:

- Have you ever heard about Indonesia
- What do you know
- The education in Indonesia
- Online behavior
- Indonesian students
- Channels of Indonesian students in searching for your school

Things to be improved from UVT?
Appendix 4

[Student A]
Bachelor: International Business Administration

**Can you please elaborate about yourself?** I'm 20 years old. I am studying at Tilburg University majoring in International Business Administration.

**Are you in the same year with Fifi?** Yes, we are in the same year. There was not any delay in the process of transfer between UI and Tilburg University.

**What was your senior high school?** My senior high school was Raffles High School in Pondok Indah, Jakarta.

**What was your reason for choosing the University of Indonesia (UI) after graduated from high school?** Actually, my senior high school has Cambridge a level for the graduation exam, instead of National Final Exam (UAN). At the beginning, I had a plan to continue studying in one of the university in UK which its requirement is having 3 subjects with minimum one A score and two B scores. But, it wasn't easy for me to accomplish the requirement. Then, I changed my plan and chose UI.

**But didn’t you want to continue your study to UK by taking foundation A level like others?** Hmm...maybe later for my master program, because it's not easy.

**So, you have tried, but you couldn’t make it, right?** Yes. After that, I heard about UI International Program and it's a more easy way to continue studying abroad. I took the exam and I made it.

**So, do you really want to study abroad? Tell me the reason.** Yes, I really want to study abroad. I think it's more challenging. By taking this international program, I'll also get a lot of friends, which is good for improving my network. I will get two degree from both university.

**How did you know about this UI International Program? Did you apply to other universities? Are there other universities that also have a double degree program?** As I know, there aren't. At that time, I applied to UI international program and SBM (Bussiness and Management School) ITB at Bandung. But, I didn't pass the test for SBM ITB. Actually, I also applied to UNPAD (University of Padjadjaran) and passed the test. I think UI is better than UNPAD and UNPAD doesn’t has an international program.

**What major did you apply to UNPAD?** I applied to Faculty of Economy also.

**Finally you chose UI international program because you could continue studying abroad, didn't you?** Yes, finally I did.

**Why do you really want to study abroad? Do you think that you will get a job more easily by that?** Like I said before, it will be more challenging for me. I have no thought yet about my future career. I think that now I can gain a lot of experiences in different part of the world, through playing and learning. I think it should be balance between studying and having fun.
About the major that you take, is economics exactly what you want to study? At the beginning, yes I want to study pure economy. It’s difficult. That's why I have to be realistic like I once did when decided not to continue studying in UK. So, I change my mind to take IBE at Tilburg University.

When did you change it? Was it when you were still in UI? Yes, I changed it when I was still in UI. Actually, I was accepted at the faculty of economy in this international program. But one semester before I had to go here, I proposed to change my major. It was rejected at first. So, I had to apply it by myself to Tilburg University. Yes, I had to send all the documents that were needed for this dual degree program to Tilburg University by myself. After it was accepted by Tilburg University, I went to the educational administrative staff at UI for getting the signature of their approval that Tilburg University has accepted me at IBE. Then, here I am now.

That's okay. It's a good choice though. I've just remembered. Actually the major of economics has been removed from the options of major at Tilburg. So, that was also why I had to change my major.

Do you know its reason? I don't know. It's removed from the options of major suddenly.

So, the only option of major at Tilburg is IBE? Yes, now it's only IBE since my year (2010). As I know, now the GPA requirement is increased to 3 from 2.75.

Actually, how is the procedure of this program in UI? What you have to do after 2 years studied at UI? By taking this program, I have to study at UI for the two first years and then continue study at Tilburg University for the next two years.

When do you do your preparation before start studying at Tilburg University? You need to prepare some requirements, right? When I took the UI international program, there was an initial requirement, which is having a minimal IELTS score of 6.5. I also needed that IELTS when I applied for the transfer process to Tilburg University.

Did you have to take the IELTS test again or can you just use the previous one? No, I didn't need to take the test again. I can use the previous one, because the IELTS result is still valid for two years. If it has not been valid, then the student has to take the IELTS test again.

Was everything that related to the transfer process managed by UI? No, I had to do it all by myself. Like I said before, I had to apply it by myself when I wanted to change my major. In my opinion, UI seems want to make difficult the students who want to go here. Suddenly, UI can make new rules that complicate the students.

Now I want to know when did you know in which country you would continue your study? Actually each student is free to decide his/her choice between 2 country options, which is Australia or Netherlands. But, in my opinion, UI seems prefer the students to choose Australia as their destination for continuing studying than to choose Netherlands. They removed the economics from the opinions of major at Tilburg University, whereas Australia still has many options of major.

What universities are the options? In Netherlands, there are 3 options of university: UVA, Groningen University, and Tilburg University. In Australia, there are also 3
options of university: University of Adelaide, Melbourne University, and University of Queensland, but they have many options of major.

When were you informed that you have to decide what major and in which country you will continue your study? Actually, we were informed from the beginning that we had to study at UI for the two first years and continue studying in Australia or Netherlands for the two next years. But, UI didn’t inform us some details, such as there is no accounting major in Netherlands. Whereas, there are 3 majors in Faculty of Economy in UI international program: economics, management, and accounting.

So, the first step is you have to choose your major, and then you find which university in Australia or Netherlands that has your major. Yes, that's right.

In your case, you have chose economics in UI international program. Which universities that has economics? In Australia, the all three universities have economics. But in Netherlands, each of three universities has only one different major. UVA only has economics and finance. The Groningen University only has IBM (International Bussiness Management) and the Tilburg University only has IBE.

Whereas in Australia, each university has many options of major. Yes. In Australia, each university has many options of major.

So, everyone can choose more easily in Australia. Then why do you choose Tilburg University at the end? The main reason is I prefer to go to Europe than Australia, so I choose Netherlands. Then I don't want to study in Amsterdam because I'm wondering if I could study seriously. I also think that Groningen is too far away. So, I chose Tilburg University.

Moreover you want to take either economics or IBE which is only in UVA or Tilburg University, right? Yes, that's right.

After you decided to choose Tilburg University, did you try to find any information about it? Yes, of course I tried to find some information by asking my senior who already studied in Tilburg University. They said that it's not easy, but I will have a lot of holidays.

Did they tell you that the lesson is difficult? They said that studying in Tilburg University is more difficult than other universities in Netherlands. But, why did UVA require a minimum GPA of 3? Why did Tilburg University not also require a minimum GPA of 3? In my opinion, studying in UVA is easier than studying in Tilburg University.

But, did you see the university rankings? Is Tilburg University's rank higher than UVA's?

Do you know whether UVA gives any scholarship or not? Yes, UVA gives some scholarships. Does Tilburg University also give any scholarship?

Do you know why UVA has a maximum quota? No, I don't have any idea. That's why my friends and me thought that studying in UVA is more difficult than in Tilburg University. They only said that UVA has a maximum quota of seven students and
there will be an interview for selection process with a minimum GPA score of 3. So, we have to be quick if we want to go to UVA.

**Is the interview provided by UVA directly?** No, there was no interview. They only said so. So, we thought that studying in UVA is more difficult. But, I think that it's more difficult in Tilburg University.

**Now I want to know about how do you get the information? Did you only get the information from UI or maybe did you search the website?** No, I didn’t search it from the website.

**Then how did you know what documents that are required for the registration?** UI gave information about that, but I had to apply by myself.

**Can you explain the process?** At that time, I scanned all the documents and sent it by email.

**Is it supposed to be registered via online?** Yes, I register via online through a website that provides information about studying in Netherlands. I forget the name / address of the website.

**So, you register through that website. Did you ever search the official website of Tilburg University?** No, I never search the official website of Tilburg University.

**How did you get the contact person that you had to contact?** I got the contact person from UI. The name is Nelfenstra.

**When did you send the required documents for registration?** I sent it around February, during the semester holiday.

**When did you know the result?** I knew the result on April and I was really anxious while waiting for it.

**So, you were accepted in IBE Tilburg University, right? But, what will you do then if you weren't accepted?** Actually, I was already accepted in Groningen University at that time. I applied two universities.

**Was the procedure to apply to Groningen University the same as the procedure to apply to Tilburg University?** Yes, it was the same.

**But, the time for registration was different, right?** Yes, registration in Groningen University was processed earlier than Tilburg University.

**Do you know about the tuition fee of each university? What do you think about that?** Yes, I know about that. If I'm not mistaken, the tuition fee in Groningen University around 7.000 Euros and it's more expensive than in Tilburg University.

**But, it's only 1,5 years to take this program which is you have to pay less semester than in Tilburg University, right?** Yes, that’s right. But, I think the quality of the university is also more important to consider than the amount of money.

**So, you also sent all the required documents for Groningen University, right? Then when did you receive the reply from the Nelfenstra after you sent all the documents?** When I applied on Februari, he gave me a conditional letter first because
he needed to know whether I could keep my final GPA as required GPA or not in the 4th semester in UI.

**Was the time so tight for processing the transfer?** Yes, I think it was. At that time, I was on 3rd semester holiday and still waiting for my scores in the 3rd semester.

**Whereas the universities here had to wait for you to finish the 4th semester in UI and they also needed your final GPA.**

To sum up, first you had to apply on February when it was still on 3rd semester holiday. Then you still had to finish the 4th semester in UI with final GPA as they required. Then finally, you could continue to the university that you applied if your final GPA is fulfill their required. Yes, that's right. In addition, the minimum required GPA was 3. I also had to have 7 subjects with a minimum B score. They are accounting 1, accounting 2, finance, cost accounting, statistics 1, statistics 2, and math.

Do you know whether the universities in Australia had the same requirements as the universities in Netherlands? The universities in Australia didn't have all those requirements as in universities in Netherlands.

Then I could say that it's more difficult to continue studying in Netherlands than in Australia because they don’t have any requirement of the minimum score that you have to achieve, isn't it? Yes, I think so. That's why UI seems prefer their students to continue studying in Australia than in Netherlands. But, studying in Australia is more expensive than in Netherlands.

**If I'm not mistaken, it costs 28.000 AUD, isn't it?** Nope, it costs 30.000 AUD per year.

**It's not including the living cost yet, isn't it?** Yes, it's not including the living cost. It's only for the tuition fee.

**Then how did you know about the accommodation things in here?** I knew it from the website.

Do you mean the Tilburg University website? Yes.

**So, is your house now from "Your Room in Tilburg" website?** No, it's from KBT.

**How was the process of choosing you house?** Actually, I was a little bit late for searching a house because at that time, all my friends already found their house to stay. At first, I had an offer from my best friend's sister that there was a room to be rented. However, her friend that has already been in the house only looking for a girl to fill the house. Then, I came here earlier than my friends because I wanted to have sightseeing first. After I arrived here, I started looking for a house. But, there was only one option left in KBT. I preferred looking for in KBT because it was expensive in the website. In the first day, actually there were 6 rooms available. But, when I wanted to see the rooms on the next day, there was only one room left. Then, I took that room. I went to KBT with my mom.

**How did you know the information about KBT?** I asked my seniors who have already studied in Tilburg University.
Okay, then. So, I could say that you got all the information from your friends, right? Yes, that's right.

Did you miss any information at that time? I mean, did you miss some important information that could make you in trouble? Or, maybe you heard some information in the past and they have already changed in the current situation. Yes, there are. And it just happened. Previously, they said that I don't have to take statistics 2 in Tilburg University. But now, I have to take it again.

Do you know why you have to take it again in Tilburg University? I don't know why. It's just suddenly being announced that I have to take it again here.

But, at the beginning have you ever been told about this? No, I've never been told about this.

How was the first agreement? The first agreement is that we don't need to take the statistics 2 in Tilburg University.

Can you explain the details? For example, do all the subjects that you've already taken in UI have to be taken again in Tilburg University? Yes, they (UVT) said that all the subjects that we've already taken in UI don't have to be taken again in Tilburg University. Actually, they've already asked us to accomplish statistics 2 with a minimum B score. We have accomplished all of it.

But, you still have to take it again now? Yes.

So, your credits will be excess, right? Yup, that's right.

Did UI tell you the information like this? I mean, like how many credits and what subjects that you have to take. Actually, UI told us about that. But, I'm wondering why they told us something's different with the current situation here, like this statistics 2 problem.

Have you ever discussed any matter with the Nefenstra before? Have you ever asked any information after you were accepted in Tilburg University? Yes, I have sent email asking about some information. I asked about how the way of learning in Tilburg University is. I also asked about how to learn effectively.

Did he reply your email? Yes, he did. But, it took a long time. In my opinion, he's not responsive.

Now, do you still have a contact with him? No, because he has been replaced. Maybe that's why the statistics 2 problems occur.

Is Nefenstra an international office or a student advisor? I think it is an international office, not a student advisor.

So, he isn't supposed to know about the syllabus, right? I'm not sure about that.

Or is he a program coordinator? Exactly, he is such a program coordinator.

Do you have a regret of your decision? No, I've never had any regret.
Now, I want to know about your expectation with your double degree in the future. Compare to other students who studied bachelor program in Jakarta, do you think that you will have higher chance to get a job in Jakarta? Yes, of course.

If I may know, in what kind of company that you want to work someday? I want to work in a multinational company. Actually, I'm interested in working in a bank.

Did you ever asked your senior who have studied economics before about how studying economics in Tilburg University? No. But, one thing that I know is they have no one that has graduated from economics. So, that makes me shocked and considers choosing IBE.

I think it's the same as situation in IBE. Do you think that there is student who has already graduated from IBE? Yes, there are some students that has graduated from IBE. I know Akina has graduated from IBE.

Now back to the topic that you want to work in a bank. I assume that it's not easy for you to achieve, am I right? I still don't know. That's true that I want to work in a bank one day, but I also have a plan B that is working in a multinational company.

Wherever there is? Yeah, I consider about Nestle or whatever that is close to my house in Jakarta.

Do you have idea about what position that might be your interest? Maybe marketing or management? No, I prefer finance because I love working with numbers.

Then, do you want to continue to master program? Yes.

Do you also want to take your master program here? Maybe, or I also consider about London.

After you finished this double degree program, do you prefer to work first or to continue to a master program directly? I still don't have idea about that. I think I need to discuss it with some people first.

if you already had two years working experience, then you have a chance to apply any scholarship for master program. Do you mean for scholarship in Tilburg University? A scholarship sounds interesting.

I mean, if you want to take a master program in UK, then a scholarship would be very helpful in reducing the expense. But, I think it might be not easy to fulfill the requirements of the scholarship program.

I want to know whether you know what Tilburg looks like or not? No, I don't have any idea.

I'm wondering why you didn't choose Amsterdam, which is more look alike like Jakarta? I'm worried that I couldn't study seriously in Amsterdam. First, I know that UVA only has economics and finance, which is not an easy major for me. Then second, I think there are more disturbances in Amsterdam. So, that's why I choose Tilburg.
Appendix 5

[Student B
Bachelor: International Business Administration

**What was the motivation behind you entering the University of Indonesia for your Bachelor?** It’s kind of long story, first of all, I wanted to go to Japan, I applied for the scholarship. However, apparently I only got 80% of the scholarship instead of 100%. Well if I compare it to Holland, its more or less the same but living expense in Japan is just ridiculously expensive. Its different from Europe. So I had a discussion with my dad and he said that its not like it’s a reputable university so just have to go to Europe or something. But my initial plan is just to go outside Indonesia after finishing high school. My dad introduced me with this program in the UI where you can go abroad after two years and such. But then again I had to wait for another 2 years, its kinda not nice from my own personal interest so at first I didn’t want to go there and then my dad convinced me that I should also experience college life in Jakarta. I also live my whole life with my parents so it will be a culture shock also for me. I decided to enter this program.

**Did you speak Japanese, since you did try to get into the university in Japan?** I don’t because my mother never taught me how to speak. Second of all, the bachelor program in Japan is also 3 years, the same as Holland, but I am going to have a one year foundation first for the language course.

**Why did you pick Japan?** Because I am half Japanese and I want to get in touch with my other roots. I have grown up in Indonesia for like my whole life since I was born. Its nice to also get to know my mother side of the family. I don’t really have a lot of families over there only 2 uncles, 1 aunt and 2 cousins left in Japan. My grandpa died already in Japan.

**What is the reason for you to go abroad outside Indonesia?** Basically I just want to experience the life outside Indonesia. Its like exhausting living in Indonesia with the traffic. Its just a new environment, you will get the feeling when you wake up in the morning and the atmosphere, environment and infrastructure around you is just completely different.

**Did the level of education is also your consideration instead of only experiencing living in a new life?** Of course, basically I always have a preference for countries. But once you have already decided on which country, you can google which one is the best university. For example if I wanted to go for a psychology, which university is the best one.

**Did you aware from the beginning that you are going to choose one of these particular countries, namely Australia and The Netherlands?** Yes I was aware of that?

**Were these two countries are the countries that you prefer to go to?** The Netherlands is but not Australia.
So, its always been Japan and Holland are the countries that you prefer to go to?
No, I never thought I wanted to go to Holland and when UI offers me to go to Europe and Holland, you know Holland has a a good reputation of university. Therefore, why not go to Holland, since I couldn’t get my first preference which is Japan, Holland is the place to be compare to Australia, in my own opinion.

Why is that? I think this is also a shared opinion that if you go to Australia, there are a lot of Indonesian people like a lot of them and Australia, there’s a high tendency that you might well go back to Indonesia often due to travelling hours and cheap flight promotion. Its Holland and its so far away and its Europe so you can like travel all the way to other countries. This is one of the advantages of going abroad. Being far away from Indonesia gives me a very limited option to go back often to Indonesia. If I am here in the Netherlands, the situation is like its I can’t bought the tickets to Indonesia for 2 or 3 times a week. On the other hand, if you have the same amount of money, you’d be like thinking if you are going to use the money to go back to Indonesia for 2 or 3 times in 6 months or to travel across western European or eastern European.

Did you also look to other universities beside UI? I did apply in the Private University, UPH. I got accepted.

In your opinion, can you please mention factors that are important in selecting university? First element is the reputation, which is world ranking university. Actually I did my research in that specific country that I found out that it is really famous for its economics faculty although it does not have a lot of faculties such as dentistry or any other but still in economics they have the best one. When you did research for universities, the other names also pop up in the page so I did compare a lot of universities. Not only the universities itself but I also compare the location where it is located. Because before I got here, I was being introduced by this dutch guy, he had an internship in Indonesia via aiseic, he is from the Tilburg university. We had this lunch and we kinda discuss about this. He said that Groningen is like really isolated in the north while if you go study in Amsterdam, it was very touristic and such. And the international student life is not as good as if you study in a small city. Like in the Amsterdam, the campus building is disseminated and then you don’t know a lot of people over there. Probably its kind of bias since he is studying in Tilburg. Tilburg is a good university, it’s the best, its very comfortable. If you want to travel across Europe then you can always go to Eindhoven. I was lucky that I meet this guy so then I could get to know the university even better. In the UI back then, they had an info session about alumni but it is nice to also get other perspective which is from the dutch student himself. The source can become quite credible since you have two perspective of the information combined into one. I also did my research like I ask people around about Groningen. To be honest when I look into money perspective wise, its very beneficial going to Groningen because they have this one and half year program and you only pay for one year. so if every students put money also as their consideration then they would probably go to Groningen regardless of the program and location. The second of all is the location. The third one is the program itself, tuition fee and the student life.

Did you browse to the Tilburg university website? Yes I did. I googled everything.
Did you find all the information that you need about Tilburg and Tilburg university? The website is pretty much comprehensive because it gives all the information but again about the student life, you can always read it but you also wanted to hear from the actual person right?

Do you prefer a video of testimony? Well, probably its kinda bias since I am studying here, I would quite skeptical if I see a promotional video its like only reading lines and you got paid to be in the video. But for those highschool students who would probably doesn’t have any knowledge at all about research, they would bought the video but not me.

Did you find any difficulties in finding those information? No, not at all.

Did you have any contact with the rep of international office? When I was in Jakarta I didn’t have any contact with them at all. I had a conversation with them not very intense but I did.

What kind of information did you ask from them? I ask pretty much about everything, about my application procedure, my program, and then later on about how is it over there, the weather and such. But the thing is, Tilburg provides this pdf file contain what are the things that you should bring, the life, the study and the program. Its always good to have a general list of the things that you should bring and then again people from different cultures, they bring something else, like Indonesian should bring rice cooker.

Since we already have the Tilburg university website, so I assume that every prospective student can visit the website and find the information needed. Were you not satisfied about the information provided in the website that forced you to have a conversation with someone by email? Back then, I was not the kind of person who looks everything via the website. I think this could be some major differences between the developed and developing countries. Like in the developed countries, everything has its website, every information is there, its all in there also appointment, you just have to click to find it. While in the developing countries, people are tend to rely on third parties for information, instead of looking by myself in the website, back then my old mind set is like maybe I can just email and find out that she or he could give a very credible source and information. Its like way of thinking, I think you can conclude that its pretty much safer to get information from the right person. If i received an email from her, I can assure myself that she is working in Tilburg university right and why would she lied to me or making things more complicated for the potential students right?

Do you think that almost all the Indonesian students have the same old mindset like you were before? I don’t know, I think they are still the same but I don’t know for sure. I think its also about the collectivism culture of Indonesia, its like relying on someone else beside trying to do your own research.

Was Tilburg university is what you have been expecting before going here? About the place of Tilburg, I can say that Tilburg is not the place that I would like to end up with but I already have some precautions from all of my seniors, they live in
Tilburg when I was still in Jakarta, Tilburg is less favourable compare to Jakarta. I am really satisfied with the university because the campus itself is centralized, you can cycle pretty much to anywhere. The library: the facilities are very amazing, they have these updated computers, scanning, copy machine is very complete, and they even get access to data. For the academic, if I would indicate from one to ten, in general I would give like an eight. Sometimes I can’t understand the lectures since their native language is not English, it decreases the content of the lecture because of the language barrier. Your message need to come across, its just basic communication, encode and the audience needs to decode the message.

After graduation, where are you going to work? I would still be free. I still want to experience new environment. What I did not know is that my mother allowed me to pursue my master directly; we had this miscommunication with my mom. I had an idea of going to Copenhagen for my master and also Sweden its not like I have thing with Tilburg university but its just I would like to have something different but all the application for the Scandinavian university are closed already, my mom was like why didn’t you tell me about this and then you can apply. This leaves me to Tilburg university since I don’t want to pursue my master in germany or something or Belgium, I think I might pursue my master here in Tilburg university.

Do you expect more to get better opportunities rather than the ones who do not go to Tilburg university? No, I think the chances are pretty much equal. I think in the Netherlands, all the universities do not have a significant gap between each other unlike in Indonesia. I think the companies in the Netherlands do not necessarily looking at which universities that we come from. They will look more in to the cv. You have certain education but also looking at your cv.

In your opinion, how do Indonesian people see the students going abroad for simply education? I think Indonesian recruiters would see as something prestigious because like people who go abroad, I think they also look at it from the skill perspective. People who go abroad, they will have more adjustability skills and coping with the situation skills compare to the people who went abroad. I think companies will also see from that perspective. Not only that they think we can speak English fluently. Its just because they study in a different environment that they use to live. Second of all, I’ve never seen or heard a student who studies abroad brings their servants or maid along with them, they have to do everything by themselves. They have to cook, they have to study, they have to manage their time properly. Time management is also very important right? Company sees those traits within their potential employees, maybe the ones who studied abroad will have higher salary compare to the ones who do not go abroad for studying. Its kinda true in Indonesia, actually. So going abroad will always give us the advantage when we go back to Indonesia for better chances and better life. Although is not significant but my friend who is working at Ernst and young has a higher salary rather than the local auditor.
Appendix 6

[Student C]
Bachelor: International Business Administration.

**Where did you go to high school?** I graduated from the States, but my normal high school in Indonesia is SMU 70

**How did you finally graduate in the States?** When I was still studying in my normal high school in Jakarta, I got accepted for a high school exchange program. I was really fortunate, when I was there, I was placed at the senior level of high school. I got to be a twelve grader there and the counselor asked me, do you want to graduate or not and then I said why not.

**How long did you spend time in the States?** One year two months. It was my last senior high school, and after I got my diploma, I went back again to Indonesia because that was like my exchange contract and initially you have to repeat another year because you have been abroad for one year and you missed one year of high school since I got the diploma and UI accepted me with my American diploma, I dropped out the school. I did take a lot courses in Indonesia as you know while in the states I get to choose only whatever I want. All my courses are transferred to the American diploma so it was really easy for me. I just have to take the SAT for high school in order to graduate from high school, I took it and I passed it. I just have to take several courses something that are related to the US. I was in IPA major.

**What are the reasons for you to go back to Indonesia?** It was the contract because my visa is actually an exchange visa so I only have a visa for a year and a half. And the program also makes me go back to Indonesia. I went back to Indonesia in july, it was kind of a funny story, I had my reintegration thingy and stuff for like a week, dealing with culture shock. They encouraged us to go back to high school, but then 98% of the total 89 students something students that went abroad did graduate from their normal high school. I was one of the 2%. I got back again to high school for like two weeks and then my mom asked me if I wanted to go to UI international since the university is open again for the second round of the registration. I said why not going to university. I had my American diploma so they don’t have to test for my English, I just have to take the potential academic test. It was not that hard and then two weeks after that I got accepted. My mom asked me which one do I prefer, I preferred straightly going to UI rather than high school again.

**Where did your mom find out about this program in UI?** It was from my best friend’s mom. My bestfriend, she applied for the first round of UI but then she got accepted at ITB. Her parents wanted her to go to UI instead of ITB since it is in Jakarta and she is a girl. Her parents encouraged her again to take the second round test at UI so she would probably changed her mind and then her parents talked to my mom and stuffs.
Did you try to find any information about UI or this program? No I didn’t search for any information, I just know that UI is the best university in Jakarta and then that’s it.

Are you aware that you are going to go abroad for the last two years of your college? Yes, I know and my initial plan will be go back and finish my high school and then apply somewhere probably in the States again. Apparently my mom really wants me to stay in Indonesia, so I was like two years two years is not really a bad thing and then I have never been to Europe before. I think Holland is the best choice, they only have Holland and Australia. Why is it really matter for you to go abroad for your bachelor? I always have a big interest in other countries since I was a kid for some reasons. I really like to travel and when my mom takes me to new places and I really like to see bule and my impression is just that they are really different. I also see a lot of movies and I think that is also one of the big influences. That is why I wanted to experience high school somewhere else like Japan, US. Now I do really want to experience living in Holland, living in france, living the US.

Did you ever thought about the level of education between these countries or basically Indonesia compare to other countries? Just living experience that matters? Yes, that was actually my basic thought but then of course if I go to western Europe than I would get a better education then in Indonesia.

No thoughts of going back to the States? It was really sad back then because my mom only gives me like two options at that time, either going back to high school or going to UI. I would love to go back to US but its really crazy expensive. When I went exchange, I got a scholarship and I got paid and I lived in a house family. I didn’t finance the exchange.

You were studying IPA major at that time and when you have to go to UI you are going to a more social science? Was it really interest? I don’t really mind. The thing is when I went to IPA, I really don’t like the chemistry and all but my mom forced me because she said that IPA is always better than IPS. Its always the case back then in Indonesia, I was capable of getting into IPA so why not going there.

When you were a kid, do you have cita2 or what do you want to be? It always changes. When I was a kid, I wanted to become an astronaut. I really don’t have any specific cita2. After I came back from the states, it became clear to me that I don’t want to be with something to with IPA, chemistry or else. To be honest, I really do not know what I want to be but I do know what I don’t want to be. That’s what leads me to where I am now. When I was in the States, I volunteered a lot and I was always in the treasury or finance department. I found that really interesting so that’s why its fine for me to go UI for a more economic field of studying. When I got to UI inter, I also did not know what my major will be because they do have medicines, computers and economics.

When you are already at economics, how did you finally decide on a major because UI also offers many different majors? When I was in UI, they did not really prepare for a certain major, its like going back to high schools again, they give you a lot stuffs about economics, business, marketing, finance and all at the same
portions. You kinda choose your major when you want to go abroad, I decided on the international business administration, because I got everything at UI, micro, macro, finance. My grades are excellent in finance and business. My micro and macro grades are not really the best, then I decided to excel in the international business.

**What are the reasons to go Tilburg?** This major, international business administration is offered in Tilburg and also Groningen. The reason why I don’t want to go Australia is because it is not Europe. Like my dad is working with the Australian company, so I went there several times for a meeting and stuffs like that I have never been to Europe. And its also cheaper to go to Europe so that I am like dad, I have been to Australia so why not go to Holland. I asked my relatives because they also study in Holland, I asked which one is better Amsterdam, Tilburg or Groningen. They said that Groningen is far away and Amsterdam is Amsterdam. Tilburg is more reachable than Groningen. I pick location wise also since I also want to travel. I don’t want to go to Amsterdam since I don’t want to take the financial economics and I don’t want to business administration mean while Tilburg has international business administration. It is sounds better with the international.

**So you are here, did Tilburg is according to your expectation before you got here?** No, not at all. Academic wise, I thought it was going to be like UI pretty much. It turns out it doesn’t at all. It doesn’t have any participation or attendants. You can just come in and come out of the class anytime you want. There are a lot of distractions, like cheap travelling tickets. Education wise is not expected at all, the exam is just really hard. They count everything on the exam. I expected that is going to be harder, I did not expect that everything is going to be 100% on exams. Its only technical problems but technical problems matters a lot. I am used to have 30% of this, 40% of that and stuffs at UI and now its like 80% of this 20% of that. I took only one class which is fifty fifty. I finally later on got the idea that we are all adults and we are responsible for our own study. And that’s a very valuable things that I’ve learnt from being abroad. I won’t be learning any of these if I stayed in Indonesia.

**What are the improvements from yourself different from when you are here in the Netherlands?** I self study a lot here because in Indonesia they have “guru les” (additional paid tutor). I did take more additional classes with the tutor out of the classes. This is from the smart regular students who need more money and they give lessons.

**So it is not enough just to attend regular classes that you usually have in UI?** Its not generally like that, its just that I was really lazy back then. I don’t like reading the book by myself but rather having someone explaining to me and I was really used to do that. And the first year I came here, I don’t have someone explaining to me and I have to do self study and my grades were just dropped going down. In Indonesia, I grew up really spoiled. I went to this private junior high school and they give like everything in front of you. If you have troubles with studying you can just like go there and ask them for a help. And in my senior high school, I did not really do anything at all. I don’t think it was really that hard, when people strive to get in to that high school, it was pretty hard when you are already there. My grades were also not very good because I was not studying really hard back then. When I got transferred to the American High school, it was very easy. They assumed that I have taken many courses like biology and stuffs so I don’t have to take any other hard stuffs there. I
only took US history, US government and a lot of electives like swimming so it was pretty easy.

**Your expectation, where do you see yourself let say 2 years from now?** I would see myself working actually for a multinational company. But I still don’t know what I would like to do or what I would like to be when working in a company. I am really opened right now and don’t have working experience. I only have volunteering experience like in the non-profit organizations. I don’t really have a professional working experience where I got paid. I am doing it not because of my education but mostly because of just a social thing to do. I would do something in the financial department according to my major. I did my thesis also about the finance, I did a lot self learning and self study and why don’t try in that field. And then my next plan will to take an MBA in the States. And in order to take an MBA you have to have working experience for at least 3 years. So it does not really matter for me what kind of job will be as long as I got the professional working experience in the business administration.

**Will it be here on in Indonesia?** Most likely will be in Indonesia because my mom would like me to go back to Indonesia. I will not fund you if you don’t want to go back to Indonesia. How can I get the money. I have been abroad too much and will be going abroad for my MBA.

**Which courses do you like the best here in Tilburg?** Usually I always like the courses that I am good and have good grades at. I have a big crush on social, psychology and international something, cross culture and finance. I don’t really like it but I am good at it.

**In general, based on your experience, what factors is the most important thing for choosing a university?** I think it really differs, some of them are really considerate about the major that they are taking, some of them have the same reasons as I do, which is travelling around Europe. And then some of them are also consider about the money because in the Netherlands is so much cheaper than it is in the Australia.

**Why do you think that most number of students going to Australia compare to Holland?** I think its because they don’t want to be far abroad. Australia is closer to Indonesia because they can go back and forth easily. The passing grade to go Australia is not as high as the passing grade when you want to go to Holland. Moreover, the intake in Australia is also twice a year double up than in the Netherland. So, if you really want to go to Holland and you don’t have enough passing grade then you have to wait for a year. I remember when I am about to go here, the requirements are really a lot. The GPA should be more than 3. The IELTS has to be in higher than the ones in Australia for each stage.

**Do you think than Europe is better than Australia?** No, not really. Now I that I live here, Dutch people really know what they want to be so that is why they set the standards and requirements higher because if they don’t pass the requirements than they are not just good enough to go here so why let go here. They also don’t have thesis, I think that is also why a lot of students wanted to go Australia better than here. The passing grade is also lower.
Do you think now you are here, you have better chances compare to the ones who go to Australia? No, I think the chance would be the same. I think the first screening that they do is the CV checked right? If they see that we are coming from abroad, I think we would have the same chance. We both will pass the first filter but then again, it will decide on the step which is the interview. However, I think we have a little bit advantages like we have the thesis and self learning, we don’t have parents visit us that often meanwhile in Australia, its pretty closed to home. Its also a matter of luck as well.

The advantage of going here? The travelling and the self development that I have learnt in here. One of the reasons that I don’t want to go to Australia is there are a lot Indonesian people over there. Europe is so big and you will meet more diverse people (international linkage) around Europe. In Australia, the chances you will meet more diverse people is smaller. I want to get more network and a more international exposure.

If you can promote Tilburg University to those who are still in UI right now, what would you say to attract them? I would love them to come here. I will say more on how you will get the network and your opportunities to travel. I also want to warn them in advance because it is hard to be studying here its not to scare them but its just opportunity cost. Its hard but you get more network for sure. Its hard but I don’t want to give them expectation. I did not get any information session about Tilburg University back then in UI. People told me that Tilburg University is very good and has the best rank in Economics but nobody told me that it is going to be hard like this. Nobody told on how is the life over here in Tilburg. I will say that it is hard that you have to work your ass off but its worth it.
Appendix 7

[Student D]

Bachelor: International Business Administration

**Tell me a little bit about yourself?** I am 22 years old. I am now studying international business administration, third year in Tilburg University. Its really good, really good. I entered UI double degree on 2008. I was late, I supposed to enter UI on 2010.

**Where did you go on your highschool?** I studied at BPK Penabur, one of the best high schools in Indonesia. I took the social studies when I was in senior high school.

**Why did you enter UI international school?** It is because of my father asked me to do so I don't be friends again with my old friends. I was about to go to America or Australia. I've been accepted at DFC (Diablo Felix College) already. I 've been accepted at Monash College already. But my father said no, your friends are there. It will affect me and At that time Indonesia at newspaper paper my dad found it better. So open registration for University Indonesia, international class and I tried.

**So, you really wanted to go outside to study?** Yes that is true, I wanted to go outside Indonesia to study.

**Why is that?** It is because so cool when you go abroad. When you told someone that you go abroad to study, they will be like wow. You have to mention where did you study and what is the name of the university.

**Do they know about Tilburg University?** Probably they do not know about Tilburg University but they do know about the Netherlands. I only want to be cool because I study outside Indonesia.

**Did you ever think about the quality of education?** I thought that Tilburg university is the easiest university above all, I thought the most easiest university will not be the best in quality.

**Why did you think that way?** I went to NESO to find information and comparing between UVA, RUG and UVT. Groningen seemed to have the best campus and the city is very cool. Amsterdam, from its name, I already felt terrified for its difficultness. No one seemed to know Tilburg but its in the netherlands, so I don't really care, but I got trapped.

**Why didn't you go to Australia?** As I have said before that because my father didn't allow me since I have my friends there. Even though it's a different universities, my father still does not like the environment of the US and Australia. He does not like the Indonesian students who studying in US and Australia. I thought that is okay and I thought Europe is pretty cool too. I don't really care about the quality of education or the ranking.
Why did you choose for Tilburg then? Tilburg’s requirements are the lowest among all the options in the Netherlands. That’s why I was thinking it’s the easiest, because the lowest requirement ever. Amsterdam only receives 5 people, Groningen its very complicated that you have finish a lot of credits. When you wanted to go Tilburg, it only requires 2,75 of GPA and no other requirements.

I also already got accepted in Groningen. I have enough credits to do so. And then my father does not allow me to go to Australia. In Australia its extremely expensive, bad campus and expensive. the living cost is also cheaper here in the netherlands. In Tilburg its only 6500 euros while in Australia 28000 dollar Australia. Living cost minimal 1200 dollars per month while we only spend 300 euros. My father is so proud that I only spend a little money compare when I have to go to Australia.

So this is the most beneficial option ever? Tilburg was one of the highest ranking it’s good, financially it’s good. I don't regret my decision at all. it's a very different environment of life. Its quiet, there’s nothing here. One thing, its really hard to get yourself a driving license here. I wanted to buy a car so it is really hard. That is one thing that I have regretted on. Also one is the city, I’ve been to Europe so many times but this is the worst city that I’ve been to Europe.

Did you try to find any information about Tilburg before? I only got information from UI. I only had a very minimum information.

How did you apply? I applied everything on my own not with the help of agents too. There are s lot of process actually, a long one. An online registration, I visited UI again, waiting for the grades transcript and finally waiting for Tilburg for the admission letter. Its very slow and takes a lot of time. I also have to take care the bank account, birth certificate, insurance, housing. The problem is that Tilburg university have any representative in Jakarta. I am going there in the last minute to ask for small thing but UI and Atlas are not in a good condition. I was looking for the agents by myself.

Did you have ay contact with the international office? No, not at all. I did everything on my own. I received an email and I just followed the instruction that is given in the email. And then I got accepted. I looked for a room by myself too. I did not get any email when everyone got one, I have no idea why.

What is your expectation after graduated? I will be back in Jakarta with two degrees; one from Indonesia and the other one is from the Netherlands. I used to only thought about a degree and I actually absorbing knowledge. I am really studying here.

What about a career path actually? Of course, I expected a better future since I have two degrees. I would like to start from the very beginning after this, I would like to go china to study the language. because one of my father business is dealing with Chinese. However, I would like to do the job with my own strength and networking. I mean I have my own connections and a lot of conglomerate friends and I have to make use of them. I would like to start from an employee first and I wanted to save some money to make my own business.

In what kind of field do you want to take a job in? I’m going to more management and marketing. I’m more like strategic people instead of calculating people. I am also thinking about taking master later on and I would like something cheap.
What do you think about Tilburg university in academic? This is so much harder, more prestige compare to the others. It's so much better than in Indonesia. Tilburg is very nice. Very providing library, very providing environment, good class, good in everything. As I said in the beginning I thought this university is not really good, turned out it is very good.
Appendix 8

[Student E]

Bachelor: International Business Administration

**Where did you go to highschool?** I went to Taruna Nusantara Highschool in Magelang. It is a military boarding school.

**Why did you choose to go there?** At that time I really wanted to go to that school. However, I often changed my mind. Suddenly I did not want to go there. And then my mother insisted me to go to that school, so I did.

**There are a lot of high schools in Jakarta, why decided to move there?** At first, I really wanted to go to high school eight (8) but my mom did not allow me. Its not safe, it often got flooded. The main point is that is not safe to go to that school. At that time, there were only two choices from my mom, Gandhi school or the TN. I did not want to go to Gandhi, so I went to TN. The reason, I wanted to go to TN is to get out of the house and live with my friends. I regretted entering the school.

**What major did you take in high school?** I chose to go to social major (IPS). I entered the major on the last grade.

**So, you already knew from the start which faculty do you want?** For sure, I don’t want to go for engineering would be focusing on the social science field.

**Where did you apply for the college?** I only applied in one university at that time which is University of Indonesia. My mom wanted me to go to UGM in Jogya, the reason were that I already lived in Magelang, which is I am comfortable with. Jogya is cheaper and with delicious food. UGM is a pretty good university too. Suddenly my mother changed her mind again and did not allow me to go to UGM since she found out that the environment is not safe. Students over there acting really bad. I did not apply for UGM. I wanted to go to ITB, but when I wanted to pay the tuition fee over there, she did not give me money because she did not want me to go there. And then, mom said that I had to apply at UI Inter. So I did.

**Which UI did you apply?** I applied for UI inter at that time not the regular one. At the moment of registering actually it was late already and want UGM instead. But again my mom did not want me to go there. Going to UI is basically from my mother
friend’ recommendation. Her son is also studying there, they can study and go abroad. They will study inside Indonesia and also outside Indonesia.

**But, did you ever thought of going outside Indonesia?** Yes I do, I did want to take master outside Indonesia. However, mom said that I should go there instead. The university is in Jakarta, I don’t have to move to another city. Its closer too because its in Jakarta.

**So, everything comes from your mom’ recommendation?** Its all from my mom. I did everything by myself. The announcement is when she is still in Europe. I got accepted from the first wave.

**What is the reason for going to Tilburg university?** Is it also from your mom? yes, that is true, my mom insisted me to Tilburg. I wanted to go to Groningen. Because in Groningen its only one and a half year or even ke UQ because they offer the major that i like.

**What major did you want?** I wanted to go for the real estate. This major is also a business major but focusing more on the real estate and properties. UQ offers this major. It is called as real estate management.

**What didn’t you go to UQ?** My mom did not allow to go to Australia because she said that I would not be focusly studying. I have my families there too and my friends also. She said that I would be partying instead of studying. In Tilburg, my mother friend’s lives here with her husband. So we did go to Holland before going studying to visit the school. It was a year before I came here.

**How did it go?** Me and my mom went here to Holland to see how Amsterdam is, Tilburg is and also Groningen. my mom really wanted to know the situation here. It is safer for my mom if I go to Tilburg since we have relative here. It would be easier also to send the money. The most important is the atmosphere and safe environment.

**What happened to ams?** My mom said that Amsterdam is just too crowded. But, she said its up to me but she gave consideration that Amsterdam is just too touristic not a city to for studying. While we are here in Holland, she loved Tilburg because its very quiet. She loves that kind of things.
**What happened to Groningen?** she said she would be too lazy to visit me if I go to Groningen. My mom said that Tilburg also has a good ranking. It would be easier if I have my relative here. According to her, it is also fate that brought us here with me and my relative.

**Were there a lot of requirements?** The UVT only needs a GPA of 2.75. I could do that.

**Then you never thought about Aus then?** At that time I also wanted to go to Melbourne. My dad said that if you could afford to go to Melbourne, why did not you go to mel? Melbourne is also very good and Melbourne is one of the top 50 list. It is better than Tilburg University. Even in business, they said Groningen has better ranking compare to UVT. My dad also said that just go to Groningen since its only 1.5 years. But my mom insisted in many ways that I should be going to Tilburg.

**Now, you are in Tilburg, what do you think of it?** When I first being here and saw everything, this international business major is too broad. I don’t what I have been learning. I really wanted that real estate management. But the positive side is that I can travel anywhere. My uncle also said to me that lesson in your bachelor will not be often used compare to master.

**Now, you consider taking a master?** I don’t know, seeing the thesis, I don’t feel like going. If I wanted to take master I would like to go London. They have the major of real estate management. There is no such major in Netherlands. I still need to fix my grades so that I can be accepted at London.

**Is there any such a major in a division?** There is no such a major division but there is only accounting management and economics but in fact we are all in the same class. Everything is really general until when we go abroad. Now they said its different, they are divided into accounting and management.

**What about the preparation going here?** There was no Tilburg rep in Tilburg. It was easier going to Groningen. they said that I have late already, I was a little bit complicated and there was something wrong with my grades. I was rejected. I object this decision, did not receive any news. I think I can get into Groningen. I only applied two UVT and UQ. I got accepted in Tilburg.

**Did you apply for Groningen?** I did not, they came to me and ask for my results. So Groningen as I said before has the rep in UI while there was none of Tilburg in UI. There is no direct contact with Tilburg university here in UI. There were only a small
of students going to Tilburg, a lot of got rejected and they did not want to wait. Tilburg suddenly raise the standard for the grades. So, since there were only a few of us, the UI does not really concern and take care about us.

**How did you apply there?** We applied by ourselves. We did everything by ourselves pretty much. We sent a few documents through UI. I still waited one grade but that is fine. There is a miscommunication, UI stated that we should not be sending the application until the grades are not completed. That is why I got rejected, I was pretty confused. And then I object and sent my grades after that I got accepted. I was waiting for a long time, I had to be more proactive to ask about this since I also did not register to any other universities even though the Groningen is my back up.

**Why did you really want to go abroad?** Because everybody does this, my younger sister is already outside Indonesia. My other sister and brothers have gone outside Indonesia to study master. My dad also said that as long as we have many just go.

**How did the first arrived here?** About the accommodation, I wanted to have the very best room. That is why I don’t want to look for the room when I still in Indonesia. I lived with my aunt. I need to see the choices before choosing the right one. I heard that there were students disappointed about rooms. It was one year contract so we have to be careful.

**Were there any obstacles when you got here?** I don’t know how to use chipknip. I need to copy something. I was confused at that moment.

**What about the courses itself?** It was pretty relaxing at first but then I was pretty shock on the exam day. In here, the attendance is not mandatory so I thought I could relax. But then I was shocked, I failed some of the courses. The exam was really hard. We really need to repeat and study everything. There were some lectures that are pretty hard to understand. But the most important thing is that we need to understand and not to memorize them. I have asked few of my friends. Tilburg is hard because we are in a semester system, the other ones are per block system. We have too many holidays. The exam can also be in the same day.

**Do you know about this system before?** I actually don’t know about this. And what's weird is that if I still have one elective, then I have to wait another year to get it passed. In Groningen they can have it right away and not have to wait for another year. That is why their grades are better than us here in Tilburg, they can fix and retake exam to get better grades. I did not know about this system before, if I have known, I would have chosen Groningen.
Do you have any regret? Yes I do. About the courses and academic basically. About the semester system and too many holidays.

Probably the rep of Groningen has already told about this. I have no idea, I don’t know but it would be better If there is a rep of Tilburg coming to UI to give information, at least we would have known from the very beginning.
Appendix 9

[Student F]
Bachelor: International Business Administration

Can you tell me your educational background? I went to Slamet Riyadi, Cijantung Jakarta Timur for my elementary and junior high school. For my senior high school, I went to two different schools, at Gonzaga and also St. Francis, Singapore and then I entered the UI International.

How long were you studying at the St. Francis? I was there for 2 and ahalf years but before that I was at Gonzaga for 2 years. Since I could not enter third year directly. I have to repeat that year again. The education standard is just higher than in Indonesia. My third year of high school in Singapore is almost the same with my first and second semester at the KI UI. Its economy kind of things.

What was your major back then in Singapore? The system is according to your interest based on all of the subjects that we chose. I chose the social science like economy, accounting and the media. We can also combine those subjects like I also took a lot of biology, physics and economy. I also had a half year of foundation program. Language learning which is English since when I was there for the first time, I can’t speak English. I could not learn any of the subjects in English language like maths and economy.

Why did you decide to move to Singapore? I moved to Singapore, I live in with my families there. My families offered me to live with them. I think it is a once in a lifetime chance. Meantime, I also want to help my parents so that they don't have to finance my study because my families in Singapore will finance me. My most reason is that I wanted to see the outside world. I also wanted to have a new experience. It turned out really good and I had the best time of my life. I learnt a lot when I was there even though I had a little bit of culture shock.

Please elaborate a little bit of your life there in Singapore? I was 17 years old, I was still very young. Being there really develops my character. I became more open minded. I was braver to speak my mind. My self esteem increases a lot. I learnt a lot by trying everything. I could finally decide what is good and what is bad for me and becoming more mature. I did not experience any culture shock since being abroad here in Tilburg is my second experience. It's not really culture shocked for me because even though the environment is different, my main culture shocked is only with the people. The people over here is more individualistics. I am just not used to
with these people. So I am still learning. Probably only about the western and the
eastern culture differences.

**Why did not you stay there in Singapore also for college?** They did not finance me
anymore, so I had to go back to Indonesia. However, they still want to finance me if I
go to college in Indonesia.

**Was it still expensive since the program of KI UI also needed you to go abroad?**
Tilburg and Singapore is quite a gap? The fact is that I should be going to Tilburg last
year but since I still don't have the money, I took a break for a year. I also took part at
the AIESEC as the board student organization (president). At that time I was looking
for a sponsor to finance me going abroad like a scholarship. The money is to cover the
tuition fee for one year around 6000 euros.

**So, did you get the money from AIESEC?** No, I did not get them from AIESEC.
Not only I was looking for the leadership experience, I was also taking the advantage
of the international linkage from it to find sponsors. I got it.

**How did you find out about KI UI?** I found out about KI UI through the internet.
The story begins when I had to go back to Indonesia after finishing highschool. I was
looking for the best education in Indonesia. In Indonesia we have several public
universities which are good like UI and ITB. I found the program KI UI, took a test
and accepted.

**What about the major or the field that you want?** I always have interest in
economy, accounting. I am an ambitious person. I always set a high target.

**Were you looking for any other universities also?** I did also search for this one but
could not find it. KI also offers going abroad and a double degree so it also has a
added value. I was looking for a more international exposure. UPH and UGM also
offers a dual degree program but they are really expensive. UPH offers to go US and
Australia. I did not have the time to look into UGM at that time since its going to be
in Jogia. Another reason, UPH was later at the registration, so my plan was to wait for
the announcement from UI. I applied only to UI.

**What about the credits, do they divide them in the same amount?** Yes they do, we
have to take half from there and half in Tilburg with thesis.
Did you get any information or warning from UI about the program abroad? Yes we were informed about that since the very beginning. We got the information about the requirements from each of the university. What the majors are and stuffs like that.

Could you tell me a little bit the reasons for choosing Tilburg University? First of all is of course the budget and financial wise. Australia is definitely more expensive. We have to pay for like more then ten thousands of euros but in tilbrug its only 6000 euros. UI gives us also this information. We have almost all the information in front of us from the first year. Starting from the open house of UI, we were informed. UI talks about the education itself but sometimes the rep of the partner university came. For example, Queensland came to brief us. It usually at the fourth semester, the partner uni came to influence the students to come to their uni. Most of us still confuse on which university to go to but not to which country.

So what were your options back then? I was considering Tilburg and Groningen but not Amsterdam.

Why is that? Amsterdam is just too expensive, it was 9000 euros. Groningen used to be very cheap but not anymore.

Were there any other reasons for you to choose Tilburg University? Ranking does matter but if I see Tilburg university, it did not get in to the world ranking of uni compare to Australians. I asked my lecturer why, he said that we only have a few faculties. I knew about the world ranking in economics from all the exchange students that came to Jakarta and they they said it’s the best for economics.

So, you did hear about Tilburg university also from the exchange students? No, I browsed also. First thing is I browsed, I asked all the lectures at UI and some of the exchange students from Tilburg.

Did you also look into Tilburg university website? Well, I keep asking myself on the decisions between Tilburg and Groningen. I did apply for the two universities and both got accepted. The reason that I finally decided to go to Tilburg is because I already have a lot of friends also from AIESEC. AIESEC UI and Tilburg’ are partners, so there are a lot of exchange students coming to Indonesia and I have a lot of friends here. Its so much easier. I also wanted to challenge my world view also. I wanted to learn the culture. Because of my friends, It’s easier for me to integrate with the culture. it’s the best to learn from the native.

Related to the information searching, what did you try to find? First of all, tuition fee and the second of all is the subject. To be honest, it is more interesting in
Groningen but my friends are here. In the end they are all fine in Tilburg. I explored the website of Tilburg. Another one is I was looking for the information of the future jobs for me. I compared all the subjects from these uni that can connect me to my future career. Tilburg university website is very complete but as international students where you don't know anything and then they just gave us a booklet and expected to find everything one your own. The information is complete but the link to the information is lacking. I missed the path to those information. If I don't have any friends, I would be a total blank.

Did you in contact with the rep of Tilburg universities? Not really. I was in contact with them about the admission. I did an online application, all of the documents will be sent by UI and then Tilburg university will follow up individually. Through email, we go through the procedure with forms, acceptance letter and visa. Groningen really takes care of the potential students since they have the rep in Jakarta, so they take care of everything. Tilburg does not have the middler between UI and also the students. I take care of everything by myself but like the birth certificate, they have the agent for that.

Talking about Tilburg website? Do you think its good to have the website in bahasa Indonesia? For me it does not really matter. I understand most of the information. However, if we are talking about Indonesian students in general, they would still be needing the bahasa Indonesia in the website. I think if we are looking at the character of Indonesian is very dependent. So if they see something that's required your own struggle is really hard. Especially for the English language related to the procedural, Indonesian people are not used to it. They preferred to have someone do it for them like birth certificate and that is why we have agent in Indonesia. Information in the website is like an instruction.

So, you only had a few contact with the admission? I had a contact for 4 times if I am not mistaken. First contact is that I am sending all the documents online and I informed them that I am in the dual degree program. So beside application sent from UI, I was also onlined. The second conversation I forgot but they gave information. The third one about my acceptance that I had to send my transcript. The last one would be visa.

Did they answer you with the link from the website or answer in words? They give me a list of what to do.

What do you think that can attract students to come here from bachelor point of view? In my opinion, it is already complete and in details.
Did you have a misunderstanding of an information? Well, I think the information about the blackboard is lacking. The survival guide is not very complete talking about this especially related to the immigration. When the immigration session, it was on the same tiem with the language course registration. A lot of them wanted to apply for the language courses and also the immigration, so it was kinda chaos. Overall, everything is actually fine.

Everything is fine on your side? Yes, everything is fine. In my opinion, the culture of the KI UI students is different from the regular students. The first year back then, the students were really spoiled. But they learnt a lot after the first year. The second year, they becoming more mature but they don't have what is called as the survival instinct because they get everything they want. Most of the things, a lot of KI UI students who go abroad are really good. They learnt a lot, their characters are more shaped. Its really hard to get them do everything on their own but rather asked someone to do it for them.

Why do you think that most of the KI UI students go to Australia instead of Europe? Its because its closer to Indonesia. Probably its easier for them to meet their parents and easier for their parents to visit them. A lot of them chose to go to Groningen simply because its cheaper over there but most of them only wanted to stay in the Netherlands for only one year and a half. Time constraint is pretty important basically.

So, they just decide based on that and not other reasons? They were looking for information but based on the observation, they started to panic at the fourth semester. The first semester, they still enjoy, the third semester, they just started to think of where to go. Finally, the fourth semester, they started to find information on the internet.

Do you think that students KI UI consider details especially related to the academic wise? Most of us are just confused on where to go. They basically do not have sufficient reasons like I just want to go to Holland or Europe sounds cooler than Australia. So they don't really pay attention to the details of education on each university. Not that I want generalize but that the way some of them were thinking. However, I also found some of the students that were really ambitious and they were intensely looking for the information.

My concern is that whether they found the right information. Mostly concerns about the world ranking since Melbourne has the highest ranking. Melbourne also asks for high standard of requirements but my concern only on the budget wise. There were a few students who were really ambitious and they think that Melbourne has added value so it feels like better than the others like a psychological things. When the requirements are higher then it supposes to be better.
You are here, did you like it so far? I like the city, no traffic. I really like it in here because I can go back to the independent life like in Singapore. I can manage my own time. I like the transportation since I can go by bike everywhere, its free.
Appendix 10

[Student G]
International Business Administration

How old are you? I will be 22 years old in July. I do really hope that I can graduate before my 22, so that I can celebrate it in Indonesia. I’m a student in Tilburg University under the faculty of International Business Administration.

where did you go to high school? I had my High School at SMA 70.

What about your junior high school? My Junior High School is SMP 11, near Mayestik.

What was you major in high school? How did you go to economic school? I was taking science in my Senior High School. Well, from my parent’s point of view, taking Science would be a great deal for my future study; since in Science, there is Math. They believed if I have strong basic in Math, I could adapt to any field of study. Well actually, I was preferring to IT, but since my parents’ background are coming from economics, they directed me to have a degree in economics. And I think, in Indonesia, if we have a degree in economics, it’s such a prestige for us, especially if you are an alumna of economics at the University of Indonesia, you will be easy to have a job. And if you’re willing to have another field of study, it’s really easy to do so. Yet, I still conveyed to my parents that I wanted to take IT, but then they said in economics there is Marketing and I might learn such kind of IT in Marketing. Consequently, I chose economics. Actually, I do really want to take IT as my field of study, However I don’t regret with my choice now. Well, actually in here, I have a subject that might be the same as IT, and I never imagine that IT may that hard.

you always wanted to go to UI? Hmm, my priority was the University of Indonesia International. But, before I was accepted in UI International, I was following a scholarship program to study in the Netherland and I was accepted in the Center. I forgot the name of the agency for the scholarship, I just remembered that they came to my school and gave such kind of TOEFL test, and the top ten had an interview. Right after the interview, the student would know whether or not they accepted; I was accepted. But shortly after that, I was also accepted in UI International and my parents preferred to the UI, so that I took it.

so you have a thought already to go abroad? Since when you had that thought? I do really want to study abroad since my brother studying in the Netherland. My brother starts his study in the Netherland right after finishing his Senior High School in Indonesia. I had applied for the UI regular. There were SNMPTN, UMB, SIMAK. The first test was SIMAK, but I don’t remember what it stands for, it’s like SNMPTN too. And the last test was SNMPTN. I had the three of them, but I didn’t success. When I knew I didn’t pass the SIMAK test, I was taking a test from an Agency; I was applying for the UI international.

where did you get all the information? I got the information about the UI international from my friends and also from my father; since he is an alumnus of economics at the UI, therefore he knew the information about the UI international.
Actually, for the SNMPTN test, I didn’t pass the required score of the economics faculty, but I was accepted in psychology, but I didn’t take it since I was accepted in the UI international. Thus, why I should leave studying economics in a foreign country, right?

**You wanted to to Holland?** Well, at the first time I preferred to Australia than the Netherlands, due to the program that they offered, I like the program and I think I might finish my study in Australia faster, UQU. I wanted to take the Industrial economy in UQU.

**was there any division of major?** Well, in the UI international, there is no division of major. Our major only economics, but we learn accounting and business too. Yeah, you may find it in the UI regular, but not in the UI International. They said we would have a division of our major in the UI’s partner universities.

**when did you start to prepare for this starting the information searching.** I was preparing for my study in the Netherland during February-March, since I need to prepare all the documents that I need.

**where did you get the information?** Actually, in the brochure of the UI International, there were some information regarding to the UI’s partner universities; in the Netherland, UVA, Groningen, Tilburg and in Australia UQU, Melbourne. Well, at the time I had the detail information, but I knew that each university had different requirements. Before we were transferred to the partner universities, in the last semester, I was asking the detail about the partner universities in the Netherland to my academic advisor. I got the information that Tilburg is the best University in the Netherland in its economics. My academic advisor was coming from the UI.

so the information you got was from the UI and your student advisor at UI? How did they give the information? I got an archive from the UI International regarding to the detail information of all requirements in Tilburg University

**you wanted to go to UQ?** As I told you that, at first, I wanted to continue my study in UQU, because there was a subject that interested me; Industrial economy, besides that there was a rumor; the students who learn in UQU may finish their study faster; yet, I don’t know whether or not it’s true. But I guess, it might be true since if we’re learning in UQU, we may take a short course so that we may finish our study before two years, while in here we can’t do that. Yeah, it’s like a summer course.

**how did you finally go to Tilburg, you don’t want to go to Australia because?** Well, the reason why I didn’t continue to apply in Australia was due to the high cost of the study and the living. If I compare it to the expenses of my brother’s study in here for a year, the cost of studying in Australia is higher; the tuition fee is for about $28,000. I think $28,000, for the tuition fee, is expensive enough, besides the high cost of living in Australia.

**if you narrowed down the choices, would be?** Yeah, there were three choices of the universities; UVA, Groningen and Tilburg. At UVA, there was no business major, they only had a subject of financial economics, I think it’s hard for me, I didn’t know whether or not I can keep up it.

**you don’t want to have that major in Amsterdam?** Besides that I didn’t put my intention at UVA since they gave a quota, only for six candidates from the UI and
only one or two of them would be granted a scholarship. While in Groningen, actually it’s fine, but there were so many Indonesian students, and from my class, there were seventy students and more than thirty of them applied in Groningen. Well, for me, if I’m studying in a foreign country, I want to make some friends with the other international students. But, if in one university there are so many Indonesian students, I may only have interaction merely with the same students.

**how many students going with you at that time?** In my year, we are 70 students, but there are Icha, Vitra, Jojo, Rezandi. Yeah, there are only four Indonesian Students. Yeah, four of seventy students; since most of them applied in Groningen or Australia.

**you were pretty brave because you don’t want to gather with the Indonesian students?** I didn’t choose Groningen because there are so many Indonesian students there.

**you were not afraid?** I think, there is nothing to be afraid of since my intention is only for studying. With the number of Indonesian students in Groningen, I was afraid that I would not concentrate studying but playing only. Yeah, it’s going to be a trouble if I can’t finish my study as my plan.

**were you curious about the city of Tilburg?** I was so curious to know about Tilburg, so that I asked my brother to check it out. My brother said that Tilburg is not a small city; compared with the place where he’s studying now. And he said that Tilburg University was good. He also sent me some pictures of Tilburg University to me.

**did you apply online?** I didn’t apply to Tilburg online, but all of my applications were handled by the UI International. But yeah, for the study link I had to apply online. And for registering in Tilburg, at first it was taken care by the administration of UI international. All the requirements for Tilburg that I had scanned, were just sent by email to the administration of UI international. And so as the all hard copies of my documents were sent there. But, the all soft copies of my documents were sent to Tilburg University.

**hard copy were collected and sent to Tilburg? and the confirmation?** The confirmation from Tilburg, was in June if I’m not mistaken. But for sure, Tilburg was the last university which gave the announcement for those who accepted in Tilburg.

**you only applied Tilburg?** I didn’t apply to Groningen. Yet, there were two choices; my first choice was Tilburg and the second one was Queensland. I didn’t choose Groningen. Actually, I was also accepted in Queensland but I didn’t take it.

**your choice is based on topic?** Base on the division of major in Tilburg? Well, yeah. In Groningen, there is only for business, there is no for economics. While in here, we had both of them. Yeah, I know, there is no more a faculty of economics, but business only in Tilburg now.

**did you check the subject?** I didn’t check the subjects offered by those universities, but yeah I was asking it to my senior in the UI international, like Hasya, Kefas. Yeah, there were senior from Groningen, they even gave us a presentation at the UI, so did UVA. But there was no one from Tilburg.
You asked for information through senior? My senior (Hasya, Kefas) said that studying at Tilburg may be difficult. But, it’s the same in Groningen. But now, I think it depends.

did you take care of everything by yourself? I prepared every document that I need by myself. So, it’s like that the UI International was only giving a due date for the admission, and if we wanted to find any detailed information, like housing, we should find it by ourself. We could contact the administration in Tilburg by email.

who did you in contact with ? I don’t remember to whom I asked some information about Tilburg, but as far I remember he’s no longer working at Tilburg now.

what did you ask about within the email? I was asking about housing, since it’s hard for me to find it through online and I was so desperate at the time. So that I told him about it, and he gave me a link to Your room in Tilburg. Yeah, I knew there was information for housing on the Website of Tilburg university, but it required me a password, and at the time I didn’t have it yet. But right after I emailed that person, I got my password. Yeah, I was selecting a place that close to Tilburg.

did you go to visit the Tilburg university website? And what kind of information did you look for? Yeah, I was searching some information of bachelor’s degree program on the website of Tilburg university that related to my field of interest; IBA. But I was also searching for the information about the economics in Tilburg. So the point is, I was searching for a bachelor’s program, there was also a Tik week so that I was searching any information about it. Yeah, all the information that I need could be found on the Tilburg’s website.

was it hard to find the information? It’s not that hard to find the information through the website.

do you have difficulties of finding the information? I guess no, but Do Tilburg also handle housing for its students? Mm, they provided a link to Your room in Tilburg.

was it according to your expectation, once you are here? Actually, based on my brother’s explanation about Tilburg, the city is not that small. But yeah, if you’re comparing it to Amsterdam or Rotterdam, Tilburg is a small city. So at the time I came to Tilburg, it’s beyond my expectation; it’s not that small. Its above my expectation. In here, there is even a KFC.

did you experience any misleading information? As this far, I never have misleading information. Since, when I was still Indonesia, I had prepared everything that I need, like bank account or anything else. Up until now, I don’t find any misleading information.

what about the academic aspects of Tilburg university? On the subject, I think it requires my full concentration; it’s all about business. Its really hard the courses. Well, I was kind of a shock to the study habits here; in Indonesia, if I don’t understand to one or two lessons I may easily ask it to a tutor, but in here I may not find any tutor.

you had a tutor? Who gave all the tutors? Well the tutor is usually from my seniors who nearly finish their study. Yet, in here, I have to learn by myself. overall, in general, all the subjects are difficult but if you study them thoroughly, you can keep
up with them. But yeah, I still have problems in Finance. The test is consistent with its lesson, and the lecturer always gives us a previous exam; so it means that we’re tested to what we’ve learned.

**if you are going back home, would you recommend juniors to go to Tilburg?**
Well, it depends, I may give the recommendation if that person has a strong willing. Studying in Tilburg may challenge your willing; even you have studied so hard, you may have a chance to fail.

**what about your fellow students in Groningen?** Yeah, in my year, the students who study in Groningen; most of them have already their degree now.

**you still recommend Tilburg?** Well, in Tilburg, it really requires you to study hard. As the study habit of Indonesian students, they accustom to prepare anything in one week before a test. While in here, we can’t apply that. For me, at least I need one month to prepare, yet it’s still not enough since there are so many subjects.

**can you mention 5 factors to attract students to go to Tilburg? the positive values of becoming Tilburg students?** Some positive sides that Indonesian students will get by studying in Tilburg; First, Tilburg is one of the best universities in the Netherland, especially for business and economics. Second, there are so many international students here. Third, you can follow some organizations of international students, so if you’re willing to do such kind of organization activities, it’s widely open. The last one is the location of Tilburg. UVA is Amsterdam but its too touristics city. Groningen is just too far.

**what is your expectation after graduating?** My expectation after I have my degree from Tilburg, I want to work in the area of organizational strategy, like supply change or marketing; after all, my thesis is regarding about marketing. I guess, I will come back to Indonesia first, before continuing taking a master’s degree; I want to have a job since I have no work experiences at all.

**do you think by going to Tilburg university, you will get better chance in finding a job?** That’s a tricky question; on one side Tilburg is more famous than Groningen, but if you come back to Indonesia, there are some many Indonesian students who have their degree in Groningen so that they may have more links to work. Even though Tilburg is famous, but most of Indonesian may prefer to something that has more links, I guess.
Appendix 11

[Student H]

[Student I]

International Business Administration

In what year are you currently studying?

F: It all depends on the university that we choose in the end. For example, in Groningen, the amount is 78 credits to graduate. However, the program can finish for only one and a half year.

N: Yes that is true. Queensland university also has the same credits.

F: Queensland has a new program. The others have to pass minimum 72 credits. So, the gap for the requirements for like 3 course which is 6 credits

So, can you explain why the Groningen university offers the program for only one and a half year?

N: So, they add one course every semester that they have. So when they are still studying at UI, they have to add one course. For example, in the third semester, while the others only have for like 6 courses, those students who wanted to go to Groningen has to take one course extra.

F: That is true. Well basically, I could also go to Groningen since I also already had 78 credits. Just in case, I would consider going to Groningen, I was prepared. I also took a few elective courses extra at UI. Because I was afraid could not enter at Tilburg, so I decided to fulfill the requirements for Groningen too.

Where did you both go to highschool?

N: I went to International Highscope Senior Highschool

F: I went to Nurul Fikri

What is your major:

F: management

N: also management

Can I ask you which major they eliminated already?

F: Economics had been eliminated from Tilburg University, the major offers than only IBA. It all starts with the desire of going to the regular class and not the international class at UI. Then, my school offered me to join PMDK, somekind like talent scouting program. So, the basic requirements to get in to UI is using the grades
report of highschool. My school offered me since they said that I was qualified. And then I got accepted by the UI international majoring in economy faculty.

**Did you know that you are going to spend 2 years inside and 2 years outside Indonesia?**

F: I got that information when I already entered the university. I did not look for any kind of information since I did not want to go to UI International but the regular one. The information I know only that the classes will be in English language. Just when I entered the class, the lecture informed me about the situation. I know about the information of the regular and not the UI international.

N: I already knew about the information of location and also the double degree. In my highschool, there was this college counselor who advised us on which university and major that we should take. There were workshops about it. There were also UI Rep came to our school to promote about this dual degree.

**Since from the very beginning you are already know about this program, then you also already had the desire of going abroad to study?**

N: Yes that is correct; my reasons are that for all the Indonesian people’s impression is very good about UI. It was about the prestige, I may say. The second reason is that I like that UI has the English language program, that is why I chose to go to UI. I was pretty fine with the fact of me going abroad.

F: Continuing, as the time went by, we are starting to feel if we ever can survive studying abroad. It must be very different studying here and there. There are lot things to be prepared. It was so complicated since this is also my first time going abroad. I was also scared of living alone and will be far away from my parents, it was nervewracking.

**Were you aware about the fact that you have to move on the third year?**

F: the school already gave us all the guidelines.

N: The situation is harder if we want to go to Holland instead of Australia. Everything must be prepared and ready on time.

F: since the intake is only once in a year while in Australia there are two intakes, on February and June. In addition, if we want to go Tilburg, there are a few courses that have to pass with a B.

**So you all were pretty much prepared since the first year?**

N: yes that is true
F: we were told only the general information about the choices of the school, but we decided on the last year. we have requirements already since the very beginning.

**Which university was the hardest for you to get in?**

F: from the grade will be Australia. Melbourne asked for a GPA minimum of 3.2 while in UVT, they asked only 2.75. If you have not reached this grade, then you were not allowed to go abroad you have to wait until the average grade is filled.

N: that is correct, there is a minimal grade for each university. You can wait for the next year to go abroad.

F: another requirement is the IELTS. One of our friends decided to go to Groningen since his IELTS could not pass the minimum requirements for Tilburg.

N: There are really a lot of requirements from Tilburg.

**What about UVA, I heard they offered scholarships?**

F: Yes, there is a scholarship from UVA but only the economics faculty. Every student has to be the exact same. If we take the management major in UI than we also have to take the management when we choose the abroad university.

**So again basically, you are already know when you pick your major, the country destination?**

N: Yes that is true

F: well at least we already a big picture of it.

**So, with your major which is management, what were the choices beside Tilburg?**

F: We have Queensland, Adelaide and Groningen

**So what are the reasons for you to choose Tilburg university?**

F: at first, I’d never thought of going to Tilburg. My first choice was always Melbourne. But, to be honest, it was all about the financial matters. Studying in Melbourne is very expensive. One year of tuition fee was really expensive that was excluding the living cost. I still have my younger sisters. Moreover, if we are talking about the ranking, Tilburg university is higher in rank compare to Melbourne.

N: I had the choices between the Melbourne and also Tilburg at that time. I got accepted in both universities. I could possibly go for both with all the complete letters and also paperwork. However, I would prefer to go to Holland because there are a lot
Indonesian people in Australia. I would probably not making any new friends. Moreover, all of our seniors/alumni are very rich over there and they live in a very spoiled life. I don’t like that kind of things. Not only senior but also many of my highschool friends are there too. I chose to go to Tilburg because it more diverse, especially the culture. We can always extend our network.

**Where did you find out about this information?**

F: at the website. I looked for the ranking. Only for the economi faculty is. That is also the reason why I would like to go to Tilburg university.

**What are the reasons not choosing Groningen over Tilburg?**

N: It is so far away, I don’t like it.

**How did you know?**

N: I once been there to Groningen.

F: I found it from the map.

**What kind of information did you get about those universities?**

F: We receive information about requirements, tuition fee. But all the process that we had, we take care of everything by ourselves.

N: There should be someone helping us though.

F: My badge has lot of students. She was confused. They don’t know anything at all such as the foundation. Basically we did everything by ourselves.

**How did you apply to Tilburg then?**

F: I registered online at that time. We registered on studielink. And then we sent out all the documents like diplomas, birth certificate and passport. First of all, studielink and then they revert us back to Tilburg university website. Studielink can register us to every university in the Netherlands. We found out about this information from the agent, ATLAS was once came to Nesya’s highschool

N: Finally, every student that wanted to go to Tilburg university, contacted atlas, the agent.

F: we also went to the education fair by ourselves, right nes?
Who did you contact while you are Indonesia?

F: Niel Venstra from the faculty of economy international.

N: Because of that, finally, he gives a lot of information since we also ask a lot of questions and even he sent us the contract between UVT and UI. The contract contains amount of courses, admission requires and many more.

F: moreover, we also predict the registration process, admission letter and the visa processes.

If you are not admitted to Tilburg university, you have back up schools right? Did you also apply to any other schools?

F: yes that is true

N: However, we can only apply to two universities and not more than that. The rule comes from UI.

F: two choices, the first universities and another one.

Did you also apply by yourself?

N: If we apply to Australian University, they really take care of everything. The person as rep of Melbourne, they even distribute the contact number so that we can call them.

F: The rep from Groningen also comes to UI, her name is Ponti.

N: The rep from Melbourne contacts us to see if everything is fine with us including paperwork. So they really take care of everything.

So, how did you find all the information especially about the application and the preparation of arrival?

F: we ask all of our seniors who are already here in Tilburg.

N: Yes, true.

Did you go to visit the website of Tilburg university? What kind of information are you looking for?

N: the date of first attending campus or classes. For me the information I was looking for is the important dates like registration. I was once also looking for the scholarship but they don't provide it for the bachelor degree only for the master degree

F: Tuition fee. UI does not give the exact amount of the tuition fee. Moreover, the courses that we are going to take at UVT. I also compare the courses between Tilburg
and Groningen. We are also informed by EHEF that for master, they offer scholarship. On the education fair, we also ask them about how to study in Tilburg.

**How did you find out about the information?**

F: its not that hard to find the information, there’s navigation.

**So, basically, what are the important factors when selecting universities?**

N: I would say the ranking. Its more challenging to study in Tilburg compare to Groningen. There are a lot of our seniors who entered Groningen and they always graduate on time. Its harder to study here in Tilburg than in Groningen.

**Is everything according to your expectation?**

F: I think its all almost according to my expectation.

**From the academic point of view?**

N: At the beginning, everything is almost as the same as in UI. After a while, its becoming more difficult because it is more diverse. Sometime we have a lecture with not a very good English. So we really have to listen carefully. Also the tutor and at UI everyone should fulfill the attendance list.

**Do you have any problems with the administration?**

N: we have taken care everything while we were in Jakarta. We need to prepare to pay for tuition fee and also the one year living cost.

F: the living cost is for the process of visa, they transfer us back the money of the one year living cost.

N: one advantage from UVT is that they take care of the bank account until the residence permit. All we have to do is only pick up the card. While in Groningen, they have to take care by themselves even the bank account.

N: there is actually one problem, when we arrived here in Tilburg, UI said that we have not registered here in Tilburg and while everyone has student number and password, we don't have them all.
F: since this a dual degree program, they should take care of everything to make sure that we are registered here. Finally, we have to make a confirmation back and forth with UI and UVT for days.

N: after 2 weeks, we finally received that letter stated that we have registered here in UVT.

**What do you think about the website?**

F: the website is not that hard to find the information.

N: its very complete, I think almost all the information is provided. I actually open everything in the website.

F: even the deadline for the visa making is provided there. Everything is provided there.

N: when I was still in Jakarta, I even know the information about how to ask for permission and if I could not come for the exam also expected expenses per month and what are them for. The accommodation, the insurance.

N&F: for the accommodation we search also from the website, living in Tilburg section and ask our seniors.

**In your opinion, which preparation is the most important?**

F: the visa making

**Is there any misleading information?**

F: birth certificate

N: we have spent a lot of money for nothing.

F: UI said that we have to make the birth certificate, at the beginning they said, we only need to translate it. While the fact is that we have create a new one, we will get the English version and then we legalize them. Because me and nesya are pretty busy, we ask the agent to do it for us for 2 million, UI ask for 1,9 million. After a few months, the birth certificate only valid for 6 months. We have it 7 months before and then we have to make another one. When we take off, we found out that it was not needed anymore. We have found when we are in Tilburg already. On the website, we found that this year, they don't need a birth certificate any longer. We found out about this from the booklet of immigration.

N: Tilburg gave it to us the booklet. But when we register, Tilburg also requires the birth certificate.
Do you want to take master after this?
F: yes I would like to take master here.
N: I would like to search for jobs first and then master.

Why did you want to take master?
F: I just want to. Nowadays, the competition is more tight, there are a lot of bachelor graduates and its hard to look for jobs. Since the goal of taking the higher education is to find a better job.
N: the same, I just want to.

Do you have any comments on the language on the website?
F: no, everything is clear for me. I prefer to have them in bahasa Indonesia, so I don't have to think twice to understand what it means.
N: its easy to understand the information. I would prefer the English version because when it is translated in bahasa Indonesia is too formal. Its hard to understand formal bahasa Indonesia so its better in English.

Can you tell me information when you go to the website?
N: the overview of university, the specialty and the quality/ranking. The to do list before departing and arrival/preparation and the accommodation.
F: the requirements, the facilities of the campus especially the mosque in campus.
Appendix 12

[Student J]

International Business Administration

So tell me little bit about yourself, in which high school did you study? I graduated from Tirta Marta high school, Indonesia. I studied social subjects because I didn’t really like science subjects.

So you knew that you are going to study further in this direction by dropping your science subjects? Well, in a way its true, but I wanted to become an architect as well, but I did not enjoy physics course, that was the reason why I dropped my science subjects. I also wanted to study music, I still want to, but I think the course that I’m following at the moment has more promising future, it doesn’t mean that I don’t believe in music industry, but I wanted to learn something broader. Furthermore I believe that the things I am currently studying will be useful in whatever I will be doing in the future. For example organizational management, I’m sure that wherever I work in the future, I will use the knowledge that I got from that course.

Ok. Do you have any idea what kind of profession are you going to take in the future? That is a very specific question and I cannot answer it right now. But I know myself; I prefer to be in charge instead of following other’s command, yet still I don’t know what to do. On the other hand, I also want to create job opportunities for other people.

So thought that you’ll just take this bachelor program and you will see what the future will bring? Yes, and because of that after I get my bachelor degree, I am planning to get work experience first so I will know better where my passion lays.

I see. Lets move on to your bachelor program. Where did you study in Indonesia? I am studying in the University of Indonesia, from that university I got the chance to have double degree and study here in The Netherlands. I applied at University of Indonesia and SGU, got accepted in both universities but I chose University of Indonesia.

Is there also a possibility for you to have double degree if you chose SGU? No, they have other methods. It is more work-related, so if I performed well during my internship, I might get the chance to do another internship in Germany. The reason why I chose International Class at University of Indonesia is because I don’t want to fully study abroad nor fully study in Indonesia. Since the University of Indonesia offered that chance, I took it.

Was studying abroad has been your dream? Yes, I think the experience I will get by studying abroad will be very helpful.
So there are The Netherlands and Australia to pick? And now also England, after I left for The Netherlands. If the option to study in the United Kingdom, I might have chose England instead. But I think I will still chose The Netherlands. Because I have family here, they picked me up when I arrived here as well.

And how about Australia? I think Australia is too close to Indonesia and if I study in The Netherlands, I can visit other European countries as well. Plus the cost in Australia is ridiculous.

So from all possibilities and options you had, why did you choose to go to Tilburg University? I had two options, to go to Tilburg University or Groningen University. I checked the rank of the university and turns out that business and economics subjects are better in Tilburg.

I see, but if you picked Groningen University, you could finish your study in one and a half year. I know, but I think one and a half year is a bit too short. I preferred to go to Tilburg University because they offer two years program.

Did you ask a lot of questions to your friends? Yes, I asked two of my friends which are already studying here in Tilburg University about the school and life in Tilburg. Nothing specific, only simple questions.

And after you got here, is there any miss-expectations or misinformation? It’s about statistic subject. They told me in Indonesia that statistics is not compulsory, which turns out it is.

Do you know why? I think I do, because the previous students did not do well in data processing, therefore we had to take that course so we can do better. But it is not a big problem for me.

When you applied here, did the University of Indonesia helped you? I applied via ATLAS, Senayan – Jakarta. They helped me organizing my documents. But I had to apply via University of Indonesia as well to get the recommendation letter.

Did you have any contacts with the international office of Tilburg University? I did, I had contact with Noel. Mostly about the documents that they require. I was late as well for few days to get here and the International Office asked me whether or not I am still coming.

I see. And after you get here, how do you feel? I really like this city. After I got here I cycled around this city and I really like it. The fact that the lecturer is more organized than my lecturers in Indonesia also makes my experience here even better.

So you like the course? Yes, however it is hard here. It is hard to get high grades, however I don’t blame the program, I think I have to push myself a bit harder.

In your opinion, why was there a lot of Indonesian students who doesn’t graduate on time during their time in Tilburg University? Do you think it is because the new environment those Indonesian students have to face, or is it the culture, or is it the school itself? What do you think? I think its just the studying-habit. Maybe they still use the same system of studying that they used in Indonesia here, which is not good enough.
Do you think that new students should be informed that studying here is harder? That they have to push themselves to the limit. Well, its also not pushing themselves to the limit, I think studying three weeks before exam is already enough.

So in conclusion, are you satisfied with Tilburg University? If someone ask you, would you recommend them to study here? yes, I think I will.

Any advice for Tilburg University? No, I think Tilburg University is satisfying enough.
Appendix 13

[Student K]
Master in International Management

**What is your bachelor program?** I took Accounting in University of Indonesia (UI). Then I continued to Professional Program in Accounting also in UI. Professional Program in Accounting is an additional program, which is provided for the graduate accounting student who wants to be an accountant as profession. So, at the end she/he will have an Ak. degree.

Okay, I see. So, after graduated from bachelor program, you were continuing to Ak. degree? Actually, after bachelor graduation, I worked and also took that Professional Program in Accounting at the same time. I took that program in only one year.

**Can I say that the program is the same as a course?** No, it's different. Previously, the student who has graduated from bachelor of accounting will get a SPAk. Degree directly. Now, the educational system has been changed. So that, now the student who has graduated from bachelor of accounting should continue to the Professional Program in Accounting to get Ak. Degree as an accountant. It's almost the same as a notary degree. The student has to take a master program to get that degree. But, in accounting, the professional program is an additional education between bachelor and master program.

Then I've heard about CPA (Certified Public Accountant). What does it mean? The one who wants to get a CPA degree must hold an Ak. degree first and then he/she also have to pass a certain exam. I haven't taken CPA because I don't have the need.

**Actually, what is the purpose of that CPA degree? Is it easier to get a job with that degree or what?** No, I don't think so. I think that to find a job doesn't depend on the degree only. Previously, I worked at a public accounting firm. At that time, my company had cooperation with UI in some kind of selection for the staffs whom want to continue studying to Professional Program in Accounting. Then, I took that chance because it was a good opportunity and also my company covered the tuition fee.

**How long is your working experience?** It's quite long, about four years.

**In what year did you begin your bachelor program?** In 2004.

When you decided to take bachelor program, have you already had a desire to become an accountant? I mean, what was your desire at that time about your future career path? Actually, I want to become an internal auditor. But, I think if I had an accounting background, I would have a network to the big four public accounting firm. Then, at that time I had a chance to apply for a position of external auditor, not internal auditor, and I was accepted.

**But now, don't you take International Management for your master program?** Yes. After I worked for two years, I think that I have the need to continue my study and I want to continue abroad. But, I'm not sure I can afford it because studying
abroad is expensive. So, I decided to stop working. Then I moved to work as a civil servant because I think there will be a lot of chances to get a scholarship.

I'm a little bit miss something here. Could you please tell me the frame time?

After graduated from bachelor of accounting program, I worked at a public accounting firm, PwC. Almost two years after I worked, I took the Professional Program in Accounting while I was still working at PwC. Then almost two years after that, I moved to work as a civil servant.

Then in what ministry did you apply as a civil servant? In Ministry of Energy and Mineral Resources in Oil and Gas Directorate General.

So, now you're still working there? Yes. That's why I have to go back soon after finishing my master program.

Do you get this scholarship program from StuNED? Yes. After I was accepted as a civil servant, I had to do an adaptation period for the first two years. Actually, in the first year I was still a civil servant candidate. Then, after a year I was designated and sworn to become a civil servant officially. After that, I was already eligible to apply for a scholarship program.

But, you only can start applying for a scholarship one year later after you're officially as a civil servant? Actually, I can start applying for a scholarship right away after my designation. But, I think I still need a break for a while after finishing my Professional Program in Accounting. So, a year after my designation, I was just starting the preparation for applying a scholarship, such as taking an IELTS test, etc.

Why do you want to take a master program, whereas you've already had an Ak. degree? Actually, from the beginning I want to continue studying to a master program. I took the accountant degree because at that time there was a good opportunity for me to gain more knowledge.

Okay, so since the first you had a desire to continue to a master program, right? Yes, I did. And I want to continue studying to a master program abroad. But, since it will be expensive, then I'm waiting for the opportunities to get a scholarship.

Was there any external factor that influenced you to take a master program? Since the first, I've already had a desire to continue to a master program abroad. I think by studying abroad I will meet a lot of people from all over the world. I will also learn to be more independent in different circumstances.

It's not about an academic need only, isn't it? Yes, the academic need is my second reason, though basically I love studying. But, it turns out a little bit different now because now I'm taking a management, which is slightly different with my previous major, accounting. Then, I prefer to study a major that deals with numbers.

In my opinion, the master programs that are provided in Indonesia also have a good quality nowadays. But then, you still decided to continue abroad just because to have an international exposure, is it right? Yes. I think I just want to try new thing that is different with the situation in my previous campus after I've been there for five years.
Now I want to know why you choose the Netherlands as your destination country. Firstly, there are more scholarships, which are available in Netherlands than other countries. Secondly, I prefer to go to Europe because it has many different countries, which are easy to travel around.

Then why did you prefer the Netherlands than other countries in Europe? Were other countries less eligible for you? Nope. At that time I also applied for a scholarship in UK. But, I didn’t pass the selection process. Actually, I prefer to go to UK than the Netherlands. Unfortunately, I couldn't make it.

Where did you apply for a scholarship in UK at that time? I applied for three universities: Glasgow, Manchester, and I forgot the last one. At that time, I needed to get the scholarship first and then applied to the university. Yes, the selection system in UK is different with the system in StuNED which is I have to be accepted first in one university and then I can apply for its scholarship. Meanwhile in order to apply for Chevening Scholarship program, I can apply for a scholarship and university at the same time. Or in my friend’s case, he has got the scholarship first, and then he applies to a university.

Do you know who provides the Chevening scholarship program? I think the UK government provides it. As I know, there's only that scholarship in UK, besides the scholarship that is provided by the university its own.

So, can I say that there's StuNED in Netherlands and there's Chevening in UK? Yeah, and I think they're from two different organization, Chevening is ran by British Council and StuNED is ran by NESO.

Does Chevening also give a full scholarship? I mean does it include the tuition fee and also the living cost? Yes, Chevening gives a full scholarship. The scholarship that is provided by the university is a partial scholarship.

When did you apply for the scholarships? I applied for it in the end of 2011. I started its preparation around mid of 2011 and took the IELST test on November while I was preparing the reference letter. After my IELTS score was sufficient, I started to apply for the scholarships.

Does UK and Netherlands require the same IELTS score? I think it's around 6.5 or 7.

Now, can you tell me about your process of applying the scholarships? The first step was I started to fulfill all the requirements around mid 2011. Then, after all the requirements had been completed, I started applying for the scholarship in the end of 2011. Even I just applied for StuNED on March 2012, on the last day of its submission period. Finally, I got the result on May 2012.

As I know, the admission in Tilburg University is on April, isn't it? I've received the unconditional letter (of acceptance) on February 2012. If I already applied on January, there will be a notification two weeks later and the unconditional letter (of acceptance) was based on the notification. After that, I apply to StuNED for the scholarship.

Was there any interview in the selection process? No, there wasn't. I think there were some changes in the selection process at that time. There wasn't any interview in
my year. I heard about some time constraint in their internal, but I wasn't sure either about that. There was only a document selection in my year.

**What documents are they assessed?** The documents are IELTS score, a reference letter, a motivation letter, a transcript of GPA and diploma, and also a letter of a civil servant designation because they need a confirmation from the partner institution.

**I heard that there were some differences in the StuNED program for the candidates in Java and outside Java, am I right?** Yes, you're right. Actually, the scholarship program, like Chevening, is prioritized for the candidates from Eastern Indonesia. When applying for the Chevening scholarship, there was stated that the scholarship is prioritized for the candidates from outside Java. In StuNED program, there isn't stated like that. But, they still consider that the candidate from outside Java is more important. That's why the candidate from outside Java has a bigger chance to get the scholarship.

**Now, can you tell me about how you got the information about Tilburg University?** Actually, the university that I want is not Tilburg University. I prefer studying in Rotterdam Erasmus University than Tilburg University. But, Erasmus required a GMAT. I need either GMAT or GRE. But, I didn't have enough time to prepare it at that time. Whereas Tilburg University didn't require both of those test. Besides, my best friend really wanted to apply to Tilburg University. Then she asked me to apply to Tilburg University too. So, finally I decided to apply to Tilburg University.

**Was that your only reason? I think UVA is also good to be considered.** The main constraint for me at that time was the GMAT and Tilburg University didn't require any GMAT. But, honestly at that time I even never heard about Tilburg. I only heard from my friend that the economic major in Tilburg University is good. Then, I applied to Tilburg University.

**Did you only get the information about Tilburg University from your friends?** Yes.

**Based on that information, then you decided to apply to Tilburg University, didn't you? But, did you also look for any information about other university?** Yes, of course. I made a list of universities in the Netherlands, such as UVA, Groningen, and Nijmegen. There are more than six universities; UVA, Rotterdam, Groningen, Nijmegen, and I didn't remember the others.

**How about Wageningen?** No, I'm not interested in Wageningen.

**Besides, I think there isn't an economic in Wageningen. How about Utrecht?** No, it was also not on my list because I think there isn't an economic there. I don't remember the rest. But, basically I had a research about some universities in the Netherlands.

**May I know what your top three options are?** I never have a thought to make the top three options. At that time, I had a thought that if I could apply to many universities, then why I didn't take that chance. But, most of those universities required a GMAT. That's why I finally applied to Tilburg University, which didn't require a GMAT.
Didn't StuNED limit the number of universities that you can apply to? StuNed requires an unconditional letter (of acceptance). So, after accepted in one university, I can apply for the scholarship to StuNED.

Okay, I understand now why you can apply to any university. Finally, where did you apply? I only applied to Tilburg University. The biggest concern for me at that time was how to get the scholarship. I think it's more difficult to get the scholarship than to be accepted in one university. Based on my experience when I was applying to the universities in UK, I just have to fulfill the requirements that are needed, and then practically it can be assured that I will be accepted. In order to get a scholarship, you have to compete with other candidates who are applying for it too, although you already fulfill the requirements.

Did you apply to the university by online registration? Nope. I applied it via Atlas. Because I think it would make the process easier. At that time, there was an educational fair and I met the representative of the university. They said that if want to apply; I can apply by using their service.

Does the Atlas always manage all your needs since that time? Visa? No, StuNed managed my visa.

How about your birth certificate? My birth certificate was managed by the agency that was on StuNED's list.

So, can I say that Atlas was only managed your preparation for enrollment of the university? After that, did you ever have a contact with Atlas? Yes, that's right. I use the service of Atlas only for the enrollment process.

When you were looking for the information until you decided to choose International Management, did you also look for the information about other programs? Yes, I also looked for what are included in the economy program.

I think there is also accounting program, isn't it? Yes, but I want to try something different. That's why I chose International Management.

So, do you only want to try something different? Yes. Besides, I also want to take a program that is work related. I mean, by taking the International Management I will learn a lot about CSR.

Is that important in your work? Actually, my work isn't related to CSR directly. But, in my scope of work, there are some dealings with that.

Now I want to know if you already got your master degree, is there any compliment such as being promoted? I think maybe there will be a higher opportunity for that, but we can't exclude the seniors and other factors.

So, if you back to work again, is there any other procedure that you have to take to get promoted? Or can you just get promoted by having a master degree (higher educational degree)? I don't think so. I've just worked there for two years, while there are a lot of my seniors that who worked there for twenty years.
Now, I want to know if you ever visited the Tilburg University website or not? Yes, I've visited the website for uploading the soft copy of the documents. The hard copy of the documents was already given to Atlas.

Were you asked to upload those documents? No. At that time, I didn't know why Atlas didn't upload my documents. After two weeks waiting, I was wondering why I haven't received the admission letter. Then, I asked about this to Atlas. Atlas gave me a link and when checked that link, my documents has not been uploaded. So, finally I uploaded those documents.

Did you upload the documents through the website of Tilburg University? Yes. I uploaded the documents on the website of Tilburg University. But, Atlas gave the link.

Have you ever visited the website? I once visited the website to get the information about the programs only.

Have you ever asked about how much the tuition fee is or other information? About the tuition fee, actually while I was filling the registration form for STuNED, I had to write how much the tuition fee is.

Did you look for that information on the website of Tilburg University? At that time, actually I had no thought about the amount of the tuition fee. If I didn’t get the scholarship, then I wouldn't take the master program in the Netherlands.

I can say that the information about the tuition fee is not important for you, right? Then, if you have to look for some information, what kind of information is important for you to know and finally decide the chosen Tilburg University? I will look for the information about the program.

What detail information that you should know about the program? Will you look for the subject detail for every semester? Yes, I look for that to.

According to you, do you think that the subjects are good and useful for you later? Yes, and I also think that the subjects are interesting. That's why I chose something different with Accounting.

Did the website provide a sufficient description about each subject that you want to know? No, I think there's only a name of the subject.

Besides the program, what else that you need to know? The university ranking.

Did you get that information in the website of Tilburg University? No. I find out that information in Times Higher Education website.

What you mean is an annual university ranking, isn't it? Yes. But, I think that I've seen once its rank in the website of Tilburg University. It's around in 400th rank. My friend told me that it's good. So, I applied to Tilburg University. Yes, Tilburg University is quite well known here. But, in Indonesia we never hear about the name of Tilburg University. Maybe it's because its name is less well known than the name of the other major cities. In Indonesia, we are familiar with the name of major cities, like Rotterdam.
Have you ever think about how the condition of Tilburg city is? You never hear about that city before, right? If I never hear about the new city that I will stay at, I will be wondering about how its condition is, such as it is a hectic city or not, and other thoughts. I've never considered the condition of the city itself when I was applying to Tilburg University.

So, you don't care too much about the city itself? The condition of the university is more important for you to be considered wherever it is, right? I've once imagined that Tilburg isn't a big and crowded city.

What do you think about Indonesian people preferences of language that are available in the website of Tilburg University? According to you, what language will they prefer to select, Indonesian or English? In my opinion, if you want to study abroad, you have to be ready using English as an international language. Because I think it's more professional by using English.

But if the website also provides the Indonesian version/language, will you see the Indonesian version? Yeah, maybe. I just want to know how it looks like if they translate the English into the Indonesian. I don't know how others reaction. For me, I'm just curious how it looks like and certainly impressed by the website of the university that provides Indonesian version.

Could you give me three details of the information, according to you, that are most important to be known when Indonesian people want to study in one university abroad? Firstly, I think they need to know the options of the program and its details. Secondly, maybe they also need to know about the tuition fee. The tuition fee? Or maybe, do they need to know about the availability of the scholarship program in the university? Yeah, I mean the point of the second information is related to the money matter.

And what is the last one? I think that the university ranking is also important to be known.
Appendix 15

[Student L]

Premaster Information Management

Could you tell me little bit about your previous education? I studied at the social-political faculty of University of Indonesia, it is quite similar like management studies, but I focused on finance, I got my bachelor degree there. Before that I studied industrial engineering, but I did not enjoy it very much, hence I decided to quit and followed the course that I told you.

I had an internship as well at Samudra Indonesia, finance department while still following my management course in University of Indonesia. But then I realized that I don’t really like finance either, but already halfway through my course, so I did not quit that time.

After I graduate, I was looking for something different. Something that has nothing to do with finance. I got a job in a Public Relation agency (Image Dynamics), it is not a big company, but its quite famous in entertainment industry in Indonesia, we mainly focused on event publication. I was in charge of data managing and PR consultant.

How long did you work there? About two years, then I decided to study here in Holland. My last working experience assured me that this is the field that I like to work on, therefore I chose Information Management at Tilburg University.

By the way, why are you taking the preparation class? Because I did not follow any IT related courses, I gained some experience in IT during my time with Image Dynamics, of course, but I had no formal academic background so I have to take the premaster course.

Did they consider your working experience? No, because they required formal education proof, not working experience. So even though I understand little bit about IT already, I have to take the premaster course.

Why did you decided to follow a master program at all? I think the reason will be the same as why I cannot follow my master program right away. It is because I have no formal education proof. For example, if I want to apply for a job in a company, they would also ask for my formal education proof or diploma. Since there is no proof...
that I studied IT, I think my position is weak. I think they would prefer someone else who has a diploma in IT related studies.

So you are sure now that you would like to work in information management area? Yes, at least for the next 5 years, because that’s what people say. People say that after 5 years, we will be able to actually see on which direction are we going.

Why did you decide to study abroad? I looked at the best IT faculty in Indonesia – UNUS – and if I want to enroll for a master program in IT faculty, UNUS requires IT related diploma from the bachelor degree as well. Other example, University of Gadjah Mada in Jogjakarta… but I don’t think I want to study there.

Another reason is also to gain more experience. I decided to study abroad because I can afford it at the moment, so I took my chance.

So you believe there are added values for you by taking your master degree abroad? And then why did you choose Holland? There are other places to go if you want to study IT, for example Germany.. My first options were Japan and Australia, to be honest. But then I compared the living cost and tuition fee for universities in Japan, Australia and Holland, and it turns out that Holland is the most suitable destination for me. UK and US were never my options because simply I cannot afford it.

In addition, I have few families here in The Netherlands, and then I still have to options, Erasmus and Tilburg University.

That was quite a research, wasn’t it? Did you use any agencies as your source of information? Yes, I talked to Japan Foundation, but I didn’t use any agency when I did my research regarding universities in Australia because their website is already very informative.

Did you do your research regarding these universities while you work? Yes, I was working at that time. After 8 months I worked at the PR agency, I realized that I really like this field, then I started to look for universities for my master degree.

Did you start with local universities? Well, not really, I searched for both local and international universities at the same time, then I narrowed down on few universities on few countries, I looked at the ranks and reviews.
Ah, ranks, do you think it is important? Of course! It is very important in Indonesia. I did not remember exactly the rank of Tilburg University but it was quite high on the chart.

Ok.. So how did you finally choose to study at Tilburg University? I have an uncle who is also a lecturer at Erasmus University; he said that Tilburg University and Erasmus provides good courses for IT studies. I did not stop looking for other universities though, I was also looking for universities in Germany and Belgium. KU Leuven was one of the option because my sister did her master program at KU Leuven, but KU Leuven’s enrollment almost reached its deadline and I still haven’t done my GMAT test yet, therefore I start to consider Tilburg University as my main target because it doesn’t requires GMAT, because I was graduated from University of Indonesia, of course.

If I may know, how much does the premaster course costs? It costs around 6000 euros, and then another 6000 euros for the actual master course. My parents said that if I really want to study at Tilburg University, they will help me financially, therefore I chose Tilburg University.

Ah I see, then you started to look for more information on Tilburg University’s website? Yes, I looked at the website and I also got information from NUFIK. I only asked several questions to NUFIK, I forgot what I asked though.

Did you search by keyword on google and found Tilburg University? No, I did search about the general information of information management courses using google, but regarding Tilburg University itself I asked my uncle.

When you look at these universities, what were your priorities? Was it the price, the rank, or what? I looked at the rank, the program of the course itself, whether it is a research university or practical university. Actually I prefer Erasmus, because it is a practical university. But then living cost in Rotterdam is higher than Tilburg, which was one of my considerations as well.

By the way, did you apply at KU Leuven as well? No, I did not. From my past experience I would never apply for something if I’m not really sure about that, as I mentioned earlier.
Then how did you finally decide Tilburg University as your choice? Actually Tilburg was one of my main options, considering the price is cheaper than Erasmus. In addition I got a weaver as well.

How did you get the weaver? To be honest, I really don’t know why.

I see. Did you register online? Yes, I registered myself online and I did not use any kind of agencies.

When did you apply? I applied 2011 for 2012 class. I waited for two months until they finally confirmed me that I’m accepted at Tilburg University, it was quite a thriller as well.

By the way, in which faculty are you in? Economic faculty, information management.

After you applied and accepted, did you have any contact with the university? Yes, I did. I asked several questions because I need further information regarding my premaster program, such as how long does the premaster program take, what kind of courses will I follow, and many more. I contacted Alexandra, but she said she cannot give the answer right away, she had to arrive here first, contact the study adviser then I’ll get my own study program. It was a custom program because I had no IT courses before.

Wasn’t that information already provided on the website? No, it wasn’t on the site. There are something about the premaster, but it’s mainly for HBO students, not for international student.

Was the information provided in Dutch or English? Both, but I saw that the information provided on the Dutch version of the site was more complete; therefore I had to ask several questions regarding my premaster.

The contact that you had with the university, was it helpful? Or were you been told to check the site? Well, for every questions I made, I made sure that it is not provided on the site because my sister told me that I have to look everything first on the site, before ask anyone. She said that is an European culture.
What information do you think is missing on the site? Generally, everything is on the site already, but since I am a special case myself, that made it little bit complicated.

Did you read the course information as well? Yes. Well, not everything, I looked for things that I like, for example data mining, it is provided in this course. I also checked the books that are required for this course. I looked at the book’s description on Google Scholar, to get a better overview.

I see, and for other things such as accommodation, or information regarding living in Tilburg, how was it? I think it was helpful because only by reading Tilburg University’s website, I can already imagine the live here. But I feel little bit scammed by You-room in Tilburg, it is very overpriced.

Did they answer your email immediately? Or did you have to wait? Well, during the peak season sometimes I had to wait for their answer, for around 3 or 4 days, sometimes a week. But that is understandable; there must be a lot of students asking questions to them.

How was your preparation to move here? It was very quick; the international office was very helpful. There were no major obstacles. They gave me a list of things that I have to prepare, such as documents and everything, including the birth certificate, which turns out to be useless afterwards, but the international office was very helpful. The fact that I’ve visited The Netherlands twice also ease my mental preparation.

Were there any miss-information regarding the program or the university? I think the course itself. I’ve been explained about my premaster program on the first day of my course, which I personally think is little bit late. On my first day of school, I had to go to the student adviser to get my program. But again, I guess its because my program is customized only for me.

So what is your expectation after you graduate? I hope that I will get the knowledge, even though it is hard to get high grades here, but I hope I really can have the knowledge from everything that I will learn here. Second, I hope I could get the job that I wanted which is related to information management.

Are you planning to stay here to work? Yes, if I could.
So are you studying Dutch at the moment? That’s my main problem; I missed the chance to enroll myself to the Dutch course here.

I see. When you were doing your research about Tilburg University, using Tilburg University’s website, did you encounter any difficulties? Sometimes when I open a link on the site, there are some pages that is only provided in Dutch – there is no English version of it, but it was only on a few page. Sometimes when I open a site, it automatically opens the Dutch version, and when I changed it to English, the page won’t show anything.

But there were no major obstacle? What was your main problem using the website? I think the website is fairly informative.

How was the site’s navigation? Well, since I’ve opened many universities sites, I could say that Tilburg University don’t have the best interface, it was not the most user-friendly site, it has also expansions on the site. It is good, but I think there are more sites with better navigation.

About the tuition fee, there were also a lot of links on that page, right? I do not remember it properly, so I guess that was not a problem.

When you open Tilburg University’s website, do you think that the language used by the site is difficult to understand? No.

Do you think it is necessary to create an Indonesian version of the site? Well, basically if someone reads something in their native language, they will understand better. That is obvious. It will be an adding value, because, for example, when someone don’t like to read text in English, and the site provides information in their native language, it is more likely for them to read it.

How was the message delivery on the site? The information on the site was very easy to understand.

Since you’ve worked in IT area for quite a while, do you have any suggestion for the site of Tilburg University? Well, as I said, the website is already good, but if they could make the site to be more user-friendly, that would be great. Second, perhaps the language, if they are targeting Indonesian students, I think it is a good idea to provide an Indonesian version of the site, at least for several pages that are
useful for Indonesian students who would like to study at Tilburg University, for example the home page, the study program for each faculty, the procedure for international students, and the check-list document that we have to download, I think it would be better if they have the Indonesian version of it. I think it will ease Indonesian students.

**Do you have any regret choosing Tilburg University?** No, to be honest I think I get what I expected. Except for the courses, I did not expect that the courses would be this hard.
Appendix 16

[Student M]
Master of Law and Technology

Tell me a little a bit about your bachelor? I was studying at UNPAD, law faculty. I entered the school at 2005. I graduate on January 2010. It has been three years since then.

What did you do after that? I once worked at in an insurance company for 6 months in Jakarta. It was so boring so I joined an au pair program on 2011. I went to Holland at that time. After finishing the au pair program, I got married. I went back to Indonesia for a few months to wait for the visa to again go back to Holland. After that for like a year, I was not doing anything. I did some food catering after that I continued to study here in Tilburg. So I have been here in the Netherlands for a year and a half.

What did you do in that insurance company, did it have anything to do with law? It did not relate to law at all. I was in the management trainee program. For the first three months I was introduced to the insurance industry after 3 months I was promoted to become an unwriter, in an insurance company, unwriter is someone to decide whether a person is approve to join a certain type of insurance. The first three months, my job task is related to the motorcycle claim, only the easy and not the heavy things like house and cars. And then I went here to the Netherlands.

After you have graduated from the law school, should not you be working at a law firm? That is the thing actually; I did not have any interest in working in a law firm. I also did not know why exactly. Well, a job like in the law firm requires working 24/7. I am a woman and my house is pretty far from the central Jakarta, east of Jakarta to be sure. With the traffic and stuffs, I chose to work in an insurance company. The salary was not that bad. Moreover, working in a law firm, you need to be ready to be called anytime, always online. That's just not me so I decided not to work in a law firm.

Was in the law faculty, you were divided into major? Yes that is true, I took a criminal law, my thesis was about cyber porn.

Tell me about the au pair program? I had to live with a philipine family who lives
in The Hague. For some sudden reasons, this family had to move to back to phillipine. Even though it was only for 6 months, I was fine and happy. I got the visa for 1 year. At that time, my husband got a job already in the netherlands, so I stayed here in Holland. We moved to Rotterdam.

So, your husband is working here right? He works in the Rotterdam. Before that, he received a scholarship from Erasmus mundus. The reason he chose to be in the netherlands is because he was writing his here in delft, moved from Norway. He got the contacts from his professor. He moved to Netherlands.

Lets go back to how did it happen that you don't like working at law when you did graduate from the law faculty? Well, its kinda weird to tell you my story. Me myself is sometimes confused on where should I go actually. I was really bored in the law industry. My professor once asked where did I want to work later on? I said that I still don't have any idea. My passion is to work in a bank, like bank of Indonesia. At that the job vacancy in the BI has not opened yet and I already got accepted in the insurance company. Going back again, my lectures said again to whether I would like to become a teacher, since the working time is so flexible. I thought, that could work actually. I have to also at the do a lot of research. At that time, when I will get older and harder to find a job, than it might be better to become a teacher. So, to work in an university, a master degree is actually required, so I take this master degree.

So, you were pretty confused on what to become, I suppose. What did you want to be when you were still in high school? When I was in high school, I saw my uncle was an accountant. He has a lot of money, so I thought, lets take economy. But then, I did not get accepted in economy, but in law. Why would I take law is because, in my family, there is no one going to law school, so I thought let me just try to go to law school. It was pretty risky at that time. My mother said that you can go to law school and becoming a notaris. I took law and one course it has a very killer teacher. Me and my group got a D for that course even though we have followed the instruction from her. This is my starting point when I started to hate law, so I change major still within the law faculty. In this major, i got good grades but I don't like the job after graduated to become a judge or a lawyer. I like the courses though, cyber crime, victimologi. This is the reason why I took law and technology in Tilburg because it matches to my interest. Tilburg is the only university which has this specific major in law. In Indonesia, this kind of knowledge is still very lacking, they really appreciated these major and the graduates.

Why is that? It is because in Indonesia is still lacking these graduates. There are only a few people who have interest in this law and technology, in one class only 15 students. I am the only Indonesian student in that class.
Why do you want to join the au pair program? Well, I have a friend which going au pair in france. I asked her why would you want to join the program? She said that she wanted to study master in france but she does not have any money to finance her study, she wanted to pay for the EU tuition fee. She wanted to practice her language, in which au pair is the best program to do. But she said that if you don't like children than you should not be doing this. You are doing everything with the children. I asked her how much you got for this job? She said its pretty small money but you can get bigger in other countries like the netherlands. I wanted to join and want to live outside Jakarta, so I did try and accepted.

Did you have to learn the language? This family that I worked with is a mix family. The wife is coming from singapore in which she is using English at home. She said that I did not give you any lesson to speak dutch but if you want to take courses than you have to pay by yourself. I did take the language course. The children are very nice, 12 years old so big enough already. I was there at the netherlands, December 2010 until july 2011. After that I went back to Indonesia, got married and after 4 months, I went back again to the netherlands to follow my husband.

So what was the reason to go abroad? I am a person who easily got bored. I always wanted to new things. My parents told me that after graduating from bachelor, I should not be taking master right away; you have a working experience at least. However, if you got a scholarship then it should be fine. Since I don't have any scholarship, I joined the au pair.

Did you once apply for master? No I have not. I had a thought of it before. I have to take master actually. My husband said that I have to take master whatever we can do. We have not had any child, you have to take master and then we will talk about child. So, I have to take my master since my husband also insisted. I wanted to take master to obey what my parents and husband told me. More like a family pressure.

Why is it that important to take master? My brother has graduated from his master degree so I also need to take. He was also the family’ role model, so what he has already achieved, I also have to achieve. My father also told me to see my brother as the role model. You also have been living abroad, so its better to take some education better not doing anything at all. my husband thought that in order to work abroad I also need to take master especially for law faculty.

How long will you plan to stay in the netherlands? My husband is going for his phd program soon in Norway after I will be finished with my master degree. He is now still working, he has applied to several but the departure date should after the date I graduate. So it should be fine actually.
When did you start finding information about master degree? Its started in the beginning of 2012. On January I have looked for the universities. I have already accepted in Latvia. A law school. I honesty do not how good it is the law school but it was under the American system. There is one thing that I don't like about Latvia, the location. It is far away from my husband and if we have to move, it is hard for my husband to find a job in Latvia. Even though it is cheaper there compare to Tilburg. some people said, they did not treat the asian people good enough.

Why did you apply for Latvia when you know you dislike the location? I was just playing around since I was looking for the master degree within the Europe area.

So, not specifically to Holland is fine for you? Nope it does not have to be in the netherlands. It will be a problem and that is why I don't take the Latvia. I thought to go studying in the netherlands is very expensive, we are looking for half cheaper than the netherlands. Thus I was looking not only in the netherland but also any other countries. In Norway, no tuition fee but you have to pay for the living cost deposit which is almost the same as in the netherlands. I was only looking for the two schools instead of the netherlands. I am so not interested to go Latvia because it was very easy to get in. I applied for the schools to test myself also. I did not apply for Norway since I got accepted already in Tilburg. I also applied for the Erasmus mundus for the economic and law. I got to pay for 5000 euro because I already stay in Europe for more than 12 months so I got the partial funded. I have not got accepted so I did not take that. Tilburg was really fast with the admission information.

Tilburg also has a scholarship, do you know about it? Yes I do know about it but its not available for the January intake. I do not want to wait for the scholarship since I have wasted one year not doing anything, so I decided just to take it. I can’t wait for another year, it will ruin my family plan so bad.

Then, why did not you apply on September? I have not yet accepted by that time since I wanted to have the Erasmus in Rotterdam which is closer to my husbands work. I did not get accepted at that time so I have to wait for another spring intake. On September I got accepted in Latvia. I was already late for September I was also advised to take the January intake.

What is the reason for choosing this major instead of the international business law? I don't want to take the program because it requires GMAT and its just not me at all. since the very beginning. I would like to have something related to cyber. This is because I saw an opportunity when I get back to Indonesia.
What kind of information did you gather first? First thing is the law faculty availability. At first I do not want to have something that is again related to law but my husband said you have abasic already so why bither to have anything different than that. Actually I am not 100% liking it, I would like to have something that is more light like language. I was not allowed, I have to obey to be financed. I was looking for the Erasmus mundus from the very beginning, it is the closest to law actually which is commercial law also a very good one to be working in a bank. I did not get accepted, so I looked at UVA, it was really expensive. Then I found Tilburg and I have a friend also going here to Tilburg. leiden is also very good with law but again it was too expensive. Tilburg is the cheapest one I have. I was only looking at Utrecht, Leiden, Rotterdam and Amsterdam its either the program is not my interest or its just too expensive. I have to conclude that it has to be financially affordable and then the program itself.

Did you also read the subject of the courses? To be honest I was really afraid that I can get through this since I have never used English in a full time manner. When I was an au pair, I used daily English. When I looked at the course description, I did not recognize some of the courses like biotechnology. It was about a dna genetics, not to details but you have to know the basics of it.

Did you visit the website of Tilburg university? It was clear enough. I was looking at the tuition and the program and also the intake date. I was a bit confused with my husband regarding the housing. Since my husband is working at Rotterdam, we have to find something that is in the middle. That is why we chose Dordrecht.

Is there any missing information? No I don't think so. Everything is complete already.

How did you apply? I applied online and then I was in contact with the admission officer. I sent all my documents via post. At that time I have not given them my IELTS so my admission is still unconditional. It is more or less a month. I was in contact with some of the international officers, Diaz Simons and Ema Moulners. There is one time that I have to be in contact with them because suddenly I received a letter from Tilburg that saying I have not been enrolled in that major. In fact it was about the payment and the authorization form. I have received and signed this letter with Yvette. In fact that its just miscommunication, they sent me another one since they have not received my signed letter. I did go to Tilburg student desk for this.

Was there anything else in contact with the international office? No, I was informed by dennis baas regarding spring intake.
**How did you hear about Tilburg before?** I have heard about Tilburg university before.

**So what is the criteria for you to choose a university?** First of all is the tuition fee, the requirements and then the school facilities.

**When you did an information searching, what did you do?** I did a google search with the keywords of master LLM in europe and then I went in to the university website. I also a bit confused with the keywords. I found them in a discussion forum related to master LLM.
Appendix 17

[Student N]
Master of European Law

**What is your educational background, where did you on your bachelor?** I was taking my bachelor’s degree at the University of Indonesia, my major is an international law with the specification of Aviation law.

**What is Law Aviation, if I may know?** Aviation law is concerning on Flight and jurisdiction of a country for its commercial flight. Or even handling a crime on aircraft and deciding which country has a right to prosecute it.

**So, you are also arranging the pilot law or something? Can you explain it a little bit more?** For example, a hijacker uses a plane from country A. He starts his crime at country B; meanwhile the nationality of the hijackers is country C. The destination of the plane is country D. However, the plane is registered in country E. So, which country has a right to prosecute the hijacker? The answer is all of them have a right to do so, but each of them should have their own argument to prosecute the hijackers.

**Is that your major? And what did you do after that?** My major is International law, and Aviation law is my specification. I have my bachelor’s degree in 2008, and I’m working at the Investment Coordination Agency. But at the first, I was applying to the Department of Transportation, yet I lost my intention to work there with some reasons. BKPM (Investment Coordination Agency), we undertake a licensing for investors to invest or establish a company in Indonesia. Well, there are two kinds of investment; first is Portfolio, it means you don’t establish any company but investing only, it’s called as a short term investment. And the next one is, long term investment or Foreign direct investment, at this point you invest by establishing a company. This is a major work under the BKPM competency. But, portfolio, share, long-term and short-term trading, it’s under the competency of BAPPEPAM (Securities and Exchange Commission) and OJK (Financial Services Authority).

**also with the buildings and stuffs?** Including provision of state facilities; if you invest in large sums. We can give dispensation to the entry fee or even tax exemption. At my last job, we even provide a tax holiday for the investors; a total tax exemption.

**what is the relation with you education of bachelor?** My bachelor’s degree is in International law, but I believe all the state agencies in Indonesia need people who have a qualification in the international cooperation unit. Even though, my
specification is in Aviation law, but my major is in International law. So that I expect that someday I will work under the international cooperation unit, which is in accordance with my qualification. However, for my first assignment, I was working under the firm support unit of BKPM. So it means I was also handling the local law.

**was it about merger?** Merger acquisition is under the Business competition Commission, however it’s a BKPM right to give its license. As I told you, International law is my qualification but I also regulate with local law. But, I was so grateful that I was in the firm support unit; since I didn’t only concern on international treaties but also MOU between Indonesia and some other countries. So that, my fieldwork was all access and broad. However, in the international corporation unit, don’t ever think that you will handle arguments of some countries for making a treaty; you have to follow a template provided of any treaty, and you’re not allowed to make a new one, but modify it as needed. I guess, it’s kind of a static job.

**so, after you graduated, you straightly go to the job?** During the three months after my graduation, I was searching for a job. And I was accepted in Ministry of Commerce, Ministry of Transportation and BKPM. I start working at BKPM in 2008 up until now.

**can you explain a little bit more about taking a master degree? How did it happen?** Actually, taking a master’s degree is my long term planning; after taking my bachelor’s degree I want to work for one year, and study abroad by using a scholarship. That’s why I want to be a civil servant, since I want to have a scholarship. By the way, last year, before applying in Tilburg I was accepted to study in Korea. But because I was gambling between StuNed and study in Korea, and I chose StuNed, thus I let my chance to study in Korea go. But at the end, I didn’t get the StuNed scholarship.

**you have already let go the chance to go to Korea then?** And lucky me, I was prioritized to have a scholarship by my office, since my TOEFL score was 657. Have you heard the program of Gita Wiryawan? 600 of the TOEFL score in BPKM. Due to that program, we had to come to the office earlier, at 6.00 am, every day for TOEFL preparation, and after finishing office hours, we would have TOEFL preparation again until 8.00 pm. That was crazy.

**it was worth it, right?** Well, right after you’re appointed as a civil servant, you can apply for a scholarship. I got 657

**how many years you have to wait until you can apply for the scholarship?** Why you need to wait for a year; at the first you’re accepted as a civil servant, your status
is not a civil servant yet, but the prospective of civil servant, and you need one year working to change your status.

**you wanted to take master since you were a little? Why is that?** Yeah, it’s one of my life goals to study abroad. And the next one I want to have a doctoral’s degree.

**what is the reason? Can you explain a little bit?** My motivation is, I want to beat my father with my achievement, well a post graduate is enough but I want something more than he has.

**you have achieved the master from Europe. Your family valued education really well?** Well, I prefer to say that I’m not coming from a rich family so that’s why I have to provide everything that I need by myself. That’s the reason why my family is so much concern for education. I was so strict for myself; if I could not study at the University of Indonesia, I wouldn’t study in anywhere else.

**you were studying in UI, you had to be grateful because its public universities?** Thanks God, I have my bachelor's degree from the University of Indonesia. But it’s 100% gambling, since during my Senior High School, my rank was always around 30. I was so jealous of my friends in Senior High School, most of them could have a guidance of alumni or guidance for SNMPTN test which gave you 100% pass guarantee, and it was not cheap. Because I was considering my parents’ finances, I just took an intensive course for one month only for preparing an entrance exam at the University of Indonesia.

**you had an intensive course and it was a great achievement than?** Yeah, that’s a great achievement for me, I even exclaimed. And you know what, my year was the last year which had affordable tuition fee at the University of Indonesia; it was onlyRp 1,400,000, - for each semester, meanwhile a year after me they need to pay Rp 7,000,000, - for each semester.

**you wanted to go abroad because of your life goals? When did you start searching for information and where?** Yeah, taking a degree from a foreign university is one of my life goals. I was searching for some information on scholarships, during my time as a civil servant, for example, AUS Aid, Aminef, and the scholarship from Korea that I had told you before.

**so how were you doing the process since starting information searching? Was it to find scholarship first or the school you wanted first?** I think it depends, since every scholarship has its own terms and agreements. For example the scholarship in
Korea, they had determined the university concerning International law for the students. While in some other scholarships, you need to have a LOA from one university before applying the scholarship. But, there are also some scholarships that require you to have the scholarship first, then you find LOA from one university; as the scholarship that I have now, Spirit scholarship, it’s a special scholarship for civil servants. As I told you that I was prioritized to have a scholarship regarding to my high score on the TOEFL test, I was directly included in the Spirit scholarship as the top priority. Yet, I still had a test for the scholarship.

**How did you finally go to Tilburg?** From the start I have chosen Tilburg. Actually, at the time when I applied for StuNed, I already had the acceptance letter from Tilburg.

**Why did you choose specifically to Tilburg?** Why I’m in Tilburg, actually Tilburg was my fourth option. The first one was Leiden and Amsterdam, but my TOEFL IBT could not pass their requirement, my score was ninety-nine, while the requirement was one hundred. So I came to the next option, Maasstricht University, it was a recommendation from my lecturer at the UI, but there was a failure system from Maasstricht; they gave me the conditional LOA only, in fact I had sent the complete requirements to them. Tilburg was my fourth option actually. My next option was Radboud Nijmegen University, their European law is the best, and it’s the top two in the Netherlands.

**Ranking is also important? The ranking of the program and not the university?** Well, I don’t consider much about the rank of one university, but yeah for the rank of its faculty. Yet, there was a failure system in Radboud Nijmegen, they said that my documents were not complete. And they could only give me the conditional LOA. So that’s why I’m in Tilburg now.

**You did all of this because you wanted to apply for StuNed only for the Netherlands, why?** Why I’m so interested to the Netherlands, is because I’m the biggest fan of the Netherlands national team football. I did not choose for any other countries?

**Where did you hear about StuNed?** I got the information about StuNed when I was still at the University of Indonesia. I wanted to go there straightly after college?

**Where did you find out about the schools?** I mostly used llmguide.com.

**So when you type it, its all there?** Well, that’s a special portal for law study programs; it provides a list of law faculty from most of the universities in the world
including the program offered. So I searched for the Europe region, in the Netherland, and it displayed the rank of the universities, and the rank of Tilburg University was great. However, forever in my life, I would not apply in Groningen. The reason is because, I think, Tilburg and some other universities are better in their law programs than Groningen. Groningen does not need a lot of requirements

so the webportal sent you to the university website? I was registered first at studielink. I also applied to other universities right.

so how did you find out about all the information about Tilburg University? I used the Website of Tilburg University to get to know the university, the faculty of law and its program. I visited almost all the university website.

what was the criterion of choosing university? In choosing a university, I was considering both of its rank and the program offered; since not all of the universities in the Netherland provide European Law, so that’s why I should choose a university which provides European Law which has a good rank.

you did visit the university of Tilburg? was it according to your interest? As this far, the subjects provided by Tilburg are compatible with my background; I’m learning the law system in the European Union, and their relationship with some countries outside the European Union. There is a reason why I’m choosing European law, because in my essay regarding to Aviation law, I was discussing the European Union. However, my supervisors were arguing my choice, so I had to convince them and give the reason why I need to take European law; at the time there was a tendency, that European Union has the intention to befall into one state. And if they do that, our bilateral cooperation; Indonesia and EU will be stopped. For that reason, we have to know how do they stop it and we have to be ready for bargaining positions with them. I met ulil at a conference, she came from another institution, we sat together and were talking about the scholarship and master. She told me stories about stuned and getting an acceptance letter from Tilburg.

did you go to education fair? I never went to any education fair; I think the Website of Tilburg University is more than enough.

did you go to rep of Tilburg? I used the service of Tilburg representative in Indonesia, Atlas, only for sending my documents.

why did you know about sending documents through atlas? I used Atlas, because I could save my money and its delivery process is faster. I got the information about
Atlas on the internet, browsing. I know that from my friend that Groningen has a rep office, so I did try to find something about agents of Tilburg in Indonesia

**so you only found out about all the information through the website?** I got the all information about Tilburg from its website.

**when you visited Tilburg university, what were the information you looking for?** First, TOEFL score. Second, the availability of the program that I need. Third, the requirements; TOEFL, motivation letter, Recommendation Letter and so forth. Well, actually I faced some difficulties in making recommendation letter and passport, since I was using the blue passport not the green one, moreover it had passed the validity period.

**did you try to find about the city, the campus or so?** Well, I don’t really consider to the city that I live in, as long as it has a good university; when I applied for any other cities, I have no problem to study there in which city.

**did you find any difficulties in searching the information?** So far, the website of Tilburg provides everything I need; the website is detailed and simple.

**were there any information that you hard to find?** I think it’s about link catch and study link in Tilburg’s website, I have a problem with those things. When I applied to any other universities, they gave me the link to studielink.

**did you apply online?** I did not. Well, all the documents required were sent by email to the international coordinator in Tilburg. I mean, when I was applying in Tilburg, there was an email link of the international coordinator in Tilburg, so I was asking some questions regarding to the requirements to the coordinator.

**Whom did you have contact with?** The international coordinator was Tessa Burton, but now I don’t know since the international coordinator has been changed. She was the one who replied my emails. I applied because I saw an email address and I got reply from her. My questions to her were merely about any technical issues, like the documents that I need to translate, but I could not provide it yet meanwhile the due date for the scholarship was imminent. I also got lot information from the emails correspondence. The time of processing because I need to have it also for scholarship. As we know of any scholarship, we are bounded with a deadline of submission, so that we have to prepare everything that we need for the scholarship.
did you try to find anything about the netherlands? the prior information that I need to know about the Netherland, I guess a place for living. I was intentionally searching for a place that far from Tilburg, since I wanted to live in a house with some other foreign students, and also I didn’t want to live in an apartment; I thought it might limit my movements.

did you have problems when you get here? As I told you, so far I have no misleading information. But yeah, I was coming late to Tilburg; if most of the students came to Tilburg on 16 August, I intentionally postponed my departure to Tilburg until the Eid Mubarak day. Thus I knew that I would miss some programs like orientation week, and skipped the registration of opening a bank account. So that I should realize the consequences.

you have already prepared anything? When you came, was it according to your expectation? I thought that the Netherlands is developed country; Well, in my mind, the country lives for 24-hours, in fact Saturday and Monday are the day off, and the office hours start from 8am-4pm. And Those are beyond my expectation. Another thing that’s beyond my expectation that I was living in Arabian society not in Dutch society; actually, at first, I had no any bad thought about Arabian, but in the place where I lived before, my neighbor who is Arabian, he is a drug dealer and you might see fancy cars changed every night.

that was about the life here, what about the university itself? Well, honestly, the building of Tilburg University is beyond my expectation; I am a bit disappointed because there is no border between the building and the resident. I think, it eliminates the pride impression of the university. No campus atmosphere. When I went on duties, I looked for the universities too. Seriously, I was shocked since in my mind that a university in a foreign country has a big and exclusive building, and even for its faculties. I thought each faculty is focused on one building. I think it’s better for Tilburg to give a partition for each administrative office, Lab and so forth of each faculty in Tilburg. Tilburg provide good facilities that support its students, especially for me as a law student, Tilburg subscribes to Westlaw website, in which the website is very expensive to be accessed. The website contains so many good literatures and researches regarding to the law field.

what about the academic point of view? it was really hard. You do not know anything about EU especially I am not from the EU. I was the only one not EU citizen. I have to commit since the first beginning I wanted to know about EU.

are you satisfied overall? Would you like recommend? overall, I am satisfied with the campus and university. Yeah, it’s my pleasure to recommend Tilburg to any Indonesian students. I want to give a recommendation about Tilburg to them since I made the choice, I will not say something bad about Tilburg. Even when we talk
about the city, I will probably change my language; I’ll say to them if they’re concerned about their study, Tilburg is the best choice. But if they just only want to play they may choose another university. It means, I won’t give a bad recommendation about Tilburg, if I do that I may discredit myself.
Appendix 18

[Student O]

Master in Economics

**Educational Background:** Bachelor from University of Indonesia. Currently studying for master’s degree in economics at Tilburg University

**Previous working experiences:** Internship at Bank of Indonesia Researcher at University of Indonesia’s Research Institute Lecturer assistant at University of Indonesia

**Do you have prior planning to take the Master’s degree?** Yes, I have thought about it, because my mother oblige me to get my Master’s degree, and because my mother took her master’s degree after she got married, thus she forbid me to get married before I obtain my master. Even I was forbid to get work during 1 year period after I graduated.

**When initially you inquire information about master program?** Since I finish my bachelor thesis, 4 months before my bachelor graduation.

**Do you wish to enter corporate sector someday?** I want to someday; however I think if I took the same major for my master as my bachelor, it will shows continuity in my education.

**So for 4 months you inquire about those information, where do you get it?** From the Internet, from my mother.

**How do you eventually decide to study in the Netherlands?** At first, I never consider the Netherlands, although my mother got her master’s degree here, because the living cost in the Netherlands is quite expensive compared to other European countries. I tried unsuccessfully in Australia, France and USA, until finally I decide to apply to Tilburg University one day after the deadline.

**Do you apply during those 4 months period?** No, I am not. Eventually it took me more than 4 months before my graduation.
Do you initially inquire using the internet? yes through various scholarships websites.

Which scholarships do you apply for? ADS in Australia, US, however I can’t apply in UK for the Chevening program because of the 2 years working experience requirement, same thing also for StuNed, Huygens and NFP

So the most important for you when you looking for the master’s programs is the scholarship? Yes at that time and the program is economics

So did you attend any education fair? yes, I attend 2 education fair however I forget the name of the education fair and the other one is Holland education fair organised by NESO and my mother help me on this because she also studied in the Netherlands.

So basically your mother is the one helping you to provide the information? What program she took in the Netherlands? yes indeed, she went to ITC in Enschede taking the Geographical information system.

So you searching and then which universities you applied to? What steps do you take since 4 months after your graduation? I took TOEFL course, then start drafting my motivation letter, then I applied for ADS, and the announcement was made on November 2010, then I applied for the Erasmus program, but the 2 university program, which I both failed to obtain both of them, then I applied for Total scholarship, which I failed in the focus group discussion phase, then I applied to US and Toulouse University, both of them also failed, the I applied to BCG however I was rejected because I haven’t accepted in a university in France, then I applied to Tilburg University, Rennes and Sorbonne University however the latter two I applied for next academic year.

So how do you apply for them? Do you have to send mail? I used email for all of them. The difficult part I have to get the recommendation letter for all of them, however I’m lucky because I worked at the university, my lecturer is my employer. Additionally I apply for the top seeded scholarship and I got accepted after I admitted to Tilburg University, however there is 2n+1 requirement, which finally become a deal breaker for me to decline the scholarship after I consulted my mother, I only receive the scholarship from Tilburg University which covers part of my tuition fee and monthly living cost in the amount of €500.
So finally you apply for all and email all of them, how do you get the email? I get it from the scholarship website which already includes the email address for the application.

Do you go through all the university websites? To inquire information about the university? No I don’t because all the information already provided by the website scholarship. Furthermore scholarship like BCG and AMINEF, the scholarship will designate which university I will be admitted into.

So how do you get the information about scholarship from Tilburg University? I get it from my friend Shahnaz.

Do you apply to other university in the Netherland? No, I only apply to Tilburg.

This is because you get the info from Shahnaz? How do you know her? She is my senior at University of Indonesia and we came from same town in Indonesia and we went to the same high school, and then she told me that she is studying at Tilburg, the I started asking about Tilburg from her, then I went to Tilburg University website afterwards and looking for the Tilburg University Scholarship Program. From the website learnt about the requirement.

Did Shahnaz received the Tilburg University Scholarship Program? Did she also study economics? Yes she also received the Tilburg University Scholarship Program and she also went to study economics, that’s why I didn’t inquire through the agent or during the Holland education fair about Tilburg University.

So after that you went to the website for online registration? I go to the website, then I send the hard copy after I admitted into Tilburg University.

Did you ever browse the Tilburg University website? What do you looking for in it? Yes I did. I look for the waiver and the specialisation for the thesis.

After you look at the program, did you look about the tuition fee? I don’t look at the tuition fee because at that stage I already resigned to accept that, because since the beginning I knew that cost in the Netherlands is expensive which I knew from my friends and I previously joined an education agency which assign students to France and Germany which cheaper compared to the Netherlands.
When do you receive the announcement about the application? I apply on April then 2 weeks after I applied, then I receive the announcement then I got the decision about the scholarship on June.

Who do you correspondence with after that? with Alejandra from International Office.

Did you ever contact International Office after that? not really because the International Office already sent emails about the things to do. I only contact them about the waiver afterwards.

How do you arrange the accommodation here? I introduced to Mbak Dian by Anggi Siahaan, then I also contact Devi and Putri about the accommodation.

How about the preparation before you go to the Netherlands? I got everything I need from the pre-departure briefing arranged by NESO.

How about the other university after you admitted in Tilburg? I didn’t follow up the others after I admitted in Tilburg.

Did you have second thoughts at that moment after your admission? at the time even if I didn’t receive the scholarship I will go through nonetheless.

Why does your mother push you to obtain the master? because my mom told me that having only bachelor degree in Indonesia is under appreciated.

What is your first impression after you arrived in Tilburg? I’m really happy about this town, because my expectation is to study, finish then went back home.

Do you academically satisfied with Tilburg University? I’m satisfied academically, however the big difference is about the course here which is really different from Indonesia.

Do you have expectations after this? actually I didn’t have any expectations after this since my grade here is not that good, even to be a lecturer at my previous almamater.
What is the difference between Amsterdam and here? Well at least in Amsterdam they don’t have to do the defense which is easier than here.

Why do you want to study abroad? Because since the beginning I never think about doing master in Indonesia.

Do you have plans to enter corporate world after this? Not really, since my knowledge won’t be utilised in that sector.

Then what is your plan after this? Well I hope I can join Indonesian Central Bank after this, however in order for this to happen I have to obtain 3 years working experience.

If you have suggestion for Tilburg University, what would it be? None, because my failure caused by myself. Even the lecturer is more helpful in Tilburg than in University of Indonesia.

Do you think Tilburg University needs to have Indonesian version of its website? No I don’t think so, because anyone that looking to study abroad has to have a good command in English.
Appendix 19

[Student P]

Master of Finance

What major are you following in Tilburg University? I’m pursuing my master degree in finance here.

Where did you study previously? I studied economics at the University of Indonesia; I graduated in January 2010.

What did you do afterwards? I became an assistant for a lecturer and then worked in a bank for a year and a month. After that I was preparing myself to go to The Netherlands, I followed English course and some workshop to support my study here, at the same time I did an internship to fill my spare time.

Why did you decided to get your master degree? Well, I was talking to a friend of mine, which was following a master program abroad and I though that it is very interesting, I also wanted to follow a master program.

Is it necessary for you as a finance person to have a master degree? Yes, I think it is better to have a master degree to build my career. At first I wasn’t planning to go to The Netherlands.. I’ve always wanted to study in the UK, because UK is well known for its economics and finance courses.

Where did you get that information? I did a research for myself, I asked my parents as well because my father is an accountant so he has a better idea.

Do you have any expectations regarding your job opportunity in the future after you graduate from your current master program? Of course. That is one of the reasons why I chose to study finance. In the banking industry in Indonesia, no matter in which position you are applying, it is always better if you have a degree in finance-related study. But then again, now I’m following this course I am not sure about going back to the banking industry. I am also considering being a lecturer, or continuing my study and getting my doctorate degree. Everything becomes blurrier.

But you’ve always wanted to pursue your master degree? Yes
How did you find the information you needed in order to pick a university to study at? Well, I heard a lot of my lecturer’s assistant studying abroad as well, one of them got a job in the IMF afterwards, and they have high salary as well. Then I browse the Internet, I focused mainly on American universities because my previous university tend to follow American style of learning. But to go to American university, the requirements are much more complicated, I need to take GRE, GMAT test etc., then I decided to search for European universities.

Where did you get those information? I searched on the internet. I used google a lot, I googled “top ranked economics universities”.

Why didn’t you search for Australian universities instead? No, I didn’t.. I tried to avoid GMAT test, then I applied at Birmingham University during my work as lecturer’s assistant.

So basically you just looked at the requirements of each university? Yes, requirements and ranks of the university, and also in what field are the university famous for. By the way I was also a member of something like a scholarship mailing list, and from there I also had information. From that mailing list I started to look for Dutch universities. I applied to Wageningen university in 2010 but I decided to work first for one year.

Did you look for the scholarship first and then apply, or how does it work? I asked whether there is a chance for me to get a scholarship or not first and then I applied.

So that was also one of your considerations? yes, it was, besides the ranks and the fame of the university itself.

So why did you finally chose to study in The Netherlands? it happened just like that. Well, for example, if I want to study in France then I have to learn French. Same thing with German universities. The Erasmus mundus program requires me to go to at least two countries and I don’t really want to do that.

When you searched on the Internet regarding Dutch universities, was Tilburg University mentioned there as well? Yes, always!
How did you find Tilburg University? Well, Rotterdam and Groningen was also there. But Rotterdam requires GMAT so I take that university off of my list right away. But then I asked around, I asked my friends and my lecturer and they recommend me to check Tilburg University.

Then you opened Tilburg University’s website? What did you look for? I immediately looked for the availability of a scholarship there. Tilburg University’s website was very easy to read trough comparing to other universities in the United Kingdom for example. The admission office of Tilburg University is also very helpful, I can ask any questions that I wanted. I sent few emails to the admission office with questions regarding the course itself.

And then? Then I asked if it is wise to apply to both economy and finance faculties at Tilburg University and they said yes.

Where did you find the contact of the person in admission office? I had contact with the general office using the department’s email address. I had contact with Alejandra and Anna on behalf of admission office.

So you did not take the city itself into your consideration? No, I did not. I think the program of the study is the most important thing.

Did you finally apply online? Yes, and then later on I sent the softcopy of my documents such as diploma etc. I applied at the university first because the document that is required for the scholarship for each faculty is different.

And how quickly they respond to your application? I got the respond from the economics faculty in a short period, but from the finance faculty I had to wait a bit longer, which later on I figured out that I was on the waiting list. Luckily I got a place at both faculties including the scholarships, because if I did not get the scholarship, I would have chosen to go to the United Kingdom instead.

I see, and after that did you use the website to gather more information? Yes, because I still had to decide which faculty will I be joining at Tilburg University.

What kind of information were you looking for? Did you also look for information regarding how life is like here? Yes, I did that too.
So you were really depending on the website? Regarding the living cost etc., yes. I only used Tilburg University’s website.

Do you think the website was helpful? Yes, the website was very helpful, it provides enough information for me.

For the preparation to move here, did you contact Anna again? Yes, I asked about the books I will be using. Even though the book list were mentioned on the website, I was afraid that the book version will change later. I asked that because the prices of the books are cheaper in Indonesia.

Did you use Room in Tilburg’s service? No, I used KBT.

Did you know about Nuffic Neso also provides scholarships? I wanted to apply for Stunet, but then I figured out that most of the scholarships from Stunet are intended for people who are working on bureaucracy, so I knew that my chance would be very small. But I did not know that scholarship from Erasmus for one year.

So how much do you have to pay? Two thousands euro, and I get four hundred euros each month.

Do you prefer the web using English or do you think it is better to make the Indonesian version of Tilburg University’s website? Well, I don’t think that is necessary because we will be studying in English anyway. I think the information on the website is already very clear. The structure of the website is already very good as well.
Appendix 20

[Student Q] & [Student AC]
Master International Business Law

What about your educational background and working experience?

E: My bachelor’s degree is Law at UKI, Jakarta.

S: Mine is Law at UGM, my domicile is Jakarta then I move to Jogja for my study. Well, right after my graduation in May, I applied to this University and accepted on Agustus.

E: I have my diploma in September, 2011. Before studying here, I was working in one multinational company in Jakarta.

What are your motivation to take master degree?

S: My motivation for a master’s degree, is because I want to learn some knowledge that I may not learn in Indonesia, then also for the society interaction and the English skill. I have a passion for a master’s degree since I was in Senior High School.

T.R: did you already know where to go for your master?

S: Before my graduation (for the bachelor’s degree), I had some plannings for continuing my study.

What about you?

E: I decided to take a master’s degree, while I was studying for my bachelor’s degree. At the very beginning I had decided to continue my study in Netherlands. Thus, during my third year, I tried to apply to some universities, but it wasn’t successful. Finally, I was accepted in this university for a scholarship program.

It’s very then in Indonesia common to take master, it's a need, did you have that need?

S: in the area of Law Firm, I assume that the most important thing is not your education but your experiences, well it’s not just about the degree but your experiences and professionalism. It can be concluded that your master’s degree is only for added value.

E: Basically, I have the same point. If you’re working at a Law Firm, a master’s degree is not that really important. However, the mindset of most people in Indonesia, If you have a master’s degree, it means you have more qualifications. But for me, I don’t really have much intention of that one, I just apply for it and do it.

Adventour also?

E: For me, it’s part of an official journey, so that I just walk on it.

did you already after graduating?
S: My planning? Yeah I have one, I want to work at a Law Firm.

even though its not a strict requirement?

S: I put my intention there, although it’s also possible if there is a chance for me to make a corporation, then I will take it.

E: it’s my dream to work at a Law Firm, accordingly I put my priority to that one. But yeah, I have no control for the journey of my life, right?.

S: I guess, it’s all about passion.

E: Yeah, if it’s about passion, then I want to work at a Law Firm.

you have to learn to be an advocated

E: Sure, we have to.

S: Yeah, that’s the process. Even though, when we have our master’s degree, then we come back to Indonesia, we can’t demand for high salary; it’s not like that. We still have to follow the process.

easier for you if taking master?

S: There is no guarantee for that one.

E: As I said before, if we see the demand in Indonesia (about a Law Firm) about a master’s program, I believe we’ll be highlighted. But it’s only my assumption, I don’t really know about it. However, those aren’t my concern, I just do what I have to.

its not a social pressure then? When did you search for the information?

S: As you know I’m still a fresh graduate. So I was applying to Tilburg by using official letter from my faculty since I didn’t have my graduation ceremony (diploma) yet. However, I was accepted by Tilburg under one condition; they said that I had to send my Diploma as soon as I had it. But I didn’t choose Tilburg as my first choice, it’s U.S; Yet, the cost of living was so high and my TOEFL score was below 590. Then, I didn’t continue it. While in Netherlands, I have my aunt here, and Tilburg were recommended by her. She said that Tilburg was a quite and nice city, like no other cities.

Erfaim: I have intention to study in a Foreign country, when I was in Senior High School. That’s why I was in learning German during my time in Senior High School. Actually, I wanted to take a degree of Technical Engineering. Yeah, I was from Science class, thus I wanted to take Engineering, Medicine. But that’s life; there was a problem that led me to Law. I guess my life is full of coincidence, even when I wanted to apply for Tilburg.

can you tell me a little bit more about this?

E: I just enjoy doing anything. So during my study in Senior High School, I had prepared everything for my study in German; I learned the language, even I had visited the embassy. However, there was a problem that pushed me to let it go, and led me to take Law. Consequently, I had to nail down my goal; I had to learn Law in
the Netherland. I guess Indonesia and Netherlands have a shared history, the system of Law in Indonesia is closely related to the Netherlands. That’s why, during my study of Law for my bachelor’s degree, I had searched all Law faculties in the Netherlands, and I wanted to apply to the universities one by one. However, during my third semester, I specified my interest, I wanted to apply for International Business Law, IBL in Tilburg; I had no intention to apply in Leiden and Utrecht since every year they gradually lose their devotee and their teaching is too theoretical I guess. Well, since I wanted to continue my study so I had to know anything about the university. And one of my considerations was about the cost of living and tuition fee; if in the big city those will be higher. At the time, I was considering my parents’ finances and whether or not I could get a scholarship. Thus, I chose Netherlands; since we may pending our tuition fee for two years after having the admission. And when I wanted to choose the university in Netherland, I preferred to Groningen and Tilburg. I think both of them are more applicable, and there is one subject that you can’t find it at any university in the Netherlands beside Tilburg, it’s Banking Securities.

why is it so important?

S: Banking securities (in Tilburg) is more practical, we’re not prepared by to be a lecturer, an academician but a lawyer. And usually we handle and solve some real cases in a class setting.

E: The point is, the subject’s more applicative. While in other universities (Leiden and Utrecht), they tend to be conservative. And my friends (in Utreg) told me that in their class, they had only two students from Indonesia. I guess besides studying, I want to make some friends too, right? Well, after considering many aspects, I applied in Tilburg. I got accepted in both. However, I almost registered to Groningen, I didn’t know what happened to Tilburg’s system at the time, since they were telling me that I wasn’t granted a scholarship, so that I discussed it to my parents whether or not they could support my study in Groningen. If my parents couldn’t do it, it’s fine for me. But then, they said they would support my study. Yet, I was postponing my registration in Groningen until the deadline, I didn’t know why I did that, but perhaps it was my destiny. Suddenly, when I wanted to pay for my registration in Groningen, I was emailed by Tilburg that I was granted a scholarship. But I didn’t believe the email so that I was asking for their confirmation whether or not I had the scholarship. I had to wait for their confirmation for two weeks by email.

S: And you know what, the letter of scholarship was received by him after the deadline of LOI.

E: Yes. I was in contact with Desimon and F.Y Fanier Iersel. No, He (Dennis Baas) didn’t handle with that one. And after two weeks no response, I called them. I thought it was a failed system, but the letter was legitimate, so I decided to call them. I was asking their confirmation, then they said it was true that I had the scholarship.

E: I didn’t know whether it was my destiny or a failed system in Tilburg. It was in June.

you were searching for that information, where did you search for that information
E: Which information? From the websites and education fair; I followed the education fair, for example STUNET.

S: I also followed the education fair. However, the mindset in UGM is, if you want to study in the Netherlands, it should be in Leiden, Groningen and Utreh. From the three options, I will meet more Indonesian students. But I didn’t want to meet the same people, so that, when I read on llmguide.com about Tilburg; the rank of Tilburg was good in Europe and they offered some interesting subjects too. Besides that during education fair in Jogja, I never found Tilburg but only Groningen and Leiden, thus I decided to apply in Tilburg.

where did you find the information than?

S: I was applying it by myself, I did it everything from Jogja. I just knew when I accepted by Tilburg that it has a consulate in Senayan Center, Atlas.

you looked for information by the ranking from that webportals?

S: Yes that’s right. From llmguide.com, it divides some university based the regional; U.S, Europe and Australia, and for each zone/regional they have their own rank of the university; but it’s always changing every time.

you were then already pointed your searching to Europe?

S: But at first, I preferred to U.S since who would resist to study in U.S?

did you also apply for the universities in US?

S: I was applying to Boston, but I was rejected. Well, I guess it was my destiny.

did you get the partial scholarship?

S: No, I didn’t get the partial from Tilburg, since it was closed in April.

E: Before April I had completed everything.

S: While, I was applying for the partial at the end of March.

before april then you applied for 2? Both Groningen and Tilburg?

E: Yes, there was a scholarship at Groningen university, I but I didn’t get it. And my complaint regarding the scholarship was sent to De Simon. But there was no response. They gave the response when I called them. They said sorry that they just read the email after two weeks, so then they gave the confirmation of my scholarship.

S: if I may give a complaint to Tilburg, the visibility of Tilburg is still low in Indonesia.

did you during the two weeks also sending an email?

E: I was sending the email several times to anyone in charge of the scholarship, who would say no for a scholarship right? I visited the website and everytime I saw an email address, I sent them an email regarding to this letter. But there was no response at all from Tilburg. Meanwhile, in Groningen, if I sent an Email in the morning, my
email would be replied on the same day by them. I don't have to wait for them to respond, its very fast.

**Did you only apply to Tilburg?**

S: I was applying to Tilburg, Erasmus Rotterdam, and Groningen. Actually, I was also accepted in Groningen. I already accepted in Tilburg and I did not apply for Erasmus

T.R: if you don't have get any scholarship, you would be in Groningen right?

E: Actually, when there was no response from Tilburg about the scholarship, I was annoyed and I preferred to Groningen. But finally, I still took the scholarship from Tilburg.

S: My scholarship is not from Tilburg (another institute). It’s because my uncle comes from one of the parties in Indonesia, and he is one of the top brass. He offered me a scholarship program from his party, so that I joined it. There were also for about thirty applicants for the scholarship. And finally I got the scholarship, but only for the tuition fee. I applied in Tilburg first, and after that I applied for the scholarship offered by my uncle.

**What is the most important thing for law to search for master?**

E: I bet the program offered by the university.

S: I assume, my job suitability after and before I had a master’s degree. For example, I am a lawyer but I took a master’s degree in Law for business field, so I will concentrate on Law for business purposes.

E: If I may conclude what S has said that Lawyer has so many specializations, one of them is the program that offered by Tilburg, Capital market; it’s like Banking and Securities. While, my specialization of my bachelor’s degree is Capital market, so that I should find a program that is related to my bachelor’s degree.

S: Another example, If I were coming from the department of foreign affairs, it’s no use for me if I take a master’s degree of Law in business, it’s better for me to take International public law.

**That specific major is only at Tilburg? Do you know ranking of Tilburg?**

S: Yeah, (Banking and Securities in Tilburg) it’s more practical. The current one? I guess the rank of Tilburg is decreased.

E: I don’t really much care about the rank. A rank of the university cannot guarantee you for the quality, it depends. Ranking based on what?

**In Europe there is also the ranking right?**

S: In my perspective, a rank for one university is useful in determining which faculty I go, as a standard, but after I have become a student in the university, I don’t care about the rank anymore.

T.R: but before that, does it matter?

S: Yeah, to be honest, a rank for one university is important.
E: Actually, I know that Tilburg has a high rank in economics in the Netherlands, in my perspective if Tilburg is good at economics, then it must be good at Law for business. I saw from the website is not that interesting. That’s why I chose Tilburg.

S: The mindset of most Indonesian is when you’re studying Law in the Netherlands, they will assume you studied in Leiden or Groningen, since in Laden there are so many Indonesians who take Law. There are a lot Indonesian students in Groningen.

E: as I said before, last year there were only two students from Indonesia who take IBL in Utreh.

S: And right now, the faculty has been replaced by International Business and Globalization.

E: The reason is because they have no so many devotees.

S: The students have been transferred to Tilburg, some of their classes have been closed by Utreh.

E: So they have to study here.

S: They are the last class for IBL in Utreh.

E: They just only take some subjects in Tilburg to complete their master’s degree.

what about the tuition fee?

E: They still pay for the tuition. But yeah, their accommodation is covered by their university.

did you try to find out about The Netherlands?

E: Absolutely, I searched any information about the life in the Netherlands; it’s about the cost of living, culture. That’s why I chose Tilburg. I don't want to be in a big cities. You can also get culture shock.

how did you find out?

E: I was searching the all information by myself through the internet connection. I recently found information from Dutch embassy, a short free course study of culture and language in The Netherlands.

we also have Nuffic, it provides a lot of information

S: Well, I had the information directly from my aunt who lives in here, Breda. I asked all the living cost about cooking cost from my aunt.

what about the website, when you first visited, what did you try to find out?

S: For example if I wanted to know the tuition fee in Tilburg, I would use Google search. I thought the website of Tilburg university was not really interesting. But still, I had some information that I need on the website of Tilburg university.

like what kind of Tilburg university?
S: That’s why, I didn’t use the website of Tilburg so many times; it had so many links. I used google search as a short cut.

**never thought of that**

E: While me, I explored all the information on the website of Tilburg and read all the information. Open each information.

**is it complete?**

E: Whether or not the website provides complete information, I guess it depends.

S: And also, while for the admission in Groningen, the students should not send a hard copy of their file, they just upload it. On the other side, in Tilburg, we have to send/hand on the hard copy of our file. I guess, it’s wasting time.

**did you get everything that you need?**

E: Well, during my searching for any information regarding to Tilburg, I can say I get what I need.

T.R: tuition fee?

S: Yeah, it was easy to find the tuition fee through the website of Tilburg.

**what about internet in Indonesia?**

E: I had no problem with the internet connection in Indonesia.

S: The website was so easy to open. It was not too heavy to open.

E: Something interesting from the website of Tilburg compares to others like Groningen, They provide some headlines, videos, pictures and good layout. I saw everything from the Tilburg University website.

S: But, if we compare the website of Tilburg to the website of Boston in U.S, the difference is so great. Through its website, Boston can give any information needed in compact. For example for the GMAT test, besides the fee, they even provide the lattice and the sample of the questions of the test on the website.

**5 most important things to be searched?**

S: The Tuition fee, the subjects of the program,

E: Well, the cost of living. On the web site of Groningen, students may find the information about the cost of living.

**what about living cost, how did you know?**

S: And also in Erasmus Rotterdam. The students may know the cost for a barbershop and a ticket for the bus.

E: On the website of Tilburg, they just generalized the cost of living in one month, there is no the detail.

**what about the next one? Scholarship?**
E and S: Availability of a Scholarship, yeah it’s important.

**was it hard to find?**

S: No I guess, they also provide some alternatives of scholarship.

**how did you apply?**

S: Yeah online, fill the form, print it and send it. They only provide an application letter, so we print it and fill it by handwriting, then send it with all the requested documents; diploma, TOEFL score.

**when you arrive here in Tilburg, and when you visited the website, you have the picture already. Was it according to your expectation? Did you also have any misleading information?**

E: I had no problem (or misleading information) so far, since I well prepared.

S: I was helped by my family here.

E: I did everything by myself. I even printed the map of Tilburg. Not only the website of Tilburg university, but I also find additional information such as the composition of the city, the area around the university on another website. I don't expect too much from Tilburg.

E and S: We have a complaint regarding to that one, since in Indonesia we may find 24hours convenience store. You don't know what to do.

**How did you find out about PPI Tilburg?**

E: I found PPI in Tilburg on Facebook, and I think they are not well organized.

**you are all well prepared, right?**

E: There was an agent in the University, and their services are so expensive. However, the house is not worth as its price. My friend told me once about the place, they should share the bed, and kitchen with the other sixteen students And fortunately, I didn’t use the service from an agent in Tilburg. The agent was giving an explanation for the high price, it’s because there was comfort fee; it was € 100.

S: But yet, we can’t choose the style of the house,

**was there any pictures?**

S: Yeah, they provide some photos of the room/house, but it’s still just photos.

E: The price for a room is reasonable, but for comfort one? How could we measure it right? So that, I searched my house by myself through KBT. But still I don’t feel satisfied with my house, since they gave me a broken washing machine and no internet connection. And they didn’t give any information before regarding the condition of the house. My friend who had lived there for two months; he washed his clothes in washing stand. So I brought him to KBT. And I give complaint to KBT, if they didn’t fix/replace the washing machine, I would not pay for the house. I thought it would be better for them for considering much about the house. And many of foreign students had the same experience and they gave the complaint too.
E: The price for a house is so high; no houses under € 400. And also for the bank system here, I never have any notification from the bank after sending money. I did email them about my payment and no confirmation. But Groningen is different.

**we need the confirmation, in my opinion.**

E: But we need for the confirmation. They even didn’t email me. I did not receive any notification.

**did you any difficulties with the language?**

E: I had no problem about the language on the website of Tilburg. But you may find Bahasa Indonesia on the website of Groningen, they translate it into Bahasa Indonesia.

S: I think here, the subjects here are more applicable than in any other universities in Europe, so why don’t they offer it to firms and Department of foreign affairs In Indonesia, right? Create a partnership

**you suggest a direct marketing, more movements**

E: Obviously, direct marketing is important. They have a representative in Indonesia right? So they have to know the movement of Indonesian students' interest toward Tilburg in Indonesia.

**did you use atlas?**

S: I was using the Atlas services, when I wanted to make a visa. I used their service to make a visa.

Erfaim: I was using the Atlas services once, when I need to send my files here.

Erfaim: I was handling my birth certificate by myself.
Appendix 21

[Student R]

Master : Communication and Information Sciences

When did you arrive in The Netherlands? August 2012

What study did you follow prior to your recent study at Tilburg University? I graduated in December 2012 from communication studies at Hasanudin University (Makassar, Indonesia) – specialized in journalism.

Did you continue your study at Tilburg University right after you graduated, or did you work first? I worked for 4 months at Hasanudin University. I worked as a lecturer assistant. I helped a lecturer at Hasanudin University in teaching research skills and introduction to communication.

Why did you decide to follow master degree program? I want to become a lecturer myself, that’s why I decided to follow master degree program because if I want to be a lecturer, the minimum requirement to apply the job is to have a master degree diploma – furthermore, I am also planning to pursue my doctorate degree afterwards.

So after you finish your master degree program, you will be following another course? What will be your goal afterwards? Are you going to go back to Indonesia and become a lecturer there? Yes. I would like to go back to Indonesia and become a lecturer there, especially at Hasanudin University.

Is there any formal contract involved between you and Hasanudin University? Not really, but the lecturer that I assist at Hasanudin University convince me that when I finish my study and go back to Indonesia, there will be a place for me at Hasanudin University. So that is my plan. After I finish my master degree study, I am going back to Indonesia to teach at Hasanudin University for about three or four years, then perhaps I will continue my study again.

How did you get the information regarding the study that you are currently following at Tilburg University? I was looking for scholarship via many websites and I found few. I applied to several scholarships and I got a positive respond from Erasmus Mundus and Tilburg University. However, I failed to manage to do the interview for Erasmus Mundus, because I was abroad (not in Indonesia), hence, Tilburg University became my only option.

When did you start to look for the information regarding scholarships? I started to look for scholarships right after I graduated. I mainly used scholarshipposition.com and I followed their newsletter, therefore I am always well informed about their newest offers.

One of the purposes of this interview is to find out how did international students get their information regarding Tilburg University. Did you sort your information based on the countries, or universities, or something else? At first, I was looking for scholarships for universities in America, but most of the university requires two years of working experience, which I don’t have yet. Then I focused on Europe and I found many scholarships such as Erasmus Mundus and TUSP.
So did you open Tilburg University’s website? Because information regarding TUSP is only provided on Tilburg University’s website. I read about Tilburg University’s from (dari sini menit 13 = scholarshipposition.com?????), then I got a link that direct me to Tilburg University’s website where I finally got the overview of the master program that I am currently following. However, I am not sure whether or not I am going to apply at Tilburg University, but then I met someone who studied in Amsterdam and have lived in The Netherlands for 17 years and told me that Tilburg University is a good university, then I got more interested about this university.

Ok, but how did you finally got the idea to find a scholarship in The Netherlands? Because even though you searched for scholarship in Europe, there must be other countries besides The Netherlands that offer the same master program. I picked The Netherlands because I have the idea that The Netherlands is a good country to study communication. I know that many communication experts are Dutch; therefore I believe that the communication education is good in The Netherlands.

Did you arrange all the documents that are required by both Tilburg University and the Dutch government in order to be able to study here by yourself? Or did you use some kind of agency? I arrange everything by myself. The immigration office of The Netherlands in Indonesia was very helpful, it was an easy process for me to be able to go here. Furthermore, Tilburg University’s admission office was also very helpful.

When you open Tilburg University’s website, what was the first thing that you want to figure out? The first thing is of course the university’s quality and reputation. I like the motto of the university as well: “understanding the society”. I figured out their pre-departure program as well because I think those things are very useful. I checked the curriculum and course descriptions afterwards.

Was the fact that Tilburg University offers scholarships enhanced your interest to study at Tilburg University? Yes, even though it is not a full scholarship, but it certainly helps me. The subsidy I receive every months also very helpful.

Did you apply at this University online? Tell me about the process of enrollment. Yes, I applied online, via the website of Tilburg University. After I applied, I received a notification informing me that I had to submit few documents, such as diplomas, passport and I also had to fill up a form. After all the documents are ready, I sent the hard copies of it to Tilburg University. Another document that I sent was my thesis that I made for my bachelor degree about documentary film, because it was also required.

So everything went smooth? Not really, after I submitted everything, I got an email saying that I will not be receiving the scholarship, but I am listed on the waiting list. It was a bit of a panic and I continued looking for other scholarship. But after a while I received another email saying that I got the scholarship. I barely have enough time to do the pre-departure preparation; luckily the Dutch immigration office was so helpful and helped me to arrive in The Netherlands on time.
Did you make any contact with the International Office of Tilburg University before you came here? I did, it was with someone. I made contact with the International Office after I sent my documents, I asked them to notify me if my document arrived at their office. He is also the person who notified me that I didn’t get the scholarship – which later on turned out I do get it. I made about 10 emails, mainly about admission process. The thing that I really like about Tilburg Universiteit is that everyone is very helpful, including the staffs at International Office. I know if I need something or I am not sure about certain things, I can always ask them – and they will respond immediately. As an international student, I think it’s a luxury.

If you did not receive the scholarship, will you still be studying at Tilburg University? No, I don’t think so. Considering the distance between The Netherlands and Indonesia, I think it is wiser for me to study in Australia if I did not receive the scholarship because it is simply too expensive.

When you open the website for the first time? Was the language used there difficult? Not at all, I think the website of Tilburg University is very informative, everything is very clear.

So if I say to you that Tilburg University is planning to make the Indonesian version of the website, do you think it is necessary? Absolutely not, it is not necessary.

By the way, a question regarding Hasanudin University, If a person wants to be a lecturer there, does that person have to be a PNS? (employed by the governments) Yes, a person has to be a PNS if he/she wants to be a lecturer at Hasanudin University. Well, but there are always exceptions. If the candidates had a recommendation letter from a current lecturer at Hasanudin University, that person can apply to be a lecturer at Hasanudin University without being a PNS first. But the lecturer cannot just give recommendation letters to everyone.

Ah ok. By the way, did you check other Universities in The Netherlands? Yes, I checked University of Utrecht’s website and University of Amsterdam’s as well, but I personally think that those website are not very appealing compared to the website of Tilburg University. Well, maybe it is a little bit biased because I already got more information regarding Tilburg University.

Why did you choose to study abroad at the first place? I personally think that if I take my master degree in Indonesia, it means that I’m not making any progress. I mean, I did my bachelor program in Indonesia that is one of the reasons. Another reason is because I wanted to study directly from the source. Since I mentioned before that The Netherlands is very popular in communication studies, I wanted to study here.

Is the fact that having a master degree helps you to find a job in Indonesia also matters? Definitely. The universities in Europa is better than the universities in Indonesia, it means that the people who graduate from European universities has higher standard, as simple as that.

Who are the persons that you talked to regarding your study-plan before you got here? Well, my parents, of course. And also the lecturer who I assisted at Hasanudin University said that I have to get my master degree as soon as possible, because if I
waited too long. But yes, I mainly talked to my parents simply because my parents are also supporting me financially.

**So, how is it going with your study here? Have you think about your thesis?** Yes, I actually have. I am planning to make a thesis about in mind metaphor; it will be an experimental research – it will be based on cognitive science.

**Any advice to improve Tilburg University’s website?** I personally think that the website is already very informative and well structured. The website is also very light, what I mean by light is it is fast to browse, even in Indonesia.

**So every information that you need as a prospective students is already provided by the website?** Yes, but there was a little confusion regarding the tuition fee, at first I thought it was Eur. 8000, then I thought it was Eur. 6000. (Inggar: ooh gitu menit 39). But as I said, the information in the website is sufficient.

**Ok, by the way, do you think the images on the site are important?** Some of them aren’t important, but I guess some people likes to see pictures..
Appendix 22

[Student S]

Master Law and Technology

**What is your education background? Tell me a little bit more.** My background (education)? I have a law degree, I graduate from North Sumatra University (Universitas Sumatra Utara) in 2002. But, before that, I completed a three-year program in STAN, My specialty was Customs.

**But i see that you are kind of crossing the field all the way.** Yeah, it doesn’t quite match, but because I.. Yes, there is. There is the course (custom). Mmm.. At the time, I saw that, in my institute, there were so many economists. So I applied what is explained in Marketing as Blue ocean strategy. So I took a major which has less specialist, ee.., there are not so many people majoring in it, so that I took Law.

**Where do you work?** I work in Financial Ministry, The unit of my Echelon one is in Director General of Customs.

**So if i can conclude so after graduating from STAN, you were working at that office?** Right. And then continuing my Bachelor’s degree.

**After how long you have been working there?** After two years working.

**Did you still work there?** No, heretofore I still work there.

**So what was your status then at that time?** Hmm…, working while studying. Yeah, so I work until the afternoon, then study at night.

**You are working at North Sumatra then?** In Medan. It’s my first assignment (his placement).

**Was it fine just to jump from accountant to law school?** Yeah, sure we have to ask a permission in writing, formality, to the office. And it’s agreed. So I had no problem, but the important thing is it shouldn’t disrupt the office hours and It has no need of support from the office.

**Why suddenly you have the thought you need to take law? Do you work in legal department?** Yeah, one of the compulsory duties and functions of the Director General of Custom are implementing the maintenance of law in the sector of Customs and Duty. So there are some special acts of law that we need to apply there, the regulations. That is the substance of the law. So I think, it’s really, really, relevant (his study field and his work).

**If you take the bachelor again, did you repeat everything in 4 years?** No, It was only two years (his study). Because, fortunately, there were some subjects that could be transferred. Yeah, so that I just need, precisely, one year and ten months to finish my study with thesis. Yeah, that’s a life long struggle. So it’s hard for some people to believe, but that’s what we experienced.

**how long does it take until you are here?** I came here in 2012. So, it means ten years.
and then you decided to take master, how did it happen? Actually, it’s not accidentally decided. When I was a kid, when I was 12 years old, I read the biography of Mr. B.J Habiebie and I was very amazed with his story, yeah. Yeah, So I was very amazed and in awe of him, (from that moment) and I wanted to follow his steps. Yeah, so I marked and planted it in my mind. so the dream can come true.

What was your dream at that time? My dream’s so simple, I just want to,, like it has been said by Mr. Soekarno “Hang your dream as high as sky” So that I’m able to, yeah with all my limits, I can study in a foreign country, as we know it comes with a high cost. And also not everyone can make it.

So the dream that you would like to achieve is studying abroad? Yeah, I want to study in a foreign country so that the knowledge and experiences that I get from here, may help me to give a great contribution to the development of my country yeah. Well, at least to my institute.

So, do you think that going abroad to study will add an additional value? Obviously!, there are so many things that I get from here. Especially, I think, from experiential learning. For example, punctuality as we know that Dutchmen are punctual. On time. If you are late you are out. I asked to participate in the seminar of cyber planet, but because I was late,,, only for signing up. There was no tolerance. Even though, one of the keynote speakers was my supervisor. No excuse. So from that experience, it’s something valuable for us to learn. Yeah, and finally I can adapt to their punctuality. And I think there are some positive things that we can get from that one. And if I compare it to my friends’ experience that they had learned in another developing country, in Asia, Japan, they are also discipline, punctual. If we, Indonesians, want to catch them, Willy nilly we have to become disciplined. There is no bargaining because it’s the main point.

That is about the life experience you are talking about, what about the education? Obviously, we are left far behind. Yeah, the differences is so great between these two countries about education. As I look at it from two angles, first as a student and second as a lecturer. I had both of those positions in Indonesia. I taught as an adjunct lecturer at the Riau University in Pekanbaru. Yeah, before I came here, for about three years. So, I was teaching about export-import for the economics faculty there, as an adjunct lecturer. As my experience as a lecturer, I try to see or observe yeah, it’s right that we are quite left behind, the time lag is too great.

There are a lot master degree in Indonesia, but why is you decided to go here? Like this, for example, Eee.. Our writing culture is quite poor. Because we know, I was a lecturer, and I gave a task to my students to write a paper. You know by yourself, they just copied and pasted so many untrustworthy things from the Internet with no link of sources. All of them, 100 percent. That becomes, in other word it’s not academic.

Did you take this master, does it going to make an impact for your job in the future? It’s hard for me to answer about career, because I believe that career, livelihood and death are in God’s hands. But, as long as we keep struggling, I think
there is a positive impact. And from the experience of others with scholarship as I have right now, their career path is good enough. They were high lighted. Education at the Customs Ministry generally affects the career path.

**What is the criterion for the job promoting in PNS?** Ee,, for one of the,, like in every qualification for a job or position, there are minimum requirements,, commonly including education. As I told you before, but it depends on the opportunity. If coincidentally there are some empty positions, I can be promoted to take some of those. But, yeah it depends on the opportunity and circumstances.

**Why did you have to wait for at least 10 years.** There were so many obstacles, as a civil servant, at first we signed a contract to be placed in anywhere in NKRI. So, during those ten years, I was transferred several times. That’s the main obstacle for me in realizing my dream. Yeah, beside that, the process of getting a scholarship is not easy. I had so many failures in the selection process (of scholarships). At first, I took ADS. You’ve heard that one, I failed because my TOEFL score was only at least above the passing grade. And then, the committee sent me a letter to increase my TOEFL score so that I was motivated. There were so many things that I had done, including being self-thought and taking an English course. After I achieved the score that exceeded the passing grade, I changed my mind, I had no interest in Australia any longer, I preferred to choose Eropa Stuned, I applied for it. two years; 2008 and 2009. I had interviewed twice but finally I did not get it. There were interviewers from Neso.

**At that time, you could not choose a school before you got accepted for the scholarship?** No, I already had a acceptance letter from Tilburg University in 2008. So it’s not because there was no University which accepted me, but I had no scholarship.

**When did you apply for ADS?** ADS were from 2003-2004.

**You graduated on 2002 and you wanted to go directly abroad?** Right!, after all,, when I saw my friends who studied in Indonesia, most of them only had the degree but probably I was too idealistic compared to others but what I had to say, I just wanted to be consistent.

**How did you know ADS?** From many sources of information. Often, I followed some education exhibitions from Foreign Embassy (in Indonesia) and also releases of scholarships.

**There are many of your friends going right? Why did you want to go here?** Yeah, I wanted to be here, eee, because my first main consideration, we can’t lie that we were a colony of Dutch. And it has a great implication (to us) until now, as most of our products of law are still using their legacy. For example, the two major laws; Criminal law and Private law, both of them are pure based on the Dutch’s system. Yeah, that’s like a major system of law. Because in making one unified legal system, both elements are important. Criminal law for public and Private law for an individual. Based on this, if we can’t have our own law product, yeah,, I wonder how
we could catch them. While here, theirs has been amended so many times but ours is still original.

**The reason you wanted to be in Holland because of the relation between the laws?** Yeah, because we still adapt the systems of continental law, and Holland is one of them which still uses it.

**How did you finally go to Tilburg?** There are so many universities in Holland. I was applying to some universities, but the only university that gave me LOI was here. I didn’t know why the others, like Maastricht, rejected me, actually I prefered to study there because there is a program of international taxes law. Yeah, that would be appropriate, but they rejected me so what I had to do. And finally, I ended up here.

**Where did you apply to?** Hmm, I was applying to Maastricht, Tilburg University and Utrecht.

**What did the information you were looking for the first time?** It must be the programs, if the programs are not matched with my interest and institute. Automatically I won’t put my interest there, although they are a renowned university.

**So, the courses are the most important thing?** Yeah, Utrecht has no particular interest (his interest), it’s also only international Law. Beside that, I read a novel which the title is “Negeri Van Orange”, but I forget the writers. three or four. Yeah, from that moment, I thought Utrecht is also nice. Yeah, and the city is also bigger.

**Where did you find the information? The information?** I think the information from Nuffic is more than enough and comprehensive.

**Did you get a CD?** No, I just founded it at Nuffic site. Yes, everything is there. After that I went to the university website.

**What did you look for in the website? What is the criterion?** First is the program. Second, Tilburg is not a big city so I think it’s the best place for studying, I prefer to choose a quiet place for studying than a crowded one. Third is the consideration of cost of living, if the city is smaller of course the cost of living is lower, so I can save money.

**How did you apply?** Yeah, Online.

**Was it hard to apply online?** Not really. It’s just usual.

**Did you have information that you can’t find?** Something like? The Information that we need to have but we can’t find? Information for a place to live, I guess... because they just only provided a consortium. I think it’s too homogeneous, Yeah, it’s too limited.

**When did you apply and get the LOA?** 2008, 2009. I didn’t get the scholarship, so I canceled my departure. 2011 yeah, I applied once more and was accepted for 2012, January. Fortunately, I got a scholarship from my own institute; Financial Ministry had authority to allocate soft loans from World Bank, in the form of scholarship. So it was distributed to particular units in Financial Ministry, that’s why I got a chance to have. Yes, it’s Fulbright. I got it when I passed the test, in 2010. It was the year-end
of 2010. In 2011, there was Pre Departure Training for about five months. So there was a chance for me to apply. It was a long process, but that’s fine, its worth it.

**Another sources of information?** I had no... Beside websites, it’s from a release of scholarships. So my sources were online.

**Do you think if someone would like to choose university, what is the criterion?**
First, it’s clear we have to know our field of interest. Then we search for some universities that provide our field of interest. Afterward, from the many options (of universities), it depends on the university that approves us and if there are still some alternatives, then we can select the university which suits us. Then from that point,,, after we have the chance, then we have to suit it to our financial capability. Relating to financial capability, we also have to consider among the big city, the moderate city and the small city. The smaller the city; I think generally, the lower the cost of living It’s also happened in our country I guess, right?

**Did you have miss information? Did you regret coming here?** I think I do not regret. Everything is the same as the information I got before. So all the information was correct.

**After being here, how did you feel? Was it match with your interest?** Yeah, so far I think it’s great, I got what I wanted. Yeah, it’s true that not all subjects are matched with my interest because I couldn’t choose them. But, after some time, I realized they were also important. So far, I’m satisfied. Yeah, everything that I’ve done and struggled for here is not such a waste, furthermore for my institute which gave me the scholarship.

**If you would like to suggest Tilburg University, what would you say?** The facilities are great, I guess there is nothing to be remarked. But yeah, sometimes when I’m doing my research and I need some journals that this university doesn’t subscribe to so I can’t get the full version (of the journals). Yeah, sometimes... especially for law. I had the source for the journals, but I couldn’t get the full version. Because (this university) were subscribe to (the website) until 2006, but after that it’s not continued. but, I wasn’t despondent, I tried to find it from different sources and finally I got it.

**Do you have difficulties with language in website?** No, I guess.

**Did you use agents for registration?** I used the service of Atlas to send my document. Because it is cheaper than if I send it by my self and it’s not covered by my institute. It’s efficient.

**So, anything rather than that you did it by yourself?** Yeah, I did it by my self. There are so many translation and legalization services of birth certificate online. Yeah, it’s expensive, but it’s better than if I did it my self.
Appendix 23

[Student T]

Master in Communication and Information Sciences

To start, please introduce yourself. I'm 25 years old and now I'm enrolled in Tilburg University pre-master Communication Information Sciences. I had my bachelor degree from PPN School of Management, a college focusing on business management in Jakarta, concentrated at Human Resources Management. The connection between my bachelor’s major to my current major is slightly far. Which was why, back when I applied for this program, in my motivation letter I said my passion is in Communication Information.

When did you graduate from college and enroll in master program?

I graduate in 2009 and enrolled pre-master in 2012

Did you have any work experience between those time?

After college graduation I worked as advertising executive at Tempo (Politics Magazine), I enjoyed working at magazines because the work is challenging but at Tempo my client was governance, which made the condition unfavorable for fresh graduates. In Indonesia the distinction towards governance personnel was very strong. This needs more experience to deal with, which I found quite hard at first. Governance clients preferred advertorial than print / display ads, therefore needs more brainstorming. Back then my client was the state government so I needed to go to places like Bali or Kupang and search for material to more remote areas. I had to be involved in the coverage as well.

Is there any person coming along with you to cover the story?

Yes a journalist accompanied me. During coverage we came in team consisting three persons, one advertising executive, one photographer and a writer.

So that’s how the lobbying is done?

Technically I was not doing lobbying at that time. My first coverage was at Riau islands. I had to get to Batam then crossed to Riau islands. It was a great experience but in the end I quit after a year. Then I moved to Kompas Gramedia, not the media product Kompas newspaper but the holding company. I worked at Kompas Gramedia’s Corporate Advertising. There Kompas offered a one stock buy option, selling a package of advertisement options at Kompas’ magazines and papers. Each magazine within Kompas Gramedia group has their own advertising executive, but clients can also request it within Kompas Gramedia. Corporate Advertising has to revive inactive clients. It was a quite difficult task back then. I worked at Kompas for six months; I didn’t extend my contract because I was looking for other options.

Then I got another contract at Bazaar. Actually after graduation I really wanted to continue for master program right away, but my parents advised me to experience working first. Eventually I realized that working gave more understanding about which field you're interested in.
At Bazaar I worked in management for a year then I got reassigned to Harper’s Bazaar. At that time I was also accepted to Tilburg University so I didn’t take the new position. I worked at Bazaar for around 8 months. My project was done by early April 2012. In March that year I was in the Netherlands to cover about Pasar Malam and also checked out Haagse Hoogeschool. At that time I was already accepted at Haagse, just had to make the payment and enroll. So while I was doing a job in Den Haag, I came to see the school and also visit my (ex) boyfriend who was living in Den Haag.

Enrolling in Tilburg University was out of my plan, but I think it was the best option of all.

**Have you wanted to continue study for a long time?**

Yes honestly I have wanted to continue to master program right away after bachelor’s graduation. Not working first.

**Why did you want to continue to master program right away? Was there any social pressure involved?**

Not really because of social pressure. I personally feel it’s not enough without a master degree. I was aware that the school where I acquired my bachelor degree was not a big name. So I think if I’m going to apply to a multi national company, I’m going to need another degree. In the end it’s not at all because of social pressure. You see my condition was I am an only child, if I just want things to be easy, most likely I’d finish my bachelor study, work for a while, get married and done. But that’s not what I want.

Okay, so that’s why. And of course it’s also an added value to your career.

Yes.

**I can assume it means you expect a career path from this?**

I think it’s more of a lifetime achievement. Because after you’ve worked, you must be wondering the reason behind things. My bachelor degree was not enough to figure things out. I want to know why things had to be done as it is. In a company, you won’t get a scientific evidence for a reason. I need that.

I didn’t get my bachelor degree from a university, I didn’t get to know the reason behind things, mostly more applicable things for later work.

**Then you expect even more after your graduate once you hold a master degree?**

Of course. In the future I want to work either back in fashion industry or at airlines. Members of my family work at airlines, my mother was a stewardess, my dad worked as a lawyer for Garuda. I think that industry is very appealing for me because of its uniqueness. I always monitor Garuda Indonesia’s progress because I feel like a part of it. In the future, the competition in aviation industry is not going to be by name, but by alliance. Right now all aviation companies compete to join a well-known alliance such as SkyTeam and Star Alliance. In the future they will carry that name rather than their own brand. I think that’s very interesting.

**So you’re focusing on joining that industry?**
To join that industry is not easy. I think with the knowledge and degree from my college years would not be enough to get me in.

**Do you think with your master degree you’d get an easy access to get there?**

Not easy but at least easier.

**When did you start searching for information about master degree? Your major has very broad options, you can go to USA, Australia or else. Why did you decide on the Netherlands? Why don’t you consider getting a master degree in Indonesia instead?**

Aside from personal reasons, I started to find information about master program in 2010 while I was working at Kompas. I thought all my colleagues were smart there so I felt the urgency to be like them. You would feel different once they talk, because they were very elaborate. I might be elaborate but not as distinct as them. Some of my friends there happened to be international graduates so they were very used to presentation, very elaborate in speaking.

I didn’t want to get a master degree in Indonesia because I think I won’t progress as much in terms of independence. I had three options, Australia, Indonesia or Netherlands. My option in Australia was Griffith University in Gold Coast. Some of my relatives are Griffith alumnae. Apparently the tuition fee was very expensive and I had to stay there for two years. Second was University of Indonesia, there I wanted to take Communication major but there was no exchange program there. Exchange program was something important in my consideration, so I decided not to consider UI anymore. Third was Netherlands, the tuition fee was reasonable, living cost was affordable. I initially applied for a master degree, but my bachelor degree was considered as HBO here in Netherlands so at first I was rejected from Tilburg University. After that I objected and got accepted in Tilburg University but had to do a pre-master program first. Next year I have to re-apply to the master program and hopefully got a scholarship as well.

**How much was the tuition fee for pre-master?**

It was the same as master program.

After all the considerations, I decided on Tilburg University.

**That means you didn’t consider United Kingdom?**

No, because I know it’s going to be expensive in the UK.

**USA?**

USA is too far from Indonesia.

**How about another European country?**

I had a thought about studying fashion in Paris or Milan. But it was expensive also. I have two passions, fashion and communication. If you speak to me about economy, I wouldn’t understand.
The main thing is getting a master degree in something you’re passionate about?

Yes. I think communication is a unique field and I learn about language, psychology in this field. I like to think. For example, how come I found it very hard to express myself in Indonesian at some parts; I got the answer from a lecture. Basically I’ve been bilingual ever since the beginning of my life because my parents travel a lot. I spent some of my childhood in Australia so I adapt English to my everyday life. My parents encouraged me to speak English. So along the way it’s getting harder for me to express things in Indonesian. This made me feel a bit excluded at some point. I felt like my identity is questioned in a way. So when I attended that lecture, I understood the reason behind it.

Okay, back to the master program, so you have begun your search since December 2010?

Yes, pretty much January 2011.

And you finally decided on the Netherlands. But the Netherlands also has different cities you can pick; did you do a survey first about that?

You know, in Indonesia the sales representative of the universities were very good. They put the names as university, such as Haagse Hoogeschool is not a university, but in English it translates as University of Applied Science. So if you don’t know that, you’d be trapped thinking of hoogeschool as a university. I first thought, why not University of Amsterdam? But for some reasons, maybe also because of its website, information from Tilburg University is clearer for me. They provided more detail and easier to read through.

Where did you get the list of school? From the agency?

I went to NESO. At that time my source of information was NESO and my (ex) boyfriend. We did the research together.

So you get lots of information also from him who’s already here?

Yes but he couldn’t say much about my field because his major was medicine.

At first I visited masterportal.eu but after I decided on the Netherlands and found out about NESO, I visited NESO right away. I visit their education consultant and let them know that the only major I want was Communication.

In Netherlands there are many Journalism major but it’s offered in Dutch. I was looking for International Communication, which was how I first found Haagse Hoogeschool. I visit their country representative

Did you go to their agency representative? Did you look for information there?

Yes, I also got in contact with the marketing personnel from Haagse through e-mail. There I introduced myself, asked for what I should do. He replied saying that I need to fill motivational letter. At Haagse they didn’t ask for your undergraduate thesis because they’re a University of Applied Science, they were more interested in work experience. I have been working for three years back then so I got accepted right away.
While contacting Haagse, did they refer you to the website or they answer your questions through e-mail? Most universities tend to say that there are complete information in their website already.

I am the kind of person who like to read, so I read through the website first. When I found something I don’t understand, I asked. They tend to answer directly to my questions, but for some things they refer to the website. At Tilburg University, the representative was very interactive so he’s very open to questions.

**How about’s website? What was your experience there?**

I love Tilburg University’s website. Not only because now I’m a Tilburg University student, but I think their website is advanced, very good. It’s simple but very informative. Even through Google, I can search the content of their website, I don’t need to visit the website then look for it myself one by one. I just googled and the content appeared. Every data came in separate tabs with clear description and pictures. I had no problem at all.

I applied to Haagse in November 2011. In January 2012 I got accepted to Haagse. In March I visited Haagse and realized the name Haagse Hogeschool. Here, my (ex) boyfriend mentioned that Haagse is not a university. I started to panic, but I got to talk to some friends here and some of them recommend Tilburg University for me. So two days before the deadline I got in touch with Tilburg University representative. I explained my condition and asked if I could still apply for Tilburg University.

**But before you contacted the representative, you looked for information about Tilburg University first?**

Through their website, yes.

**Can you give me 5 most important things you learn from their website?**

The first one was whether they offer a Communication major. Second, I went through the faculty page and scanned the sub majors offered. Third, I looked for its ranking in competition with other universities. Fourth was the tuition fee. €6000 for international students. I didn’t believe it at first.

**Tilburg University was quite unknown to you at that time?**

Not essentially unknown either, I knew some of my friends who have mentioned Tilburg University. I didn’t have a problem with a smaller city because I wasn’t looking for hyped location; I was looking for a quiet place to study and Tilburg was a very nice place for that.

Okay, then I got in touch through the phone with Tilburg University,

**You really called them in person and talk to the representative?**

Yes I got the number so the next weekday I call them. I mentioned that I have sent e-mail during the weekend. I explained that I want to apply, so I ask if it’s still possible to do so. If it were possible then I’d prefer visiting in person to hand in my application.
Did you also send your application during the weekend? Like application form for example?

During weekend I only prepared my documents so I could drop by and hand in my application right away. I already planned to do that but in Monday I called just to re-confirm. The representative asked what documents I have with me at the moment. I told them that I have everything with me except for my IELTS score. He said it’s fine because the deadline was not very strict; I was welcome to apply that day. There I hand in my application, talk to the representative and toured the campus.

How did you tour the campus?

Simply walking around with the representative, being shown almost every building. It was in the beginning of April.

That means you were already here at the time and knew some people; did you get any information from them as well?

Yes, I asked how the study went, was it difficult or not.

Okay, back to the campus tour?

It was just a quick look at the campus but after that I felt that this is where I’m going to study next. So afterwards I sent my thesis and it took 8 weeks for assessment.

Shouldn’t it be 6 weeks?

Yes but maybe that was a hectic time for them, considering I was a late applicant so I didn’t push them to be quick or something like that.

Then you got the result?

At first they rejected my application, then I objected. Afterwards I got accepted to the pre-master program.

Was it after this that you got in contact with me?

Yes I asked to be given a number of someone from Indonesia. The representative gave your number.

Do you think it’s preferable for the university’s website to be in Indonesian?

I don’t think I’d prefer that. I think it’s better for the image to be international by using English. Firstly, Indonesian students should be able to understand English. If they made a mistake or didn’t understand something, they could ask.

I assume this means you didn’t encounter any trouble at all with the website? The English was readable and understandable?

Yes. The content was very friendly. It was relatively easy to understand.
That applies for you because I think your English was better than standard. But for other Indonesian students, do you think they need the information presented in Indonesian language?

If it were in Indonesian it would be easier for them to read. It’s kind of hard to answer this question because first of all I don’t consider that I speak or understand English better than my friends. Second of all, if you’re translating the whole content to Indonesian, it would not feel right because some words or idioms might sound different translated to Indonesian. The point is, if you’re going to study abroad, you have to prepare your English first. If you encounter problems then you should contact the representative directly.

How about in marketing perspective? Do you think if the website is presented in Indonesian language Indonesian students will be more attracted to choose Tilburg University? Right now they have English, Portuguese and German, I think.

It’s kind of hard to answer. If it were presented in certain language, was it really the target market of Tilburg University to focus on students from certain countries? I think it’s not like that.

I mean considering people outside of Java who might not had access to advance English education, will it help them to have the website offered Indonesian language? Will it make them understand the content better?

That makes me wonder if those people were the target market of Tilburg University. Would the university prefer to select people who already have Standard English proficiency? If the website is not translated to Indonesian, the people accessing it would be filtered right away through the language. I think from marketing point of view, it depends on the university, depends on what kind of Indonesian people they want to attract.

You mean aside from fulfilling the target amount say, 500 Indonesian students coming to Tilburg University, it’s better to have only 10 but the best ones (in English proficiency)?

Yes, I think so. Because I found it a bit strange for Tilburg University to assume that people outside Java will be more attracted to the university if it’s provided the website in Indonesian language. I don’t think there’s a correlation between them. I assume the students who will apply to Tilburg University were the ones who have sufficient English fluency.

Even for Indonesian it’s hard to speak in formal terms, speaking with the right affixes or idioms. It might not be as easy to understand a formal translation.

Yes because in the context of multilingualism in Indonesia, actually our second language is English. I think in Indonesian market, the customer will be more assure with content that’s displayed in English.

Would Indonesian deem something trust worthier if it’s presented in English?

From the characteristics of Indonesian, I think so. But trustable might not be the right word to place that, I’d say it seems more credible if it’s in English.
In a way it’s like when I know something is good and expensive but the casing is unattractive, I would not purchase it.

**So the first impression is still very important.**

Yes. You see the demand from Indonesian people in terms of language; they want to be seen as ones with high taste. It would feel more prestige for them if the website is in English rather than in Indonesian.

Maybe not as much as replacing English in the website. The condition when someone is accessing university website, there might be overflowing of information. Sometimes they can’t always rely on agent representative. The office here in the university can’t control what the agency informed their future students. Maybe they would be discouraging or holding back complete information. Maybe they don’t know which one they have to highlight for Indonesian students. To help with this, Tilburg University held education fair in Indonesia but it can’t be done every month. They saw high demand from Indonesia so they want to improve their website accordingly.

**Is there misinformation on the website which you find different once you’re already in Tilburg University?**

I think I read the information in the website completely to the details. Every procedure was listed in there. For example, regarding immigration, I didn’t encounter any trouble.

**Do you see this website always updated?**

In my experience it was updated enough. In my case I looked into the website with assistance from the representative via e-mail. For example the immigration procedure on the website asked student to provide birth certificate, but I got an update via e-mail from the representative that it wasn’t necessary.

**That means the website is not updated enough.**

I think in terms of timing it’s slightly delayed. It was not a big deal so it didn’t turn out to be a problem. Regarding more important things such as visa, immigration, tuition fee and all that, I didn’t encounter any problem at all.

**I get you didn’t regret coming to Tilburg University?**

Of course. Not at all.

**I wanted to know your procedure. From the beginning, you had the need to go abroad, the need for higher level of education. And whether or not Tilburg University able to facilitate your needs. I think that’s all. Thank you.**

This means you had two sources to discuss about your education, first your (ex) boyfriend and your parents.

Yes.

**I assume with your parents it’s more about the financial matters.**
Yes.

**While you’re searching for master did you look for scholarship availability also?**

I didn’t look for it at first. At Haagse, they already mentioned in the website that they don’t offer scholarship. At Tilburg University I asked directly to the representative. The pre-master was available for scholarship but I couldn’t apply for it because my application was late.

The scholarship had different deadline than the university application. While I was at the University handing my application in, I was asked if I wanted to apply for scholarship also. If yes they need a separate recommendation letter, which I didn’t have with me at that time. So it was too late.

**Did you ask to be reminded about it once you’re already in Tilburg University? I think you might have to start now because you will need recommendations, right?**

Yes right now I’m preparing for it right now. I’m going to reconfirm about the requirements to the representative and also asking for recommendations to the professors.
Appendix 24

[Student U]

**Educational Background**: Bachelor Degree in Communication specialising in public relation from Padjajaran University Bandung graduated in 2008

**Previous working experiences**: Public Relation at Astra International for 3 years

**What is the job description from your previous working experience?** The main task is internal, external and investor relations. The internal function handles corporate communication for the 167 subsidiaries so there will be no overlap between subsidiaries. The external handles with government, environment and media. While investor relation handles with corporate actions and stocks. My job is with the internal communication division, so I handle matters concerning the subsidiaries, for example we handle with the main theme for the company’s anniversary, and we have to prepare all the material for the event.

**Is this what you really want to do after you finish your bachelor degree?** Luckily I got the right job, where I can implement all my knowledge in my job.

**Then why do you want to do the master degree?** I still want to continue my study even though my previous job requires no master’s degree.

**If the master’s degree has no effect on your career then why do you still want it?** I like to continue my study and self-actualising through my master education. It is my will to obtain master’s degree although my job not requires such thing and even my parents did not oblige me.

**Where do you initially want to take your master?** Europe for sure, the lifestyle and culture, the important thing is the first language is English. I think it is important for me that my daily conversation is in English. The options are UK, US and the Netherlands.

**Have you considered about Australia?** Not really, because based on my experience from my friends who went to Australia they did not develop significantly.

**Why do you finally choose Netherlands?** The living cost here is cheaper than UK, thus the country is not too big make it more accessible.

**Which university do you applied for in the Netherlands?** I applied to Twente and Tilburg. I finally choose Tilburg because it has February intake, while Twente doesn’t.

**Where do you acquire information about the university?** From education fairs, my friends and mailing list. However I don’t allot specific time to gather the information because my previous job consume almost all my time.

**When do you started to focus that you want to continue your study?** In 2012, I started looking for the information in April and I browse the information through NUFFIC website. After that I compare the information I gather from my friends that study in either UK or Netherlands.
So you acquire information mostly from your friends? yes, I got it from my friends that already studied in Europe.

How do you find out about Tilburg? from the NUFFIC website.

Then you applied to Tilburg and Twente? yes.

How long since your application until the announcement? Well it didn’t take that long after the application up to the announcement. After the announcement I prepare for my wedding in 2 months, that’s why I finally enter the February intake.

What criteria do you look for in deciding the university that you applied for? The program is the most important thing; I want degree in communication, then the tuition fee, deadline, subject, the university, the city. Tilburg’s program is more comprehensive compared to Twente.

What is your preparation before you went to the Netherlands? Correspondence with International Office? basically the International Office is really active in providing the information about all the things to do.

Does Tilburg is in accordance with your initial expectations? not really because it is cold and I cannot cook at all, so I depends on my housemate and delivery service, and the delivery service here start from 16.45, no delivery service in the morning.

How about your classes? I often confused with the blackboard, because I cannot enrol for my courses in the blackboard at the beginning. Until now I often missed the assignment deadline because I’m still not familiar with blackboard.

What is your expectation after you finished your master? I still have the option to go back to my previous job. I hope I gained valuable experience and improved communication skill.
Appendix 25

[Student V]

Master of Business Administration

**What is your educational background?** My Bachelor’s degree is Psychology at Atma University, now I’m taking my MBA at Tilburg, TiasNimbas. MBA, I started in 2012 and will graduate in September, 2013. Yeah, definitely!, it can’t be longer than that. Well, If I can’t, I would have a project management.

**So what about the journey after graduating bachelor and before taking master?** I have my degree in 2007, September-November. But starting from January, I had a volunteering project in The Djarum. However, the volunteering project wasn’t related to my thesis, and it took for about nine months. It’s completely about a project (from her university) given to me and I had to finish it. Yeah, actually my volunteering project and my thesis were different; If my thesis was about psychometry, than my volunteering project was about organizational behavior. So it was like you were living in two different worlds. I had finished my volunteering project several months before my thesis, as it finished in February and my thesis finished in April. Afterward, I took the employee selection process at The The Djarum; the selection process was so long, it took six months, so that I was starting to work in February, 2008. time job, yeah because the selection process required so many procedures and so much time.

**You really wanted to have that job?** Yeah, absolutely! Why not? I felt comfort during my volunteering project, so that I decided to apply in The Djarum. At the time I had already my bachelor’s degree in September-October, 2007. And I started to work there in February 2008.

**Meanwhile, what were you doing?** I become a musician, and thus far musician is my part time job (in the Netherlands).

**Your work related to the psychology?** When I worked at the The Djarum company in 2008, at first I got training on the MT THE HR division, so I had all trainings relating to THE HR, but then I was directed to the position that fits for my education background; I was directed to Planning and Development. from February and six months after that, I was still trained in the Planning and Development division, but the following month, I was moved into the Marketing division in which it’s a new field for me. The reason was due to my friend (who worked in Marketing) wanted to get married, so she had to resign and I was her substitute, consequently I had to learn everything from scratch. But it was fine. So after the six-month training, I didn’t get into the Planning and Development division but the Marketing division.

**Was it that you really wanted?** Well, at the time I just followed the flow, I had no any direction. At the start, I was so enthusiastic to work in the Marketing division, but over the time, I got bored; it was monotonous and I need something more than I had in Marketing. Fortunately, nine months after September, 2008, the The Djarum company was making a new subsidiary company at the Bilangan Sawit, so I was moved and started up there. But this time, I worked at THE HR. It’s quietly challenging right? Because you just don’t operate the systems but you create the systems. Yeah, it’s like starting over, but for the THE HR systems only. And again,
in the beginning it was challenging; there were so many overtime-works, but when the systems were there (finished), I began to think to have something more. Sure, I’m the type of person who easily get bored.

**How long was it?** Well, I worked at The Djarum starting from May or July, 2009 until September, 2011. And in 2010, after the parliament (company) had completely established, I was directed to the division of recruitment. I hate that!. Well, actually I hate Psychology and the recruitment process needs Psychology, thus when I wanted to move to another division, I couldn’t. Since my major is in Clinical Psychology.

**There are two types of psychology?** At Atma (University), Psychology has four branches; Clinical, Organizational, Educational, and Social. And typically for some companies, they need the specific one; Organizational Psychology. Since my major is clinical (Psychology), I had only a tool given; interpreting it and measuring whether or not the applicants were compatible with the companies. Yeah, that’s the best of Clinical Psychology (or what Clinical Psychology is). But I don’t really like it. And even more, my CEO was the type of person who gave you a position that suited to your major (field), while there were some people who. I told it to my CEO and supervisor that I didn’t like the division of recruitment, then my supervisor said I had to be patient. Yeah, that’s right. When I wanted to try another division, it required my experiences of the field work, but I had no the experiences. Actually, when I was in the HR, I knew some available positions like Talent Management, but yeah one of the qualifications was about the experiences. But yet, I told my supervisor that I wanted to work in the division of Talent Management, but he said “Sorry, but we need the experienced one”. Then I said to myself “if you don’t give me the chance, how can I get the experience? That’s the logic”. As the result, I still continued my job in the division of recruitment. But then, the position that I wanted was fulfilled by someone, but from him I learned about Talent Management autodidact. Fortunately, there was an innovation contest in 2011, thus I joined it; We were doing a project that’s different from our experience (major). Lucky me, I won it!. Well, I was the project head, I chose my team randomly from my friends. I had two members; One was coming from RnD and another one was the Head of training department. The combination was so perfect, then we did the project and it succeeded. Yeah we won it; we won the second place, since the champion (first place) was so innovative. They created an equipment to produce fertilizer (manure). They were absolutely great. Yeah, they really deserved that. However, their creation was not implementable. But mine was implementable. Afterward, my project was implemented, but it faced some obstacles; it required approvals for the high function. Consequently, the situation restricted my actions and I got stressed due to that. Then, I thought it didn’t give me any benefit, so that I decided to resign. But before that, I let one of my friends in the HR to continue my project. I believed he would need that.

**Your project was actually about HR?** Yeah, my project was intended to reorganize the curriculum, rules, culture and so fourth of the Training Department. Well, it was not just about the training, since in the Training Department we would have an intensive quarantine for six months, and I believed that’s the appropriate time for my company to plant culture to the new employees. So, what action that we need to take? That was the intention of my project; we wanted to change the curriculum of the Training Department because there were some particular things that the employees should learn, in fact they didn’t. For example, the new employees were mostly from Java but they were fixed to Kalimantan; the culture must be different. Fresh graduate
from Agriculture. Yeah, there were some particular things that I wanted to reorganize and the only chance was in the innovation contest. But because I had some difficulties in getting the approval and I also got stress because of that, I preferred to resign.

**On which year was that?** September, 2011.

**What did you do after that?** Then I gave all the project files to my friend, I told him that someday this project would be implemented. And it’s true, several months after my resignation, the project was implemented. Well, that’s fine. I just didn’t feel comfort to always directed by my supervisor. It’s like I had to always follow their orders, that’s why I couldn’t stand on it. Yeah, that’s the typical system of the The Djarum. Well, it’s nothing wrong since the The Djarum is a big company. However, in my perspective, if the system is already complete then it is a directive, it’s ok. But, if you are asked to start up something new then you are always being directed, I bet you can’t have any progress. Yeah, at the time, there were some supervisors from the main office of the The Djarum that transferred to Sawit (her company), and all of them had directive mind set. I thought it’s better for them to have bottomed up mind set. I know it might not ideal, but at least when your employees have a request, then please consider their request with no many waitings for the approval. I just need a meet manager at the time, but I didn’t have one. Therefore, when I had a request, I should offered it directly to the head of department who always considering about strategies and any particular things; he had directed me always, so that I felt incompetent. My boss was so detail in directing me; he even concerned to the menu. For example, selecting a soft drink or tea. Oh my God, I thought as long as it was not poisonous, it’s ok right?

**Oh really?** Yeah, that’s true. They were so detail; their action is called as micro management.

**What were the reasons actually?** I knew it wasn’t wrong, but it’s like the mindset (the systems) of the High function at The Djarum which was hard to change. Yeah it’s right that a change takes time, but I was impatient; I thought if we wanted to start up something new then why I couldn’t free to act. Yeah, I knew it takes time, but again I was impatient. And right after my resignation, they created a meet manager and implemented my project. But that’s ok since I had resigned. So starting from September, I focused on continuing my study; I also applied to the Language study at Cambridge for six months.

**After that you did language studies?** Yeah, so from September until March, 2011 I had language study at Cambridge. After the six months in Cambridge, I had nothing to do (no activities) while my study (for post-graduate) were started in September, 2012. But then, I was rehired by my friends at the Sawit for some project desks. No, that’s not like a freelance, but it’s like,, I had five projects and I had to finish them all, including the project that I had for Training Department before.

**For that 6 months you were back to the same job?** Then I said to them if they gave this project before, I would not resign. I was given an authority to finish the five projects. Yeah, I finished all the projects in six months because I had already known the template and everything about the projects. And I had also told them that I wanted to continue my study abroad so I would be here (work there) for six months only. I think they were not wise to give the operational job to a temporary employee
(referring to herself), since I had committed to myself that I wanted to continue my study.

**Why did you want to go to school?** Yeah, I resigned because I wanted to continue my study. However, on September, 2011, I still searched for the University.

**When did you start looking for the schools?** When I was working at the Djarum, I had no time for searching some universities since I was so busy with the micro management that they offered to me, like selecting tea or soft drink. And also my English was not good, even at the office I never used English for a presentation, since I worked with others who used Bahasa Indonesia.

**You really wanted to take master? And what was the reason?** It’s because the situation that I had before; I wanted to move to something more challenging but I couldn’t since I had no the experiences of the field work, and I also never had the training. So that I started to think that if they did not want to give me the chance then I would find it by myself. Yeah, and the five projects that were given to me; one of them required a competency model that I didn’t know before, but then I learned it by myself and I could create my own competency model; it was technical, you just read a book and you could make it.

**You wanted to also learn something from your work right?** So it was a daily work only. One time, I asked for my supervisor, why I couldn’t get this job before. He said that my profile was not suitable for the job. It’s true that I had no so many experiences; I should have critical, strategic, and conceptual thinking over the job. And it’s true, when I had an assessment from my supervisor, I still zero about them all.

**Everyone will face the same thing right?** Yeah, The type of my supervisor was a person that would give you a position based on your background. Yet, not all the time the assessment is true, right? There are some parts (of us) that can’t be pictured by the assessment, right?

**The assessment then it is very far from you?** Yeah, it was very lucky that there was the innovation contest, so that I could have something outside of my background.

**Coming back to the previous question?** Yeah, I need a Postgraduate degree; I need a stronger one than I have now. In the future, I can’t decide yet whether or not I want to work at the Djarum or any other companies. But yeah, I need a stronger degree; not only psychology but also business. Therefore, I choose an MBA. In my perspective, If you want to be a great HR, you shouldn’t focus only to HR, but also integrate it into business.

**So you want to become recruiters? Fine this is the time I have to take master?** Yeah, if I try to work in another company with my work experiences now, I bet it’s hard to do. Even if I get the job, probably I would only have some simple job desks.

**You were looking for schools after you resign?** When I studied in Cambridge, I was trying to find some Universities.

**Why did you choose to go to Cambridge?** (I choose Cambridge because) I believe that if you want to learn English, it’s not enough for learning it in an English Course, thus I chose Cambridge. First, the progress will be faster since you’re pushed to use
English every day, beside that in Cambridge there were no so many Indonesian, especially the language study program that I took, so that I had to use English to survive.

**So how did you find out about this school?** Do you know EF? It’s EF Cambridge. Some programs that I had there, were not only speaking but you were also prepared to write academic writings, like a paper. So It’s like I put myself in hard situation that required my English Skill to survive. Honestly, I don’t like a situation that makes me so comfy, I like a challenging situation, since I’m the type of person who can get easily bored.

**How did you gather the information?** Gathering information for my post graduate? I got a help from the principle of EF. He is not an Educational consultant, yeah, he’s teaching so he has links to many Universities. I applied to many universities in England, but I couldn’t get one due to the lack of my work experiences; of the requirements, at least I had managerial experiences, an outstanding record of accomplishment, and an authority for your own (study) budget. That’s why I am studying here now, Tilburg notice what I have (my potential) beyond the track record of my work experiences. Well, I guess they believe in my potential.

**How did you know about this?** I asked for it to someone in charge at that moment and also the school.

**First choice is UK?** The reason why I chose the U.K at first, was because all my brothers and sisters were there, so it’s a great saving if I can study there.

**Do you look for any other countries?** Mm.. MBA in U.S needs a two-year study, and also I should have $ 57,000 – 70,000/ year for the study without any scholarship, I guess I can’t afford with that. Any other countries are really expensive, the cheapest is in Tilburg. While in Tilburg, € 35,000/year without any scholarship, but I have a scholarship so that I’ve only to pay for about € 12,500/year to Tilburg, that’s why I take it.

**Was it a fullbright scholarship?** No, it’s only for tuition fee but you do not have to worry about the field trip study, books, and so on.

**What was the requirements?** Yeah, Tilburg required me of GMAT, IELTS, working experience and to write an Essay.

**How did you know about Tilburg?** There was one of my friends at the GMAT, Jakarta and he wanted to apply in Tilburg, thus from him I got the information about Tilburg. Well, now he is my senior at TiasNimbas, and he was my classmate at the GMAT, it means that he applies in Tilburg before me.

**Did you also search for any other?** Yeah, I had searched some Universities in England. And I was so depressed because my work experiences couldn’t take me to study in England. My friend had told me the best and the worst of Tilburg, and after considering those aspects I applied to Tilburg.

**Did you also apply any in the netherlands?** (I’m not disappointed at all, for studying here), but yeah I was considering to apply in Erasmus and the Erasmus program was started in January, so if I applied there, I would have nothing to do from September to January and It may disrupt my study planning.
Did you google for the school or countries? Actually, I didn’t really much care again about the country for my study. But it was very lucky me, since TiasNimbas contacted me first. If they didn’t contact me at first, I didn’t know about TiasNimbas.

How did he know? Yeah, I ever searched information for my study in the Education fair.

I would like to know how did they know about this university? What did your criterion? Well, I didn’t remember the detail of some universities that I had visited in the education fair, but they had a good managing for maintaining relationships; there was a staff name Ian, he was coming from Shanghai/Taiwan. He was so persistence to contact every person who had interest/registered to any universities in the Education Fair. To be honest, if he didn’t contact me, I would not remember anything about the education fair and TiasNimbas. Well, he refreshed my memory. If he did not contact me, I would not have known. I would probably still concern to study in the U.K. I was in the U.K, Cambridge when he contacted me. And also from the recommendation of my senior at GMAT.

When did you apply? I applied to TiasNimbas when I was in the U.K on December, 2011, and I got the interview in the end of February.

You were still in UK? I got the notification of the interview two weeks before, in the middle of February; it’s a phone interview. It’s fast, I got my admission letter 3-4 days after the interview.

What about the scholarship announcement? I knew there was a scholarship but I was doubt and not confident due to the lack of my work experiences. So after getting the admission letter, I consulted it to Ian and he convinced me to take the scholarship. I told to Ian that I wasn’t confident to apply for a scholarship, but he imposed me to do so.

You didn't apply for scholarship when the first admission? I wasn’t confident at all. For example like Ari, he was a manager, and Alex even he has no background as a manager, but he has a brain in analyzing something, while I am not like that. Well, it’s not a mistake to study in TiasNimbas; from the experience of my senior and mine, during study in TiasNimbas, I think there are some great improvements. For example, the unsystematic curriculum; I have a senior in TiasNimbas, he is a musician in the Netherlands. He told me that TiasNimbas had unsystematic curriculum and unqualified lectures. But now, they have made some great improvements. Ok for example, you are learning investment, actually before that, you have to learn basic finance first, that’s the systematic curriculum.

Now, everything is in order? Right now, I think it’s so great to study in TiasNimbas.

How did you know about the scholarship? Actually, I read the information for the scholarship on the Internet, but yeah I wasn’t confident.

So, website than its your main informational resources? Was it hard to find the information? Yeah, (it’s one of my resources of information). It’s easy to find any information about any scholarship on the internet.

You can find everything? But some professors here is still tentative. Yeah, it’s true there are some permanent professors like in Tilburg’s school of Economics, but the
others who teach particular subjects here, are coming from outside TiasNimbas, that’s what I meant by tentative.

**When you look for the tuition is very affordable?** Yeah, it’s affordable and great that I have the scholarship. My expenditure in here, for a room for each month, is equal to my brothers’ in one week in the U.K.

**Going back to the topic, please continue with your stories about the public relations?** (back to the topic of T.R) I was so impressed to their public relations (in the Education fair, for TiasNimbas University), and He (Ian) was so great in encouraging me who had no confidence in herself. In the U.K, they said that if I never had the experience as a manager, I had no chance to apply. However, he (Ian) kept saying just relax, try it first. And also from my senior, they were so honest to me to tell about the best and the worst of this University. Beside that in The Netherlands I have many families, so if I have a problem here, there are my families who will help me, well just in case.

**Do you have any other back up schools?** My back up was only in the U.K. Actually, there was one university in the U.K that approved me, Hult Business School. But after searching the background of the university, I revealed that they prepared their students to be outstanding in speaking; how to persuade customers, and I thought it was not me. Even though, the university has higher rank than TiasNimbas. just don’t want to be like that, and also if I study there, it will cost me a lot. It was really expensive

**So what was its ranking?** At the time, TiasNimbas was not in the top 100, meanwhile the rank of that university was 64.

**Do you know about the ranking in MBA?** (about the rank) There was a questionnaire organized by the Financial times, it’s containing about salary increase, feedback from the alumni of the universities; whether or not they have a job that fits for their major. Well, that university was in the top 100, while TiasNimba wasn’t. And when I traced back, I found that the number of representatives of TiasNimbas for the questionnaire were not sufficient (the alumni). So the questionnaire was not representative for TiasNimbas. And the program manager of Hult University was so annoying; they only focus for the market. They kept sending email to me asking whether or not I wanted to register with their university.

**When you are already accepted, do you have problems with the preparation? The technical things?** Overall, I had no problem. But, I was shocked for some unexpected expenses, like TBC test. At the first, I came here, I need to deposit my money for the cost of living, it means I couldn’t take my money at the specified time. Thus, I had to account how much money that I should have in cash. However, with the limited cash, I had to pay for something that I didn’t prepare before, and I didn’t get the notification from the immigration office here. TBC test was for about € 40 or 60, and I took it once. I also got delayed for my deposit for about one month. So there was a time, I had to live for one week with € 20. But I could survive. I gave my complaint to the immigration office here, I said to them if there would be some important things please gave me the detail notification.

**Was this information is existed in the website?** It’s a technical problem, however I couldn’t find such kind of thing on the website, like I had to pay for TBC test.
Did you have a misleading information. (for academic) I didn’t find any missing information (on the website), I just need the detail information about some technical things, for example TBS test. It’s fine for me to pay, but please give me the notification. So their problem (the immigration office) was because there were some students that should extend their study, so they had to pay some extra cost or what so ever, but they didn’t pay it yet. So it disrupted the whole systems in the immigration office.

What is your expectation after graduate from this master? In any way? No, I just want to come back to Indonesia, but I don’t want to have the same job as I have before. My expectation is, I do really love HR, but please give me something more challenging; Well I just don’t put my intention much in a position.

Do you think the knowledge that you have now is enough? More than enough (the knowledge)

You think you deserve more than this one right? Yeah, for example in HR, you have to know how to make a competency model, how to make a framework for any job. But now, I have comprehended about supply chain, finance and so on, so that I believe I can integrate any of them together.

MBA is more to business globally? Yeah, I want to work in HR, but I don’t want the operational position. As you know, I can get easily bored, besides that I’m careless. So I want to have a position that its duty is creating a system in the company.

What MBA in Indonesia? Actually, I have some friends who take their MBA or equivalent to it, in Indonesia, for example in UGM, and they also call it as MBA, in UI, and they call it as MM or PPM. All of them are nearly equivalent, but in my perspective, we just socialize with our own people. I think beside the business competence, I need something more, like interacting with foreign people.

You need to have the international networking for going outside Indonesia? Yeah, like an international exposure. Now, students who take PPM (in the UI), most of them are my friends from Atma. (PPM) it’s good, but I just want to expand my links and want to change my culture. If in Indonesia; the people tend to directive, for example, the relationship between a professor and his students; many people think that, the professor is smarter than his students. While in here, I get what I want. Yeah, that’s why I do not want to continue my study in Indonesia, I’m so bored there.

Have you ever tried to find out about the netherlands and the culture of it? I don’t know whether or not this is a good way, but I just straight to come here without any knowledge, since I believe I can learn the culture on the way (directly from the people). If you want to learn the culture (Netherland’s), you can not get it from the class since in my class there is only one Ducth, and he always uses English. So that, if you want to learn the culture, come to the market place, pharmacy and orchestra, you will know the real culture of the Dutch.

If you would like to give suggestion about someone is going to MBA, what would you say to them? What kind of advices you are going to give? Mm.. First, don’t believe in the rank of the universities; you might have the salary increase, but you may not like the job. Right now, even in the universities who have no rank, but the alumni get the job that fit to their passionate. Second, do not choose the universities
which only consider about their market sale. Third, it’s a good thing If you know the professors who teach in the universities.

**In the website, there are a lot of information about it?** Yeah, I searched some of the professors in TiasNimbas, the permanent one but not the tentative, on the official website of TiasNimbas. And the last, if you want to know the universities from the alumni, ask the weakness of the universities. Alumni is very influential.

**Would you recommend people to go here?** Yeah, I will recommend TiasNimbas (to any one from Indonesia who wants to take MBA); but it depends on the person; if they’re qualified to another university, it’s up to them. So I just give the direction only.

**What do you think about having the Tilburg university website in bahasa Indonesia?** I don't think so because bahasa Indonesia is weird.

**How would you know about the Tilburg, right?** Moreover, Tilburg is not a city.

**I am here also want to know about the website.** If you’re asking the UVT’s website, it’s not user friendly. But, if you’re asking the website of TiasNimbas, it’s so easy to operate.

**What do you mean about that?** Well I don’t know much, I guess the navigation is too complex. It’s only my recommendation, why don’t you make the UVT’s website like The website of TiasNimbas. It’s so easy to run. Since the main menu is only in five bars.

**About the information itself, when its already in the website, why would you ask the same questions?** Yeah, (Indonesian culture) it’s better for asking someone rather than finding/reading the information by themselves. I think their problem is just the same as mine, like my program manager (Ian) who kept encouraging me that I could survive here.

**Is that our culture, about the finding information from the person in charge.** Yeah, that’s our culture. Oh yeah, there was a smart move taken by my program manager, he knew the number of new students coming from Indonesia, so that he gave us the list of the alumna from TiasNimbas. I guess, that was a very smart move, and due to that we could contact the Indonesian alumna from Tilburg.

**Its very important to know that you have someone with the same nationality.** But, most of us is not really active in PPI right? Why don’t you use the database of the students?

**Even its different even though you are in UK or the Netherlands.** Even the U.K is different from here. We need reassurance.

**I also had an interview which is very helpful.** That’s really helped. If you’re qualified then join, if you’re not then out. It was very lucky me. The education in the U.K is in chaos now. That’s why my sister who takes fashion design wants to move (to Australia) for taking finance. Actually, Fashion has so many branches such as design, management and so on, therefore, if you’re in the U.K then you have to determine your field of interest at the very beginning, while in Amerika, you don’t have to, you have the all subjects. So, if you don’t make your choice at first, you will
be ended up like my sister who moves from one field study to another. And their system is like, for example my sister, she had taken the foundation, however her field of interest was determined by the university. So what if we have no passion in that field? Yeah, my sister was like that. Well, it’s probably the error from my sister and her university I guess. Their system is like that, However I don’t how they assess their students, but my sister was directed to take the her field of interest by the university, that’s it.
Appendix 26

[Student W]

Master in Economics

So you graduated February? Yes, I graduated February 2013 – I worked for a while, started on May and ended on August 2012 to continue my study at Tilburg University.

Was it an internship, or a full-time job? At first it was only an internship, but after three months, they offered a new contract, luckily I haven’t signed the contract yet because otherwise it will be difficult for me to go here. But I think it’s a good thing, because the company is still keeping in touch with me and asking whether or not I will go back to Indonesia after I graduate here, I guess it’s a good sign.

Did you worked in an economic-related job in Indonesia? Yes, I was working in the – sort of – accounting and finance department.

I see, were you always wanted to work in economic area? Not at all, actually I wanted to be a doctor for a while, but then I changed my mind.

Ah, so finally you chose economic studies for your bachelor degree? Yes, I almost went to go to Singapore to get my bachelor degree because my family wanted to move to Singapore, but suddenly my parents cancelled the plan to move to Singapore and my mother did not allow me to go to Singapore alone at that time. Then I started to look for Indonesian universities, and I register for the nation wide universities entrance test – and I was accepted.

Why economic studies? My father said that if I study economic, there are broader job availability for me, at the time I didn’t know what I really wanted to be, therefore I agreed with my father and decided to study economics, focusing on accounting because I like to work in a corporation, and I think it is very important to understand accounting – that was the reason why I chose economics.

So your parents did not allow you to go to study alone in Singapore? But now you are studying here alone? Yes, my parents are very protective. But one day my father thought that if I work for too long, I wont be willing to continue my study. Therefore, finally my parents allowed me to study wherever I want, especially my father, my father insisted me to take my master degree as soon as possible.

Ah ok. So what are you studying at the moment? Right now I’m studying finance for my master degree. I wanted to explore more about corporate finance, simply because I already learned a lot about corporate accounting during my bachelor program and I want to learn something new.

So when did you start looking for university for your master degree? Well, when I almost finished my bachelor program, my parents were already asking about my study plan after I graduate, so I guess that was the starting point, but it was not very
serious because I knew that I want to work – I preferred to work instead of continue my study.

On November/December 2012 I started to look for universities for my master program, it was not a serious research, as I said. I did that because I wanted to visit Europe, so I guess I can do two things at once. My first option was to study in London, England, but my mother wont let me, she said because she know nobody in England, and neither do I. Then The Netherlands became the option because a lot of my friends from the University of Indonesia is studying here, and my mother agreed.

**Where did you get the information regarding the Universities?** I got the information regarding London School of Economics from their website. Only from their website. But I got a lot of information regarding Tilburg University from my friends who are currently studying at Tilburg University.

**Did you visit Holland Education Fair?** I visited an education fair, but it was European Education Fair, not Holland Education Fair. But there were nothing that caught my interest. The reason is simply because most of the schools that opened a stand or booth is not a real university, they are mainly colleges. However, Tilburg University opened a stand there, which was the reason why I came to the fair.

**But why Tilburg?** Well, as I said, mainly because I received a lot of information from my friends, and the fact that my friends is studying here at the moment also makes me more interested. In addition, I wanted to study at Tilburg University because Tilburg University has a partnership going on with University of Indonesia, which allows me to study in Tilburg University without having to take GMAT test.

**I see, so did you also get information regarding Tilburg University from the University of Indonesia?** No, I did not ask any information regarding Tilburg University, however, it is mentioned on Tilburg University’s website that if the university a prospective student studied is a partner of Tilburg University, then the student doesn’t have to take GMAT test.

**So your main information source regarding Tilburg University was your friends in the Netherlands?** Yes, but I also made contact with Tilburg University’s student councilor (Alesandra), checked the website and I actually visited Tilburg University before I applied.

**Ah I see, and did you register yourself right away when you visited Tilburg University?** I submitted the application form when I visited Tilburg University, but that was the only thing that I submitted during that period. I met Alesandra and Ana as well when I went here, she said that If I am interested in studying at Tilburg University, I should keep in touch with her, and I did. From that on, I already had most of the information that I need.

**Did you applied to the Tilburg University Scholarship Program?** No, I did not, that was the case. Because I thought that I had everything that I need already, I didn’t pay enough attention regarding all the details. I even got a notifying email asking whether or not I’m going to study at Tilburg University. However, another reason why I did not paying attention regarding the details is because I really wanted to work. Luckily I received the final call.
So everything happened in a very short period of time? Yes! Even by the time that everyone got their visa already, I still haven’t got mine.

When you were looking for the information regarding Tilburg University, what was the most important information that you were looking for? I guess tuition fee was the most important, then comes the living cost and information regarding the neighborhood in Tilburg such as accommodation and other things.

How about the course itself? Yes, I also checked the course; I also started to seek information regarding the book that I will be using in Tilburg University.

So you made a regular contact with the staff of Tilburg University? Yes, I made frequent contact with them.

What did you ask? About the books, payment regulation, and everything.

Were there any miscommunication happened? I guess not.

About your accommodation, how did you find a room? I did not use the service that Tilburg University provided; my friend that also studies in Tilburg University helped me to find a room. It was a bit of a panic as well, but luckily it ends well.

So you did not open You-Room in Tilburg? No, I did not.

I see. By the way, why did you choose to study abroad instead of continuing your study in Indonesia? First of all, my father thinks that education abroad (in Europe) is very good, and since I did not study abroad for my bachelor degree, he thought it was my time to study somewhere else.

Then why you did not study in Australia? Australia is much closer to Indonesia. Because my mother didn’t really like the culture and lifestyle in Australia. That was also the reason why I didn’t go to England.

Ah I see. But you financed your study by yourself from the beginning, right (without scholarship) Well, in the beginning of course I wanted a scholarship, but then my father said that the most important thing is that I could study abroad.

I see. So what are you expecting to happen after you get your master degree? Generally, I will work in a corporation. That is my main purpose. But if you want me to be more detail, I want to work in a banking or telecommunication or oil industry, but not in Europe. If I could work in New York, I’d love to work in New York. Or in South-East Asia, but then the only options left are Singapore or Indonesia.

Do you want to work on the same field as you used to work? I want to be more involved in the financial activity of a company.

Do you have a big expectation about your salary – or a decent position in a corporation after you got your master degree? Yes. I have big expectation. Because my father always motivates me with his confidence. He said that I have to trust his advice regarding my study, and if so, I wouldn’t have to deal with corruptions because my bargaining power is already good. So I don’t have to be corrupt, because by then I will receive enough salary.
Was it difficult to find the information about Tilburg University? No, not at all, everything was very easy.

So if I may conclude, first, you mainly got your information from a friend of yours, second, you came here to enroll yourself, third, you didn’t really use the website as a source of information….. Well, I used the website a lot, I looked for the tuition fee, the average living cost, on Tilburg University’s website.

Now that you are here, what kind of information do you think people need before they go to Tilburg University and study here? Let me think, I guess the rank of the university is quite of important as well. Because even in Indonesia, right now employer won’t just recruit someone because that person studied abroad, they also checked what kind of university this person went to, whether or not it is a good university. Second thing is the requirement.

Yes, the requirement, obviously. Did you regret coming here? No, I don’t regret it. Well, yeah, I’m already here now…

Did you go to NUVIC-NESO? Or Atlas? No, no. I arrange everything pretty much by myself, while I was working.

And how was with your bank account? About the bank account, I arrange it during the introduction week. I think they have made a lot of improvement. For example, there was no deposit required. There was also one thing, when I applied to Tilburg University, I had to choose between sending a deposit or sending a bank statement – I sent my bank statement, then Rabobank cooperate with Tilburg University. So staff of Rabobank came to Tilburg University, I had to bring my passport with me and we arrange my Dutch bank account.

About the website, do you prefer the website carry on with the English version, or should we make an Indonesian version? I think the website should stick to English.

Because one of my purposes by doing this research is to find out a way to attract more international students, and the demand of student to study at Tilburg University is getting higher and higher. So I had to make a research regarding Indonesian market – how to get more Indonesian students here by improving the website. Then the idea of making an Indonesian version of the website popped out. But what do you think? Do you think it is necessary? Or should we stick to English? Because every student who wants to study at Tilburg University had to do IELTS test or any kind of English testing – I think it is logical if the website is in English. I think everyone should understand the website.

So the language used on the website is easy to understand? Yes, I think it is easy to understand. Ah, one thing about the website, when I was enrolling for year 2012-2013, the website was still providing information for year 2011-2012, they are little bit slow with the update. So that is my suggestion.

Ah ok. And how about the rank? Do you think it is important to show University’s rank on the website to attract more Indonesian students? Yes, I think it is necessary, because when I’m planning to go here, most of my friends keep
on asking whether or not the university is good, how high are the university on the ranking system? Where is its position in top 40 universities?

Yes, but if you want to compare the rank of the faculty, the economic faculty of Tilburg University is also very good. Agreed, because once I read on a journal – I forget which one – that the economic faculty of Tilburg University is as good as Erasmus. My friend showed that to me.
Appendix 27

[Student X]

Master in Finance

What is your educational background? I got my bachelor degree from University of Indonesia. My major was Economy.

I enrolled in 2007 and finished my study in June 2011.

Did you work after graduation? Yes I worked for a year after graduation. I started work in October 2011 at World Bank. Then I moved to Citibank then to Bank Indonesia.

You worked at three different places within a year, how did that happen? I already knew that I’m going to continue study so I was only after short contracts, not permanent jobs.

How come the duration of contracts were short? Because it was scheduled by project. At Citibank it was an internship, but the other two was by project.

Were the works you’ve done have correlation between them? Were there any similarities between them? No they were very different. It was quite similar at World Bank and Bank Indonesia because they were both research projects. At Citibank it was very different because I was assigned in treasury.

Which one did you enjoy the most? I think World Bank. It was a research project about financial inclusion. The research was about how to distribute micro credit programs to the poor. It was some kind of pilot project that needed research before getting started.

Right now you are enrolled in research program, right? Are you going to continue to PhD program right away? I don’t know about that yet. For now I haven’t felt the need for it.

Okay, so this means that you have wanted to continue for master education since your university years? When did you started wanting it? Yes. I already knew I want to do it since my third year.

And why was that? I wanted to study abroad initially. There was a little regret from myself for not going abroad for my bachelor study. So I thought I’d fulfill this by going abroad for my master degree.

What was holding you back from going abroad straight after high school? I think at that time I didn’t really realize how much I wanted it. I only realized it at that third year.
Why abroad? Isn’t bachelor education in Indonesia as good as the ones abroad? I was looking for exposure, actually. At my third year I saw my friends who were in International Classes going abroad for they study. Then I started wondering about going abroad, too. But I got reminded again during my interview at Citibank.

Quick mention, initially I was planning to get my bachelor degree at SMU, but I thought it was too high of an expectation. I already took SAT tests at that time. The SAT requirement for SMU was 1900, while my score was only 1400. That kind of held me back, thinking I was not ready to study abroad.

My mother had a master degree from Japan. It motivated me to get an international master degree, also. If she could get it from there, I should’ve been able to do the same or even better.

My mother had a degree in microbiology, which made me attracted to science majors at first. During the final year of high school I chose science class because of my parents, but I only lasted only for seven days, then I moved to social class.

Then why did you finally choose to study Economy? Firstly, I think the students in social class who didn’t know what field to choose would most likely choose Economy. I was one of those students. Economy was a very general field. Once you graduated with a degree in Economy, you can work everywhere. I felt that once I’ve graduated, it was relatively easier for me to get a job compared to others.

For master degree I wasn’t following what I enjoy, more to what I know I can do.

During your bachelor education were there any sub majors you had to pick? Yes I chose regional economy. There were two fields, aggregate and regional. For example, aggregate may involve Indonesia, while regional only involve Sumatra or Java only. My undergraduate thesis was about Sumatra.

So you were learning about policy? Yes.

I take this is economic science then? Not the ones with business, management? Yes, business major was under management economy field. It’s different from mine.

What major are you enrolled in right now? I’m currently studying Competition Economy.

This is a continuation of your previous major. Were there still subjects like finance or others? I took one finance class last semester for optional class but I didn’t enjoy it. I had experience with finance during my work at Citibank’s treasury. It felt very stressful.

Why didn’t you go abroad right away after graduation? You mentioned that you worked first, why not just enroll in a master program right away? I heard that if you continue study right away without any work experience your value would lessen. In a condition like that you will be an over value. I think it’s better for me to have some work experience first even only for a short time.
When did you start looking for information regarding studying abroad? I started during my final year. During third year there were more classes so I was mostly occupied. I had the thoughts but haven’t started searching by then.

How did you decide on the Netherlands? Firstly I didn’t want to go to USA. I was not sure about the safety there regarding gun control and violence. I wanted to go to Europe because I think the experience would be very broad. Everyone who went to Europe of course also wants to go sightseeing.

How about Australia? I think that’s too close to Indonesia.

United Kingdom? With UK visa you will only be limited within there.

I thought about UK or Netherlands because these two countries were the ones offering most English programs. But I decided on the Netherlands because it will give me access to visit other countries.

This means your choice was mostly influenced by tourism possibilities? I admit it was in my consideration.

Not because Tilburg is a good place to study? No, I already knew that Tilburg has great research programs. I have some friends in the international class so I was relatively well informed about universities in the Netherlands (such as Tilburg University, University of Amsterdam) compared to other countries.

At that point you had known about Tilburg University, University of Amsterdam, and Groningen University for consideration? Yes, the other schools I got to know through rankings. Initially I applied for Utrecht University but I didn’t get the scholarship so I looked elsewhere.

Have you always wanted a scholarship? Yes. If I didn’t get a scholarship, I would not choose the program.

But right now you got a partial scholarship instead of a full one? Yes but its contribution is very considerable.

Weren’t there other scholarships? During my application year, there was barely any scholarship. Some requested for minimum 2 years work experience, offered for young executive and most offered for engineering programs.

Did you search for school before or after graduation? I started before graduation, but I started applying while I was working at World Bank, around December 2011.

Which universities did you apply to back then? Tilburg, Birmingham, Utrecht and Wageningen.

How did you apply? I did it online. I found it more convenient online.

Did you visit any Education Fair? I visited Education Fair but I think I was more informed than the representatives there. I think the information they gave was the same as the ones I saw at the website.
I visited Holland Education Fair, went to NESO office and other fairs probably three times. I got annoyed with the people behind the counters, I was thinking “Did you check the website before giving me this information?”

**Wasn’t there a representative from Tilburg University there? Have you got in touch with any of them?** Yes I did. In the end I applied my scholarship through Atlas.

**You mentioned that it’s more convenient doing application by yourself online, why did you end up applying through Atlas?** I think because from the website it’s more to the information. But I see Atlas as a stand-alone representative; I think they would consider me more if I apply through Atlas compared to on my own.

I applied for Tilburg University twice. First by myself and second through Atlas.

**Why is that?** I think that’s more to my personality. I’d rather cover all possibilities.

**Were you not sure that your online admission will reach the university?** There were some doubts, yes.

**Didn’t you receive e-mail from the university stating that your application has been received?** Not right away. I didn’t receive it until about 6 weeks.

**Weren’t you supposed to upload your application through the website?** I sent it through e-mail. I also encounter a problem with Atlas. I needed to keep asking about my application status for update. One time I already gave all my hard copy files to Atlas but after few weeks and I went there again my application had not been sent.

**Once you have applied online, you should be connected to Tilburg University right away. In my case I uploaded and got answers within few weeks, so I didn’t feel the need to go to Atlas.** I applied first by myself. Then I wondered if the letter of recommendation has to be sent directly by the professor. I thought it would be too much of a fuss for my professor, that’s when I decided to opt for agency.

**But Atlas only helped with the application?** Yes.

I had to pay around 2000000 IDR for the birth certificate translation and legalization, which was not used in the end.

**Did they also take care of your tickets?** No, not the tickets. Only the things that I can’t do by myself because of my work, I trusted Atlas to do it for me.

**Okay, so you applied to several universities mostly knowing them through word of mouth. Can you tell me what things determined your choices?** I chose the universities mostly based on scholarship possibility. Utrecht University was on the top of my list initially, but I couldn’t get the scholarship there. Then I got the Tilburg University Scholarship Program, after that I stopped taking care my other planned applications (Birmingham, for example). I thought in Birmingham I wouldn’t be able to visit other EU countries easily anyway. I got accepted to Wageningen but I wasn’t too attracted to the place. I never really heard anyone mention Wageningen for its Economy faculty.
And also one more reason that I’m here it’s because there’s no GRE test. In
Indonesia, preparation for GRE was offered only privately. The cost was too high
only for the preparation.

I understand that you wanted international exposure. What does this mean to
you? Networking with international community or something else? It’s more for
the future. I see a possibility of working here in the Netherlands. Maybe it wouldn’t
be easy, but I would regret if I didn’t try.

On to universities, what do you think are the criteria of a good university? For
me, during the information gathering, I searched for some limits to my options first.
Such as tuition fee, which are the places I can afford. Then educational competence
from myself already limit which places I can possibly get accepted to. For locations I
have my personal preference in terms of countries. In the countries I prefer I look for
the ones with the best ranking.

That means ranking really matters to you? Yes especially in my field. For
research, Tilburg holds the highest ranking right now.

How did you know that? Through the website.

Please mention 5 most important things you look for at Tilburg University
website. First, the specialty offered by Economic Science faculty. Second, the
availability of scholarship. Third, ranking. I think that’s all.

Who did you have discussions about master program with? My parents, mostly
regarding financing. I didn’t really let anyone involved in my consideration. Most
close people knew about the plan but myself made the decision.

Did your parents have any preference for you? For example about the country?
No. They never said anything like that.

Did you check Tilburg University’s website quite often? Yes, but I kept going to
the same pages just to confirm information.

Did you encounter any problem finding information there? No. If I don’t
understand something I simply ask and they reply right away.

That means you got in touch to the representative via e-mail. May I know what
things you asked about? Perhaps the most memorable ones? Most often I e-mail
about scholarships; when it will be announced? How they are going to do the
announcement? I rather have someone from the university confirming things I’m not
sure about.

Did the representative answer your question by giving link or describing in the
e-mail? He always answers in the e-mail, not just pointing the link on the website.

Did you encounter any trouble once you arrived here? Just about my bank
account. I haven’t got any pin code when I arrived. I processed my bank account since
I was still in Indonesia but when I arrived I had to ask for my pin code. That’s the
only trouble I can recall.

What do you expect later once you have completed you master program? I think
most people already have a master degree so I want to be in the same standard.
Where do you want to work afterwards? Between a consultant firm and World Bank, if they will accept me back.

Where did you get your recommendation letters for your master program? From Mr. Faisal Basri and the head of Economic Science department at my previous university.

I think that’s all. Thank you.
Appendix 28

[Student Y]

Master in Psychology

When did you arrive in The Netherlands? I arrived in The Netherlands August 19th 2012

What course did you follow on your bachelor program? Where? I studied psychology; my major was Clinical Psychology in Atma Jaya University, Indonesia. Now I’m studying social psychology because of work-related reason. After I graduate, I worked a lot with social-related work, so I think social psychology suites me.

So you worked after you got your bachelor degree? Yes, I worked for about 4 years and then I decided to follow a master program. I worked in Atma Jaya University; I worked in their research department. After that I worked in UN AIDS, Its an UN agency regarding AIDS for a while, then I went back working in Atma Jaya because there was a project – together with UNESCO, and then after I worked for the French Red Cross.

So you have experiences working on research field? What was your task in the team? My task, together with Illinois University Chicago, was to establish a policy regarding HIV in Indonesia. In order to achieve that, we had to make few pilot projects, and I mainly focused on that projects. It was similar like research assistant.

So starting from there, you decided that you want to learn more about Social Psychology? Correct. I personally think that I really want humanitarian work related to be my future career.

So because you work requires a lot of research, master degree is really important for you, right? Yes. At the beginning I registered for research master, two years program, not the psychology master. But then I was informed that I cannot pick my own topic of thesis, because of that, I finally decided to take the psychology master. I really don’t want to do three research regarding topics that I am not interested in. I need to do three researches to make the thesis.

Besides that, my family believes that if one wants to have a bright future, one have to know what he or she has to offer to other people and education is very important. From that perspective, I genuinely believe that a master degree is very important. That was the reason why I am here right now.

So your family also supports you when you are taking your master? Yes. Because there are many people in this world that are looking for a job, and a difference is needed in order to “stand out of a crowd”. So a proper education is really required. Many people witnessed that a person with better education will more likely to get a job than the one with worst education.

So you also have a high expectation regarding your career after you graduated from Tilburg University now, right? Yes, I have some goals that I can achieve after I graduated from Tilburg University. For example, I can’t work in an NGO because
the qualification requirements are very high, but after I studied here, or also possibly after I worked here, I will have a chance to work there.

**Could you explain little bit about the FELLOWSHIP? In RADBOUD?** Ah, it started in Atma Jaya University. The psychology department of Atma Jaya University with the Law Department in RADBOUD?? I applied for an exchange program and I got it. It wasn’t really an exchange program, though, because students from RADBOUD?? Weren’t studying in Indonesia.

My friends and I who got selected had to send our thesis to RADBOUD?? And had an interview with my lecturer then finally few students got the chance to go to RADBOUD?? For three months. It was in my final year of study at Atma Jaya University.

**I see. So when did you starting to think that you are going to follow a master program?** Since I came back to Indonesia after had been in The Netherlands for three months. Since then I also knew that I really want to study in The Netherlands.

**So it was a specific choice already?** Yes. Because I know the country already by then, I know few people already so it was easy for me to adapt to the Dutch environment.

**But why did you study first after you graduated from your bachelor program?** Because after I came back from The Netherlands, got a little culture shock, it was very difficult for me to continue the thesis that I made during my time in The Netherlands. Starting from there I looked for a job, which I thought more fun to do rather than doing my thesis, and it was fun. So after I finished my thesis and graduated, I decided to work. On the other hand, some scholarships also requires few years of working experience. But then the offer to work with an UN agency came and I thought I really have to take that chance.

**So after two years you thought again to continue your study and following a master program?** Yes, and in the meantime I also studied the language because as I said, I always knew that I want to study in The Netherlands. Then after I was sure that I can afford the money to study and my family also supported me, I finally applied at Tilburg University.

**How did you gather the information regarding Tilburg University?** First of all I visited an education fair, I forgot which one, but I got much information regarding many universities in The Netherlands at that fair. NESO also had a list of universities. I read through it. I looked at psychology department in universities in The Netherlands, which was very helpful. After that I started to look deeper and done a research on several universities, for example Amsterdam University. They have several major in psychology, and then I read the curriculum that was provided on the site.

**So you open the site of the University?** I opened 5 university websites. Amsterdam University, Vrije University of Amsterdam, Leiden University, Tilburg University and RATBEUT????.
When did you start to look for this information? One year after I came back from The Netherlands.

Did you make a comparison list or something similar? For example you compare the tuition fee of each universities? Well, tuition fee wasn’t really a problem because I was planning to look for scholarships and scholarships for social-related studies are easier to get, so I believed that I could get a scholarship. But then afterwards the government of The Netherlands changed the regulation. Stunet was also provided for public in the past, but now its only for certain institutions so my chance to get a scholarship in The Netherlands declines drastically. Then I start to browse the Internet and three names showed. It was Vrije University, Leiden University and Tilburg University. Ah, Amsterdam University showed as well. But I have to pay submission fee for Amsterdam University so I did not pay too much attention at it.

So when you open a site of a University, you checked the availability of a scholarship, right? Well, the first thing I checked was the program because I believed that scholarships are available everywhere. The duration of the program wasn’t very important to me because I knew that it must be around one or two years.

But you didn’t apply to all universities you mentioned?

No, I did not. Because I was pretty sure that I am going to study at Tilburg University. I came to this conclusion because I compared the living cost of living in Amsterdam and living in Tilburg, and living in Amsterdam is obviously more expensive than living in Tilburg. Moreover I also have relatives here in Tilburg. However, the study program was still in my priorities list, scholarship availability as well. I also knew that Tilburg is a student city –

How did you know that Tilburg is a student city? I’ve been in Tilburg before, and from the website itself, you can see on the map that Tilburg is a small city.

So all of those information you also found it on the website? Yes

And finally you only applied at Tilburg University? Yes. Because of my research, I was able to pick my choice. However, if I failed here now, I will continue my study, but not in The Netherlands.

I see. So you gather the information around one year before the application was opened? Yes, I started around January 2011. My submission was also little bit late because I also worked at that moment, so I barely have time to work on the documents that are required for applying at Tilburg University.

Where did you find the information regarding the required documents? Everything was on the website. Well, almost all information is provided there.

Did you apply online? Yes, we had to fill a form and then the University informed me about the documents that I have to send to The Netherlands.

And after you sent your documents, how long did you wait until you got the acceptance letter? About ---

Hang on, but did you also applied for the scholarship at the same time?
Yes, it was TUSP.

**Did you ask “what should I do to get a scholarship?”** No, it was also explained on the site. We had to make two motivation letters. The first one is why I want to study at Tilburg University, and the second one is why I deserve to get a scholarship. By submitting those two letters, you are automatically considered as a candidate to get the scholarship.

**Ok. So when did you get your acceptance letter?** I believe it was about two or three weeks after I sent my documents. I think it was because I submit it little bit late but that was only the acceptance letter – I heard nothing about my scholarships. Then after a month, I am informed that I didn’t get the scholarship. However, my name is on top of the waiting list to get the scholarship.

**Was it sent by email?** Yes, sent by email. I called the University after receiving that information and they explain that usually the person that is on top of the list will get the scholarship and they say they will inform me in few weeks. It was pretty intense because I worked at that time so if I get the scholarship, I still have to resign from my job and even worse, I only had so little time to arrange the visa, and other things including the plain tickets. Finally after one month I got the detail information regarding pre-departure things.

**Who did you contact at Tilburg University?** I believe it was Rafaela and Ruth.

A: Ah, I see. So everything was “last minute” Yes. Everything was last minute.

**Ok. Now I want to ask you about the website. Could you compare Tilburg University’s website to other university’s? Did you get the information you need from the site?** No, it wasn’t difficult. From my point of view, I think Tilburg has the best website. The information is very detailed on the website of Tilburg University. Furthermore, if you still haven’t get the information you needed, you can always contact the International Office. They are also very helpful and always respond very quickly. I contacted them several times, via e-mail, and even via phone.

**What kind of questions did you ask?** I asked questions regarding the scholarships because I had no idea about it.

Ah so it wasn’t really have anything to do with the course? It was more about your status, right? Correct. Because if you need information regarding the program, everything is provided on the website. I did not contact them regarding that stuff.

**How many times did you contact the International Office?** Well, around 10 to 20 times? It wasn’t only with Rafaela or Ruth, because the whole office has the same email address. I don’t know the reason behind that.

**After you arrived here, did you find any miss information?** Well, yes, about the thesis. I thought I can choose my own topic for my thesis, but then it wasn’t the case here. I was really surprised and then I moved to one-year program.
So you came here and followed the research master at the first weeks? Yes, I followed that program for a week, and then I got transferred. Luckily I still can choose this master, because it is under the same department.

But now you can choose your own topic? Well, not really, I still have to follow the supervisor. Well, at least my supervisor is the one who has the final say regarding my thesis topic.

Wow, the fact that you already know what topic you want to choose for your thesis on the first week of your school year is very impressive. I even knew my topic since before I came here.

Are you planning to go back to Indonesia after you graduate? Or do you want to stay here? Well, I would like to stay here if I could find a job in The Netherlands.

Thank you for your time. No problem.
Appendix 29

[Student Z]

[Student AA]

Can you give information about your background? For example where did you go to work and study before going to Tilburg University

A: My background is Technical Engineering from Petra University, Surabaya. My first job was at Toyota Indonesia in the field of logistic planning, procurement, for 2 years. After that, I continued my job at Sinar Mas Group for year 3 and 4. And the last one year, I worked at Acer as Business Process Improvement. My duties was taking care of the system development which concentrate on the procedures, how to make SOP in order to make the business efficient.

So, it means you have working experiences?

A: Yes, you’re right. I have about six years of working experiences. And then I have decided to take the MBA.

B: For me, it is more or less the same. I have 6 to 7 years of working experiences. The first two-years, with my background in Law, I was a researcher at my University. Then, I moved to law firm for the same duration of work, 2 years. After that, I had decided to move to a bigger law firm and work there for 5.5 years. I feel tired of handling the working duties and clients, that’s why I chose to continue my study at Tilburg University. After comparing the budget and the subjects to other Universities in Netherlands, like Groningen University, I found that Tilburg was the most suitable for my criterion. In my opinion, the IBL here is better because it is more practical since my background is from law firm.

Can you tell me where did you get the urgency or need to take Master study?

A: Basically I have the same reason, because I was tired of working. On the other side, I have a friend who studies the same program at Erasmus University and then we share our experiences. Based on his stories, I was amused because I think it is very interesting and inspiring. It can give you opportunity to expand your horizon, meet new people from different cultures. And then, I tried to contact Tias Nimbas on the day that the University was celebrating its 25-years anniversary and planning to give scholarship to prospective students. Because of that, I want to take the offering and follow the selection processes even though I just only have 1 year of working experience at Acer. Luckily, I got the scholarship and after some discussions with family, I have decided to take the opportunity.

So, basically you take the opportunity because it is promising for your future. Do you think it is important to have MBA for your job?

A: I have planning to find a job here in Netherlands after graduated. I want to have more experiences thus I can enhance my CV by working abroad. Even though I still don’t know what will my future be like, whether I come back to Indonesia or work here, I don’t know. And I think this is a good way for me in order to reach my goal.
Oh yes, is it also because Zoekjaar? The right for you to find a job in duration of 1 year after you graduated.

A: Yes, I hope campus and alumni can be the channel to help me find a job.

B: But for me, since my background is Indonesian Law, I don’t think it is possible for me to work here because we see the cases from the different perspective based on our own laws. So, it is hard for me to work at Netherland’s law firm.

I also think the same thing. I heard that you could only do an internship at the law firm. Is it true?

B: No, I don't think so. Like what I said before, I don’t much about Netherlands’ Law. The same thing happen when they need to handle cases in Indonesia, they must find it hard because they don’t know much about Indonesian Law. For me, I think taking master degree for a lawyer is useless in Indonesia.

So, what do you think about that?

B: Master degree is only to give your name a new degree for your business card. However, by studying in Tilburg University, it helps me to have a critical thinking to handle a case. Maybe it is a little bit different from the program you take, because it is more applicative compare than my program.

Do you think the program that you take in Tilburg will be applicative in Indonesia?

B: Yes, maybe. But it is just only a little. In indonesia, law firm divided into two: litigation and commercial. Whereas the litigation law firm focused on criminal cases and divorces, commercial law firm more focused on business transactions, for example giving advice for joint venture or foreign investor in terms of securities, risks, and the other law issues. It doesn’t mean I don’t get anything by taking Master degree. But In terms of applicability, it does not give any such improvement. I’d rather see it just as formality because the laws are different.

Therefore, you take Master degree more or less because of the experience opportunity? By having more experiences working at Law Firm, you will be more accepted rather than people who take Master degree but having less experience. Is it true?

B: Yes, in my opinion, Master degree is not really important for a lawyer.

Okay, maybe it just gives you more knowledge by taking Master degree.

B: Yes, you are right.

It means you don’t have any easy access or even promotion by taking Master Degree?

B: No, you are not. If I want to have that, I should work at Foreign Law Firm, maybe just Internships. The best place is Singapore I think, compare to here because it is kind a hard in Europe. I have a friend who only got his bachelor degree, but can stay at London Law Firm. And it is not because your degree, but whether you are qualified.
or not as lawyer and already have many business transactions in Indonesia. So, basically I just want to find a new situation or environment.

**Do you resign from your previous job?**

B: No that is why I have to back next year at the latest of August. So, I have an exemption to study here, of course without payment. Actually, I can get the payment if I accept a job from Indonesia but I choose not to take any.

**Now, we are going to talk about the timeline. When did you first start the information searching?**

A: Like I said, I have started to contact my friend on December 2011. Because Erasmus’ students starts the academic year on January 2012 and my friend starts on the same time too. Starting from his FB status which most of them talk about Netherlands, I asked him is he wants to go there? He said yes then we had a long discussion and experience’s sharing after that even when he is already in Netherland. On February 2012, I started to contact Tias Nimbas via e-mail and asked everything to them. I wanted to take MBA instead of MSC because of this field of study is more applicative comapare to the MSC. I prefer to take in Europe because it is affordable and it takes only one year. Usually US takes 2 years, it will be hard for me to take go two years without a job. I narrowed it down again to Holland because first it is in English second of all, the scholarship availability is very interesting. I asked my friend who are already here in the in the Netherlands. One more thing, along with my planning to get a job here in the netherlands, I see the netherlands is strong in the economy field compare to other countries in Europe. I have to take GMAT and have to deliver an essay. In may, I had an interview with them, received an unconditional fee and then I took the GMAT test.

B: in belgie, my friend only paid for 50 euro per year for the tuition fee because Indonesia is a developing country so that is why belgie gave us discount for the tuition fee.

**What channels were you using for information searching?**

A: I used google search and also all my friends who are already staying in the netherlands. When I talked to my friends in the netherlands, I have already attracted to this country even though I also have some other options like Belgium and Switzerland. Mostly because of my conversation with my friends and also seeing the MBA ranking, that is true, the ranking. In Europe, Tilburg in in the top 20. Also from the ranking list, I searched all the schools in the list. Nyenrode is also included in the list but its very expensive and also no scholarship availability.

**Did you take a look at every website of the school?**

A: yes I did and I also contacted every one of them through email. I am interested with your program, what is the requirements, the career opportunity after graduation, living cost, how to take my wife with me. All that questions I asked of them. Its really complicated because when I already confirmed that I wanted to go to that school with a down payment, I already have to pay, so it has to be save and secure. The one and only that I paid for the downpayment is only TiasNImbas. Finally, I only applied one
school but with a lot of contacts with also the other schools. I could not apply for every school since its too expensive for me.

**What is then the most important thing looking at the website?**

A: I would say the contact person and the reponse of the CP, I emailed to many countries and I got a reply only every two weeks

B: I have a problem within that situation. I also have a friend who was studying at Tilburg, IBL. I have already known the concept of Tilburg university from here, I know who to contact. I was late, I submitted the application on april. I also got a TUSP scholarship basically. From the CP that I contacted, she said that I just have to send the application and then I have to wait for 3 days. I don't have to pay for anything and the procedure is quite easy for me. I also visited the website, I know everything from fina, my friend. I asked for the tuition fee, comparing with all the other schools. I once wanted to go to south Hampton. Since the reason I would like to take master is to travel so I wanted to have my money to travel also. The most important thing for me is the curriculum. What kind of courses, which is the subject that you offered me and I would like to have the international business law. With the international perspective, it is more applicative for me actually. The second of all is the tuition fee. It was really spontaneous this master, I was bored with the work so it was a sudden decision also. My friend had already gone to south Hampton, he asked to go with him but south Hampton is really expensive so that is why I decided to go Tilburg anyway. The material ini this degree is also applicative for my work, it is more or less related.

**Why did you choose this city, Tilburg?**

A:Tilburg compare to Rotterdam has cheaper living cost compare to the other big cities like Rotterdam. My friend in Rotterdam is complaining about the living cost. Rotterdam is like a big city Jakarta which is very modern. Tias nimbas also helping us with the housing, in which they know about wonenbreburg, we contacted them and had a deal about a house.

**What about your preparation going here?**

B: I simply did not bring anything with me, I only brought my suitcase full of my clothes and that is it. The one that concerned me that much only the picture. There’s always something with the picture that I have to change.

A: my wife’s visa is the most complicated procedure actually. Immigration office of Tilburg university said that they can’t help a lot regarding this matter because they only take care of the students. I have to find information in details about that actually. I was also in contact with them regarding this application.

**Did you also ask help from the agent?**

A: yes we did for the birth certificate.

B: I think we are different; I don't need to have that birth certificate anymore. There has been a new regulation that we don't need that anymore.
If I can say that most of you did have a contact and not finding that much information from the website.

A: I think for the first picture of all master, the website is still very important. I think not all of us directly sending an email. They must have read something in the website. There are many information that is not on the Tilburg university website like information about my wife and also the career opportunity after graduation. I have that kind of information from the alumni or my friends that have been working here in the Netherlands. I want to know the chances, even about the current situation in the Netherlands.

B: for me, knowing the information from fina and also the CP of the university is enough for me to know. The curriculum, the tuition fee and also the scholarship availability and also I was wondering about the living cost here in the Netherlands. I saw all the details of the living cost is described in the website. To be more detail is pretty important. We don't know the area since we are coming from Indonesia and also its better to be personalized according to our needs. Like the halal food and the daily groceries. I also need to find the location of a mosque.

What about the language, if I can prepare a website with bahasa language?

B: I would say that it would be better to have in bahasa also like a bilingual website. In general I think people will like it in bahasa Indonesia. but I don't have a problem with the language actually.

A: I would question if the website has a bahasa Indonesia language. I will question the quality of the school. I am here looking for the international experience and networking. I don't want to later in the end mingle only with the Indonesian friends. I wanted to have diversity of cultures.

B: I was not looking for an international networking. I think for the bachelor, you will feel secure since you have friends of Indonesian here in the Netherlands. A different interpretation also can become an issue

Did you go to education fair?

A: I did not

B: I did not. I was looking at the travel fair since I wanted to travel.

Did you encounter any miss information?

B: I did not since my CP is very detail, she gave me instruction to where to go to. I was given a checklist on what to do. When I arrived here, I was with Nola, she is also studying in Tilburg.

A: I did not have anything like that I guess. I have an Indonesian friend, alex. He has some experience living here. I came a long with him.

How did you do your application?

B: I did an online application, I had to upload all the documents and then I sent the hard copies.
A: I did the same except I did not send the hard copies. I also did send all the documents through the email

**Can you explain a little bit about the MBA in Indonesia?**

A: there has no MBA schools actually in Indonesia, there is the magister management.

Is there any additional things that you would like to add?

A: I will not say anything about the website but I think the most important thing is the fast response of the school. That is really helpful. I chose tias nimbas because of the fast response. It has the rep in Taiwan and thus we have the same time zone.

**How come you be in contact with the rep in Taiwan?**

A: I was looking at the website and contacted the CP in Tilburg. He forwarded my email to the one that is in Taiwan. I got all the information easier and faster because of the Rep agent in Taiwan. I had a lot of emails between me and the rep, including the information searching. He was once the alumni of Tilburg so he knows everything about Tilburg and the netherlands. Most of the time he explained himself all the information and some of them, he transferred and forwarded my email.

**What do you think about Tias Nimbas?**

A: I was comparing between the strength and weaknesses from the schools and especially for the career to find a job outside Indonesia. It is described in the netherlands. I thought that the management project would be an advantage and also milestone for me.
Appendix 30

[Student AB]

Master in Information Management

Can you tell me a little bit about your educational background? For my bachelor’s degree, I was studying at ITB, Informatics. And for my post-graduate, I am taking Management IT at Erasmus Mundus. Right after taking my bachelor’s degree, I worked for three years in Singapore, and then I applied to Erasmus Mundus and they accepted me. My master degree is in International management in IT.

Under which faculty is it? Yeah, under the faculty of Information management. And for the program (Erasmus Mundus Scholarship), it’s conducted in different university for each semester; for the first semester we were (learning) in France, for the second semester we were (learning) in Turku, Finlandia, and for the third semester we’re learning in Tilburg.

Where did you get the diploma? (I have the diploma) from those three universities, because they can’t manage to make a single diploma (certificate). Yeah, that’s the program of Erasmus Mundus. In Tilburg, my program is not included in international management, but in information management. My faculty is under Tilburg University’s School of Economics and Management.

What did you in Singapore? I was working as software engineering (in Singapore). In other words, for hardware, it’s called computer engineering and for software it’s called computer science or software engineering; in ITB, it’s called Electro engineering for students who majoring hardware, and one of their specializations is computer engineering. My field of study is completely about programming; how making a good program and How it can be maintained. Software engineering or it can be said as a programmer, however programmer has several steps to do; The first is making the design. After it has been approved, continued by making the program. Then it should have a test and user interface. But in my company, since I was in HR, I had no a test and user interface, I just made a software to support my company tenders/projects.

After you graduated, you work in Singapore, how did you get into the job in Singapore? Yes, I have a friend who works in the company, and he told me that they need a software engineer, so that I instantly got the interview. Well, It was coincidental since the company just newly open ARD center in Singapore, before that they have it in France and China. The company was following the job fair in ITB, and my friend was the representative. So right after my graduation, he recommended me for the job. He said that I would enjoy working there, so that I joined it.

Did you also have to pass a test or assessment? It was my second interview. Yeah, I had a test, but it was like an assessment; for example if you find a problem like this what steps that you will take. The first interview was by phone, and for the second one I had to go to the company.

Was it a working visa at that time? Yeah, at the time I got the Visa easily; that was an employment pass. I worked (in Singapore) with the employment pass, and after
one year working, well actually after six months, I could apply for PIAR, however its process was for about six months. And ridiculously, I had lost my intention to work in Singapore, therefore I procrastinated for applying PR. And when I applied for PR, I had to wait for nine months for the confirmation whether or not I was accepted, while others were only three to six months. But, finally I was rejected. However, I still worked in Singapore for three years (any job in any company), while many of my friends had moved from Singapore. One of my friends had applied for Erasmus Mundus one year before me, thus I wanted to apply it too, and they accepted me. Beside Erasmus Mundus, I also accepted in Eindhoven, computer science, but it was self support program, I have to pay for myself.

**Why did you suddenly wanted to go to take master?** I do really want to study in a foreign country, since I was in Senior High School; I searched for and tried to apply to some universities, but then I cancel it. And after three-year working in Singapore, I began to think to have a master degree, since in here master degree is a standard degree for everyone; everyone should have a master degree, while in Indonesia bachelor’s degree is enough. So the point is, I just want to study in a foreign country.

**Are you already outside Indonesia?** Yeah, actually Singapore is also a foreign country.

**Why do you really need to study outside Indonesia, why did you want to go abroad?** Well, actually the reason is, because I want to work in a foreign country for several years. And lets’ see, whether or not I want to live there or come back to Indonesia, after all it’s a good thing for my resume; if I have work experiences in foreign countries. Fortunately, when I worked in Singapore, they didn’t require me to have a diploma from Singapore. However, I have a mind set; if I want to work in any foreign country, I have to study in the country first (have a diploma from there)

**I want to know how you were inspired to go and struggle outside Indonesia?** The reason why I prefer (to study) in a foreign country is because I feel free to choose; after I had my bachelor’s degree, I was confused between master and also a job. I tried to apply for a master's degree and a job in Indonesia, but I was failed. Then I thought I had to have a master's degree from a foreign country, and then I would apply to be a lecturer in ITB. But I guess, I can’t make the dream coming true now, since in ITB there is a new regulation for all their lecturers; they have to have a doctoral degree.

**When did you have the turning point that you really have to take master degree?** My turning point was when my friends had moved away from Singapore; one of them applied in Erasmus Mundus, France and another one moved to one company, since he had accepted in PR. Both of my friends applied for PR one year before me, so at their time, applying for R was so easy; everyone was easily accepted, but in my time (year) none of the applicants were accepted.

**They are more strict nowadays, probably?** I have many Singapore friends in Facebook, they were complaining in Facebook, due to so many employees coming outside of Singapore. And also, I have a Thailand friend who teaches at NUS for several years, but he was also rejected.
You felt that this is the three years are enough? During my three-year working, I didn’t feel enthusiastic anymore and I couldn’t get along with my boss. Then, it restricted me to move to another company. Yeah, they were tightening their systems for employment pass. So there were not so many companies, which could hire foreign employees with only the employment pass, thus it’s hard for me to apply for a job there. I thought that was my time for getting any chance in any place.

If I may know when was it? In my second year in Singapore, when all of my friends had moved away. And when I got the interview, I also said to my boss that I would take my master degree after three or four years working.

You started to find information, at that, did you thought of Singapore? From the start, I do really want to study in France, well at least in Europe.

What about any other countries like US? Well, I guess, by seeing the price tag of education in America, I lose my confidence.

Did you try to find any scholarship in US? Yeah, many people say it’s easy to have a scholarship in America. But, I had a conversation with some man, he had a theory that usually the destination for the study was based on the someone’s origin; people who study in America are usually coming from Jakarta, and in Netherland are usually coming from East Java.

Is it true? Well, it might be true, since some parents from East Java, usually ask their children to study in the Netherlands. There is a prototype of this studying destination. But I don’t know for sure. Well, I guess, studying in America can be a great choice since we don’t have to learn the language. And, studying in the U.K, I think more or less is the same as in America, both of them are so expensive. And also by considering the price tag of education in America, I guess I can’t handle that.

When did your search for the information? When am I searching for my master degree? At the time when one of my friends accepted in Erasmus Mundus.

So you already know about this information on Erasmus Mundus then? Before I went to Singapore, I also applied in Eindhoven and I was accepted there.

So you have started before you were working then? So after my graduation, I didn’t really consider much between having a job or applying for a Master degree.

Did you only apply in Eindhoven? Yeah, only in Eindhoven. I’m not sure that I applied to a master’s degree at another university, but yeah I had consulted it once with one of the lecturers in France; how to get a master’s degree in France, since I was helping my lecturer, as a programmer, in Indonesia who had a project with the France lecturer. But it wasn’t successful to help me to get a master's degree. So after so many trying from applying a master's degree, but none of them was successful. Then my friend offered me a job in Singapore, so I took it. And after a long time of working, I began to search for a master's degree. And another reason is because one of my friends was applying for Erasmus Mundus, and he was accepted, and also my teammate, was applying to work in German. So that’s why I decided to study here because my friends are also in around Europe.
Did you also apply in another universities? Actually, my friend and I, we tried to apply in one of the universities in Swiss. We were taking test TOEFL together, I was taking the GRE since it was the requirement of the university. I only applied for this Swiss and also the Erasmus Mundus. Regrettably, when I wanted to apply to the university, the due date of the scholarship in Swiss had passed; the deadline was in November, but the deadline for the master’s degree program was in January, so that I still applied for it. Yeah, I couldn’t get it. Then, I was looking for some universities in the list of Erasmus Mundus scholarship. Actually, there were some universities that I wanted to apply, but only the IMET program that required GRE, that’s why I applied for it because I didn’t want to spend my $ 200 for no use. After all, the subjects offered were still related to my major, so it was not about hydrology or how to plan grape.

How was actually the procedure of Erasmus? No, in Erasmus Mundus, every scholarship program has a deadline; the deadline for the scholarship, especially for foreign students, is mostly in January, but some of them are before January like in November or December. And usually, they ask for a recommendation letter, CV, interview and sometimes GRE. Yes, Mostly the type of Erasmus Mundus program, include three or four integrated universities, so it means that for each year you will study in different universities. As in Tiburg, they have the same model. For example, in the first semester you will study in this university, and for the second semester you will study in that university, and so fourth. So we do not have to choose the program, but just tag on the program.

How many people are there? In my year, there are thirteen students, while last year was more than that; it’s for about eighteen or nineteen students. Actually, I was interested in Europeans master of informatics, but when I checked the website it was not up-dated. At the time I didn’t know why, but after following the program I knew that all the scholarship programs from Erasmus Mundus would be stopped within five years. So it means that there is no continuous program or a program that will be supported by the European Union after five years. So their system is based on quota, every country has one or two students. It’s so rare to find three students coming from the same region, it means if you are coming from India then the other one should be from Pakistan. In my program, there are only some students who come from the same region; two students from China, two students from Rusia. So, even you are just a back-up for the scholarship, but you are coming from different region, you may have the scholarship. Well, to be honest, there are not so many people who know about Erasmus Mundus, thus there wouldn’t so many applicants.

Did you like it here in Tilburg? I think Tilburg is more serious than the university in France. Actually, the university is quite renowned, but I think the University’s bureaucracy is not well ordered. For example, there has been some unexpected seminar which no any notification before, even on the website. And then, when I wanted to report to the immigration office, they just gave me some files to be filled, in which I didn’t know anything about the files before. While in Tilburg, before I came here, they had already emailed me the process to make a Visa. I got instruction already for each step for visa. I guess the bureaucracy in France is more complicated than in here.
**Did you also browse?** I browsed for it (his scholarship program). There is a special website for this program, and it has links to some universities. So I looked for the university and its rank.

**What did you look for information? Is Tilburg good in your opinion?** Tilburg for IT, I don’t know for sure. Since the program that I have in Tilburg is not fully concerned about IT. But for Finance, Tilburg is one of the best, and in some countries Tilburg is quite famous. For example in Finlandia, Turku University, actually the university is not really good but recently they had organized a merger program to an independent business school in Finlandia. Well, in fact the economics school is better than the university.

**When you arrive here in Tilburg, did you get confused?** I think in Tilburg, the staffs for handling new students are professional; they give clear instructions to the students how to follow some university activities. Like orientation week, arrival date, they are really used to with the arrival of international students. However, they do not really concern on providing accommodation for the students. While, in France, the accommodation for the students is always prepared; every student had been reserved for a room before they came to France.

**I thought they also have some in your room in Tilburg?** Your room in Tilburg? All the rooms had been reserved in just one or two minutes. At the time I could not get any room, thus when I came here, I had no room so that I had to find a place for my living by myself. However, for some reasons, after two weeks Your room in Tilburg was reopened, but I didn’t know it. Yes, I guess I only had a problem to find a place for living. Only two or three of my friends who had a room in Your room in Tilburg, and the rest of us had to find our own room. While, in France, they have a special office for housing I think we don’t have one like that right?

**We also have one right, here in Tilburg? KBT? It's an agency right?** It's an official agent from UVT, they should be the ones responsible? Well, we had the link for KBT from Tilburg, but since it’s an agency, we have to pay for their service right? Actually, we have a Facebook group, they usually share for such kind of matter; about the agency, and most of us don’t want to use their service. Because, if we are using an agency, we have to pay their service for each month and it’s not cheap I guess.

**We also have to deposit some money for the room?** Yeah, the deposit takes one month and thirty days. So the point is, most of my friends do not want to spend their money just for an agency.

**Did you satisfy with the UVT, how many months will you stay?** Yeah, (since my program will be last for six months, so I have intense programs). For my first semester I was learning in France, for my second semester I was learning in Finlandia, for third semester I’m learning in Netherland, and for my fourth semester we will have volunteering service, and it depends on the place where accepted me for the volunteering service.

**You have passed all the classes?** I have passed all the classes, yet I still have one final test.

**The class started in September?** Yeah, my class was started from September.
**You are now?** Training and Thesis. The end point was changeable, last year was in Tilburg, two years before was in Turku.

**During the classes in UVT, how did you find it? Was it according to your expectation?** Overall everything is the same as my expectation. Actually, this semester I have a right to choose any subjects, while in the two universities before I couldn’t do that since I had to follow the programs given. But, we have no any consultation before taking the subjects so we just chose them randomly; I took logistic. But the class is great, in some terms yeah; even the subject is rather dry, but their English is better than the other two universities. And for the lecturers, whether or not they great at teaching or presenting the subjects, I think in France is more interesting. However, in this case, Finlandia is the worst; you might even fall a sleep since all the lecturers had strong accent of Finlandia.

**Was it hard to understand?** They were like robotic, they had no intention; they just flat.

**From the three universities, which one would you recommend?** Personally I like Finlandia and Netherland, however for studying I will recommend Netherland not France, even though the university is the best national university in France, because they have an unusual system, for example, students who have finished their Senior High School in France, they will have batalorea (diploma) and by using it they can apply to any universities in France, and the university inevitably have to accept you. Well, actually they have a High Institute, it’s called Gron Le col, but no so many students can be accepted there. So the effect is, most national universities in France have no good quality. And fortunately, IAL is not part of the Gron Le col, it’s one of the national universities but it has good quality. Mm, My complaint to the education system in France is, their administration and bureaucracy are not well organized. I guess their systems are not hospitable. And my friend, Ujai and I often complain to their system. For example, in France, their banking system for credit card replacement is too complex; We were charged for many things.

**I just knew about these facts actually.** It’s a rather technical problem. I said to Ujai, it’s better for him applies in Gron Le col than the others. Well, I think all in all, the Netherlands is a lot safer than that one. And for Finland, actually their informatics are good, but it could not be handled by some people; it’s so expensive. Its not for everybody. And also its temperature, usually in the first two or three weeks in January the temperature is below 25/28 C. However, my university is located in the southernmost of Finland; it’s the warmest area in Finland.

**What are your expectations after achieving this master degree?** I don’t really expect that much; to be a manager or something else, so the point is I just want to work here for several years. In other word, by having a master's degree, it will open a big chance for me to have a good job. In the Netherlands, I think master graduate is treated equally like fresh graduate.

**Dou wanted to stay in Netherlands?** Well, I just want to work several years in the Netherlands and start up one company. In Indonesia, we can access the twitter account of study in Netherland; @studyinNetherlands. They have official office in Jakarta and Surabaya; in Surabaya it’s called Hogeschol in Holland. One of the reasons why the Netherlands is so popular among the students in Indonesia is, because they have a representative and they often make an Essay writing competition;
the competition is usually about the reasons why would like the students to study in the Netherlands, and for the prize usually is a Summer school in the Netherlands. And, if I’m not mistaken, Tilburg also has double degree right?

Yes that is true? And as the same as IAO, they have 7 Indonesian students; starting from semester two, since they are corporate with Erlangga university, UNET, in Indonesia. And also, one of my friends has a double degree through the Erasmus program. There are a lot of program cooperation and coordinator.

Universities are hard to do direct marketing because its too hard and too expensive. We would like to know whether they use the website very extensively about information? Well, personally, from the start I do really want to study in the Netherlands, and my family give me support, even though they give me some alternatives for the universities; if it is not Tilburg, it should be Leiden or Delft. Well, I think the Educational representative of Netherlands in Indonesia, they utilize some social media and some programs to promote the all schools in the Netherlands; they promote that all schools in the Netherlands have been well standardized, for ensuring the students that all the schools have good quality.

However, they also have a stereotyping within countries like Amsterdam is one of the big cities, so its good to be studying in Amsterdam? if I may suggest, to increase the visibility of Tilburg in Indonesia is by promoting Tilburg through their Alumna. For example, in Indonesia there is a special occasion for Educational Fair, alumna pub, so it’s better for Tilburg to ask their alumna telling their experiences during the study in Tilburg. Well for me, the important thing is, they give support for my study finance. The advantage of studying in the Netherlands is, it’s not expensive. The Netherlands also can be consider cheap compare to the other countries.
Appendix 31

[Staff A]
Recruitment Staff

How many students are now currently studying here? There are 13 Indonesian students, law students. 16 students are not in the matriculation decision and 4 students are rejected. For the coming year, 16 students are applying and 1 student is rejected. There are possibilities that students can withdraw their application and then we can have lesser students than the application number even though that number of students 16 has already accepted the admission letter from Tilburg University. Indonesia is one of the biggest groups here in the law school.

Do you know about the region? Most of them are from Jakarta; we have one from Pekan Baru, and a few from the Depok region. We have coming future from tangerang, Cilegon, Jogjakarta and Semarang.

As far as you know, what are the motivations of this students coming? Pretty sure that most of them are coming from the agents, ATLAS. They are doing a pretty good job to promote the law school in Jakarta. We have a very good relationship with the person in charge. As we know that there are a lot of schools concerning the law. They probably know Tilburg from someone that had been here before and the alumni were pretty happy with it. I think that mouth to mouth is the important one. The agents are the second one. For the law and technology, they gave a scholarship and most of the students coming from the ministry. We do get students from there also.

Can we talk a little bit about scholarship? We have scholarships from the ministry of communication, the TUSP and also the stuned. Some of the students are here supported by the scholarship.

Do you know they find out about this scholarship? There are several ways to find out, maybe they find out from the Nuffic website, because they provide the information there. ATLAS also informing them about the scholarship and STUNED, they probably know it from the office.

Were there any potentials students asking about this through you? Most of the students do that and not only Indonesian students. We have that information on the website but mostly their questions are what are the chances and requirements. We are also going through fairs in Indonesia.

Do you know the reasons about them withdrawing their application? Most of them are financial reasons. The second reason is mostly they got a job. We specifically asked them because we have the exit survey. As soon as they withdraw or they postponed, we ask them to fill in the survey. It's a survey monkey survey, we send them a link with the survey.

What about the relationship with the alumni? We tried to build a very good communication with the alumni. Most of the alumni are coming back to Indonesia. Last year was my first time to Indonesia and we had alumni event gathering in Jakarta. Not all of them are coming because some of them are not presence in Jakarta.
How did you in contact with the alumni? We have their email address, we also contact them through Facebook, and we created the event on Facebook. That is how we promoted it. There is an alumni team in Indonesia for Tilburg University and we contacted them as well. They also involve in the organizing the event with the location and dinner. They also contact each other as well. They are very active in that alumni group. Through mouth to mouth information for alumni. They posted in on their Facebook. Most of them know that we will come annually for an education fair. We are also going there this year from a few faculties like social and behavioral science and also economics. In this fair, we have to split, not all of us coming to Indonesia because there are a lot countries that we have to go to. We only sent two staffs to Indonesia.

Do you have partner university in Indonesia? At the moment we do not have any but we are going to a university mission to Indonesia. We made a lot of contacts with the universities in Indonesia however like University of Indonesia or Gajah Mada and I am looking for the other universities that I should go to.

Do you have any other marketing ways in order to promote Tilburg university? That is probably all but I know that on that mission to Indonesia, we will meet some of the scholarship organization. That is our tactics. First we will go to the education fair in Indonesia, keep in contact with our alumni and encourage them to help attracting new students and scholarship organization.

Do you know about the university ranking? We also have a pretty good ranking but the problem with the general ranking is that we are a very small university and that we only have 4 faculties. For example Utrecht, Maastricht and also Groningen, they are more comprehensive since they have more faculties like science and engineering. They have higher ranking because they have more discipline especially when you only have law, economics and social disciplines. That's how the world measures. However in the discipline ranking we are pretty high like in the social.

Do you really see the results of those marketing activities? I think the combination pays off. We focus on a lot of things and it's a good to mixture. And what we need to improve is the relationship with the local universities for partnership. So we got the agents, alumni, the scholarships organization, fairs and all of them combined can be a very good recruitment activities in Indonesia. However, things that we need to improve are also the online marketing for Indonesia market. Facebook is pretty hot in Indonesia so we think we also need to focus on that. Last year, we did a Facebook campaign for the marketing for a law program that we have and it was really helpful. One other thing we should mention is the portal website. Students who are going to the master studies or master portals, they can find our programs as well.

When you are answering emails from the Indonesian students, what kinds of questions are mostly occurred? Scholarships and English proficiency possibilities when having lower score.

Those answers to the questions are already in the website, right? Most of the time it is but I would do the same. Indonesian students they sometimes understands that if you want to achieve something its always good to have someone involve in the
I know that they like to communicate directly and not only looking at the website. They are pretty friendly. We always try to answer emails within 48 hours. I imagine that they like it if we do that fast so they got a warm feeling about studying here. That is what we hope to achieve with that. It is believed to start a relationship to start the process. We encourage them to apply even though I know that ATLAS also doing a good job there contacting by email or by telephone. So we continue to do that when they are asking us questions.

**How did you answer the questions?** We are answering them directly with words, personally. Sometimes after that we also give the link so that they can find it to the website. We try to build a relationship with them. We always say that we hope that this is clear or not please send us another email or looking at the website.

**What about the website in the recruitment activities?** Hopefully its working, we are in progress having the new systems and at this moment its not good to have survey about that but I think we should definitely do that to see how we can improve the website because I think we can still do more.

**How is the procedure of the online?** They can always apply online but still they have to send the documents, they can scan or email to us.

**Do you happen deal with misunderstanding of information?** I have never heard stories like that before but I can also imagine that maybe they have that idea but never told. At least they did not express it to me. I happened to in contact with one of the students regularly and ask him to come and see me if they have anything else to discuss or if they have some suggestions they can always come but no one comes. Some of them have a good suggestion, I said please send it to me and then I can do something.

**Do you keep track of the current students?** We try to at least the ones with scholarship because I know them personally. Its not that hard to keep track since the international students are not that much and we are aware that they are the ambassador when they are back to their home countries. If they had a good time and they are happy to talk about it and that also attracts new students. We are not trying to force them to be the ambassador but they are and it goes very informal. If they are happy, they will express that one way or another and they help us to attract new students. That is how the strategy. The students here have to leave with the good impression and with a very good idea that they meant something so that is why we will have a big graduation day in july and with a big BBQ and then get some gifts. The feeling of being graduated here and they have a good time.

One thing is that we have this particular course that it is hard for non European countries to catch up. You have to know some basics about this European law and I think we still need to improve that as a university, IBL to do something about that because there are too many students that failed that particular course, we are still working on that but its already the third year, a big problem.
Appendix 32

[Staff B]
Social and Behavioral Sciences

Do you happen to know what are the motivations behind these students? They are all talking about the programs basically and most of the time they talked about they happened to have relatives here in the Netherlands. Moreover, they also talked about the relationship between Dutch and Indonesian.

What about the education fair in Indonesia? I am a new person here and it was a really busy fair in Indonesia. We are not representing our own faculties but we also represent other faculties as well. All the recruitment staffs from each faculty usually travels but sometime education fair in Indonesia and other fairs in other parts of the countries are at the same time. So we have to split up or it would not be possible to do that, and then we always ask our alumni in those particular countries to come and help us.

How did you have a relationship with the alumni? We have their contacts such as emails, addresses but then they grow up and they change their email address and then you lose touch with them. So you have to say goodbye with them when they go away and graduate, got a new email address and keep in touch through another channel like linkedin or something so that you can invite everybody because the ties between the students are pretty tied so they got connected with each other so that is pretty easy. However, sometime people live a little bit further away like bandung, they may not going to Jakarta or they will. You don't go to only an alumni party in Jakarta if you live in bandung so that is pretty complex. However, that is the only way if you have to organize the alumni event. We need to come with a system dealing with alumni.

Do you have someone telling stories about difficulties? Yes he did actually he came to me saying that he has problems in January and then later on he came again and said that he was already graduated.

What about the programs in the social behavioral sciences with partnership with Indonesia? Well, we have case that a professor from Jogjakarta knew a professor from Tilburg university. They knew each other very well, they are friends and they write together and that is about it. Some of the professors in Indonesia probably have recommended us because of this relationship and that is why there are also a lot of phd coming to this faculty.

Do you happen to know what are the reasons that they are withdrawing their applications? Its difficult to say but we also have a survey about this one. Some of them saying that for personal reasons and some of them are also saying about the financial matters. It's a crazy amount of money.

What are the marketing activities for this school? We do not separate every activity and we always combine and mix them. We have facebook advertisement is also the country specific advertisement.
What is the information that they are looking for? Mostly the program that they are looking for. They often ask what can you offer me with this type of bachelor degree, the scholarship opportunity also the thing they are looking for and also the general information. However, when we are standing in the education fair, they would ask first for the program so, if they do not find the program that they are looking for so why would ask for the general information about the university. They ask for the brochures and they usually come with a group of friends but only bachelor students come together.

What kind of information do they usually ask you on the emails? The admission, the housing and accommodation, the requirements for example the toefl or ielts score. I hope they read more the information on the website. In the website I have my picture on which like We had and I gave away my private business cards so that they can contact me in any way.
Appendix 33

[Staff B]
Tilburg School of Social and Behavioral Science
Tuesday, June 5, 2012

Statistics per School


8 – Eight students

a. How are these students divided per educational program?

These are the figures between 2006 and 2011

<table>
<thead>
<tr>
<th></th>
<th>HRS</th>
<th>LS</th>
<th>OS</th>
<th>REMA</th>
<th>SP</th>
<th>SOC</th>
<th>TOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terugtrekkingen</td>
<td>6</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Starters</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>8</td>
</tr>
</tbody>
</table>

- terugtrekkingen means withdrawals
- Starters, students who started with their studies.
- HRS is Human Resources Studies, LS Leisure Studies, OS Organization Studies, REMA Research Master in Social and Behavioral Sciences, SP social psychology and SOC sociology
- The last year number are:
  - There were 32 applications
  - 12 of them were rejected because of several academic reasons such as irrelevant bachelor degree
  - 17 cases of withdrawal. The withdrawal cases are because: 7 cases of financial matters, 4 cases of failing the English language requirements, 1 does not want to attend the summer school.
  - 3 students came and are currently studying in Tilburg University Schools of Social and Behavioral Sciences.
- How do they know about TSB Tilburg (The information is asked to the Indonesian prospective students during the admission and application process):
  - 1 case from NUffic
  - 20 Cases from Erasmus mundus
  - 1 case from family
  - 7 cases from the Tilburg University Website
  - 1 from Nuffic Websites

b. From which regions/cities do these students originate?
All applicants are from Java most from Jakarta and some from Bandung and Yogjakarta

c. Are there schools or universities that supply a significant amount of students?
Many students from Universitas Indonesia, Padjadjaran University, Gadja Mada University and Airlangga University

d. What motivates these students to study at Tilburg University (motivation letter)?
The educational program offered in English, cultural historical ties with the Netherlands and the possibility to study with a scholarship in the Netherlands. Talking about the possibility to get in to TSB and the background of the bachelor program.

e. What percentage of these students has a scholarship?
38%

f. How many students have applied?
21

g. How many students have canceled their applications?
13

h. What are the reasons of them bailing out?
Financial reasons
21. How many Indonesian alumni are there?
As far as I know 8, but we lose track when students start while we don't have a good Costumer Relationship System (CRM). In the effort of making connections with the alumni, there are a few ways that we have been doing. They have been in contact through email, social media networks such as facebook and linkedin. Furthermore, they also have a contact through the other alumni to reach other alumni. The alumni get connected to each other. TSB does not really following the track of the current students (3 indonesian students) in the TSB unless the students are coming to us to talk about their progress in studying.

a. How many of these alumni have returned to Indonesia?
I don’t know, since we are still in the process of building an alumni database.

22. How many Indonesian exchange students were there in each of the years 2008, 2009, 2010 and 2011?
None, since TSB has no exchange partnerships with Indonesian Universities. We do have research partners in Indonesia, but these are acquaintances from TSB professor.

How many TiU students went on an exchange to Indonesia in each of the years 2008, 2009, 2010 and 2011?
None, since TSB has no exchange partnerships with Indonesian Universities. We do have research partners in Indonesia, but these are acquaintances from TSB professor.

Existing relations per School

23. What are the partner universities in Indonesia for exchange?
Not applicable

a. Please specify whether this partnership is per school or university wide.
Not applicable

24. Which other academic partnerships (research, staff exchange, joint degree's, double degree's) are there in Indonesia?
We only have research partnerships and these were never inventoried. The research is done since they have friends of lectures and researchers in Indonesia. They work together and write journals together.

25. Are there agreements with scholarship organizations in Indonesia?
Many students came with a StuNed scholarship, an Erasmus mundus scholarship or a TUSEA scholarship.

Past recruitment activities
1. **What marketing and recruitment activities were organized in Indonesia in each of the years 2008, 2009, 2010 and 2011?**


   The Holland Education Fair is organized by Neso Indonesia. Moreover, we held an alumni dinner, visited the Dutch Embassy, visited the Indonesian ministry of communication and since 2011 we also promote our visits on Facebook. Search Engines for studies and weblisting. TSB does not really have a specific way for each country approach plan.

   TSB focusing only on the education fair to physically face to face persuade the prospective students to come and study in Tilburg University. The alumni of Tilburg University would be there to help introduce at the education fair.

   In the education fair, the information that the students looking for are really on the program and the education instead of more on the general information. If the prospective students were really interested in the program and the university, they start to ask about the general and technical information. For example: about the accommodation, living cost and the city itself.

   At the education fair, the master prospective students usually come alone or with the group of friends. The bachelor prospective students usually come with their parents.

2. **What were the results of these activities?**

   A growth in the amount of Indonesian applicants 😊.

3. **Can you explain a little bit the good experiences from it?**

   During the fair one gets to know the culture, the university, educational level and builds up relationship with student counselors and students. The Indonesian students and alumni are a real family and one feels immediately at home.

4. **What are the obstacles that you find during the recruitment activities?**

   Unfortunately, not all alumni live in Jakarta, which makes it hard to organize an alumni dinner for everyone.

5. **Can you recommend something for the future actions to increase the numbers?**

   Spend a lot of time on building personal relationships with perspective students and treat students like a person instead of a number. Personal attention and invitations are highly appreciated. We should therefore continue to visit Education Fairs in Indonesia. Moreover, we should look into more scholarship opportunities for Indonesian students.

6. **What are the risk and the pitfalls?**

   The travels are relatively expensive (about 10,000 euros including Education Fairs). The conversion rate is relatively low. Therefore, one could ask if the Return On Investment (ROI) is worth it.
7. **In what channels do you think the Indonesian prospective students are searching for information about your schools?**
   On search engines and through friends, family and other persons who can advise, guide and help students (their own university counselor, Atlas, Neso Indonesia). Through the help of the alumni.

8. **What do you think the website contribute to the marketing activities for Indonesian prospective students?**
   Our website can give information about the studies and could give more financial specific information about grants for Indonesian students.

9. **Are there many Indonesian prospective students searching for information through the staffs or email?**
   Yes, we know only calculated the amount of students who actually sent us an application package and were a suitable candidate. The amount of questions are much higher and students e-mail frequently.

10. **Do you think your school has already completed all the information provided in the website?**
    I think the information could be extended.

11. **What kind of information do you think is the most important that students might search from your schools?**
    Rankings, financial aid, program information and admission requirements (including the English language level)

12. **What are the most frequent questions asked by the Indonesian prospective students?**
    Questions about admission requirements and scholarship information. The most common problem is the English language test score that is slightly too low, to meet the admission requirements.

13. **The communication that the Indonesian prospective students have with us during the admission process.**
    a. Through the email and Facebook message. The prospective students are usually ask some questions for admission requirements and the applications. Moreover, more information they were asking is on the housing and the general practical things before coming to Tilburg. These kind of information that are hard to be found on the Tilburg University website.
    b. We always answers their questions from their students with her own words and also link them again to the Tilburg university website where they can find and read also the information.
    c. We stated that most of the Indonesian prospective students are looking for more information by email since they need to be assured of the information that is important.
    d. We receives at least 20 emails per day in few days after the education fair in Indonesia.
e. Now, to make it more personal and to make visible who the prospective students are talking to, TSB especially in the master section, they add pictures, email and phone numbers for international recruitment.

14. We gives away her business card for the prospective student consists all the ways in which the prospective students can reach her easily and personally.
Appendix 34

[Staff C]
International Relation Officer – School Of Humanities
Interview done on Tuesday, May 29, 2012

Statistics per School

26. How many Indonesian first year students did you receive in each of the years 2008, 2009, 2010 and 2011?

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Students</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/2010</td>
<td>1</td>
<td>Human Aspects of Information Technology</td>
</tr>
<tr>
<td>2010/2011</td>
<td>1</td>
<td>Human Aspects of Information Technology</td>
</tr>
<tr>
<td>2011/2012</td>
<td>4</td>
<td>Communication and Information Sciences</td>
</tr>
</tbody>
</table>

a. From which regions/cities do these students originate?
   i. Tangerang
   ii. Jakarta
   iii. Yogyakarta

b. Are there schools or universities that supply a significant amount of students?
   i. No

c. What motivates these students to study at Tilburg University (motivation letter)?
   i. Unfortunately the letters are often about the academic excellence and therefore we are not able to find any unique reason for selecting Tilburg University. Thus, the information about the academic excellence or ranking should be more highlighted in the Tilburg university website.

d. What percentage of these students has a scholarship?
   i. Only 1 student is the scholarship receiver = STUNED Scholarship → Nuffic Neso

e. How many students have applied?
   i. 9 applicants in 2011/2012

f. How many students have canceled their applications?
   i. None (if you mean withdrawal, 4 applicants)
g. What are the reasons of them bailing out?
   i. Financial Reasons

27. How many Indonesian alumni are there?
   i. There are 2 alumni, the HAIT alumni.

b. How many of these alumni have returned to Indonesia?
   i. 1 alumni

28. How many Indonesian exchange students were there in each of the years 2008, 2009, 2010 and 2011?
   a. There are none exchange students. However, there were 2 exchange students coming from Indonesia. However, that was from the Erasmus Mundus. Both students coming from Yogyakarta. These two exchange students came on September, 2011 and went home on January 2012.

29. How many TiU students went on an exchange to Indonesia in each of the years 2008, 2009, 2010 and 2011? None

Existing relations per School
30. What are the partner universities in Indonesia for exchange?
   a. Please specify whether this partnership is per school or university wide.
      i. None only TiSEM

31. Which other academic partnerships (research, staff exchange, joint degree’s, double degrees) are there in Indonesia? There is none

32. Are there agreements with scholarship organizations in Indonesia? There is none

Past recruitment activities
33. What marketing and recruitment activities were organized in Indonesia in each of the years 2008, 2009, 2010 and 2011?
   TSH for the year 2010 and 2011 has been organizing recruitment activities:
   - Education fairs held in Indonesia (A few of the school staffs from the international recruitment went Indonesia in November. There was no representative going for the Education fair in Indonesia. One person is the representative of all the schools.
   - TSH is focusing on the Online Campaign
   - Cooperation with recruitment agents

34. What were the results of these activities?
   a. Approximately 10 good applicants per year and at the year of 2011/2012, there are about 4 to 6 enrolments for TSH

35. Can you explain a little bit the good experiences from it?
   The Break Even Point was reached with a low investment!
36. What are the obstacles that you find during the recruitment activities?
   a. Internet culture in Indonesia is totally different that in the Netherlands. TiU approaches the Indonesian education market still as a west European education market.

37. Can you recommend something for the future actions to increase the numbers?
   a. More collaboration with Indonesian universities at research and education level. Joint programs and dual degrees.
   b. Collaboration with relevant governmental organizations in Indonesia
   c. Presentations at universities in Indonesia

38. What are the risk and the pitfalls?
   a. Financial consequences for the student and TiU, if the student would not be able to complete her/his studies in time!
   b. Language barriers of Indonesian students in disciplines where language might play a major role! Communication studies for example. → The result of the English language assessments. The students finally are having the problems with the English language.

39. In what channels do you think the Indonesian prospective students are searching for information about your schools?
   a. Recruitment agents
   b. Search engines
   c. Friends
   d. Education fairs
   e. Their universities in Indonesia
   f. Online education portals

40. What do you think the website contribute to the marketing activities for Indonesian prospective students?
   a. The website is of course the main official information provision channel of TiU, not only for Indonesian students, but also for other stakeholders of the university. The website is to give the sufficient information for the prospective students. The problems facing by the TSH is the number of withdrawal. The reason is that there was missing information that the prospective did not perceive from the very beginning, after being accepted, many of them withdrawn their applications.

41. Are there many Indonesian prospective students searching for information through the staffs or email?
   a. At TSH, at least 2 emails/ week from Indonesia. There were a lot of questions regarding the technical procedure of admission and
registration. The answer always is given in two versions. Using own words and also always link address of the Tilburg University website.

42. Do you think your school has already completed all the information provided in the website?
   a. Not yet

43. What kind of information do you think is the most important that students might search from your schools?
   a. Financial matters and Application & Admissions procedure

44. What are the most frequent questions asked by the Indonesian prospective students?
   a. Financial matters
   b. Application & Admissions procedure
   c. Statistics and methodology course, which is required
   d. Visa application procedure
   e. Premaster’s program
   f. Accommodation
   g. (part-time) job opportunities

45. Are there any students who are now facing problems because of the missing information given instead of only the withdrawal?
   a. Mr. We as the international relations officer are providing many platforms or channels that students can contact him for any obstacles of problems that students are facing while currently studying in Tilburg University. These platforms are through Skype, email and phone conversation. Mr. We encourages students to come and talk about their problems. Apparently, not many of the Indonesian students talk about their problems.

46. Did you also set a target to be fulfilled for the coming next academic year?
   a. they have a balance of students between the Dutch and the International Students. The number of the international students in the academic year or 2011/2012 is on average 40-41 students. The amount of Indonesian students in the same academic year is 4 master students and 2 exchange students. Moreover, with the same strategy and communication marketing, they are satisfied enough with the result and can fulfill the quota they expected. At the year 2013, they are going to establish a new marketing communication and set up a new target.
Appendix 35

[Staff C]
Recruitment Staff – School of Humanities

Do you happen to know about heir motivations coming here? Mostly, Indonesian students they chose to go to Tilburg because of the program and also the university. I have no idea how they did research about us but at least that is how we read from their letters. One thing they always talk about is the quality of education in the Netherlands. Another thing is the quality of the program, I don't know how they do the research, through the website and everything. However, in the school of humanities the low tuition fee is also the advantage compare to the other universities.

What kind of criteria do they look for in finding the schools? Most of them are looking for the scholarship, like Bulgarian, even though they only have to pay for the small amount, they are also still looking for the scholarship. Mostly in Indonesia they are a self-financed student. Many students gave it a try to have a scholarship by giving the requirements. Indonesia students mostly are already prepared that they have to have some money to go to school here and that's a good thing.

Do we have an exchange programs with some partner university in Indonesia? Yes, we do have some exchange programs. This year we have at least 2 exchange students from Jogjakarta. For the exchange students that are coming here to Tilburg, they will have an information session before and then they have to send us an application and then we will review to fulfill requirements it before sending them here. No tuition fee for the exchange students.

How do find a partner university abroad? There are many ways actually to find universities partner, either we send a delegation to Indonesia. We have different type of partnership also including the exchange program.

What are the main marketing activities for the school of humanities? There are a few faculties like social, economics and also law school. They often participate in the education fairs in Indonesia. We also have our agents. We also do the online marketing through facebook. As a faculty we never did any physical recruitment to the other countries but we do it together with the other faculties as a whole, there is definitely team-work there. Well, I did two different campaigns, for short term where I can see the results within months and also the long term campaign.

This is a type of investment purchasing so the process to the purchase decision is much longer than the purchase decision of you buying a car. You are buying your future somehow. You are investing really in your future. When we promote a program in several stages, we also promote the country, the city and the university. We are not trying to convince that this is the best option that you could have but you have to differentiate between informing the students and also selling the products. That's the different between selling and informing. Therefore you can’t measure a single activity. I keep track of all the activities that I have carried out. I can’t wait to evaluate everything but I can tell you that generally speaking for the entire school of humanities there is at least two growing applicant for each country. We have more applicants that we have in 2010. We started the activity proactively December 2010.
So we have started the international intake on January and September because we have two intakes. So that when we felt we had growth from 6 students to 41 students internationals and that is a huge growth in six months. So we really have grown bit you can’t ever ever relate this to a single activity. It was a combination of all. and for the Indonesian is even more difficult to tell you that is exactly one on one result of activities because the agents also sending us more application. Since our tuition fee is the lowest, we don't want that to be the reason for students to come but we cant control what the agent said to them.

Was there anything that you regret did not do? In 2013 there will be something changed with the strategy. We will see if there’s any significant impact for our investment.

Do you happen to know what is the reason for them withdrawing their application? From the research that we had last year, the most percentage why they are withdrawing the application is the financial reason.

What is the good experience when you are doing marketing with the Indonesian? In Indonesia we had this education fair, this is funny, we did not expect that in the beginning. So far the students had a face-to-face conversation with our recruiters on the set with We for example. So I think with the Indonesian students you still do need to have that kind of face-to-face conversation. We will see how it goes in 2013 with the search engine in asia because right now I am investing a lot in the online marketing campaign so the story will change. However so far the education fair is still beneficial and so do not travel up and down because our colleagues do so, we are not targeting a hundred of Indonesian students, 5 is perfect. We also do not want any misbalanced of different countries. We would like to have a nice balance between all international students.

Do you also know what kind of Indonesian students (characteristics) that you want from the Indonesian students? We know what kind of students that we are looking for but I do not know in details because that is not my main area, it is the main area of the academic and the admission staffs committee. They are keeping track of how these students who are admitted is performed. Someone else will check at the performance of different countries. Academic advisors do so. But the students that we are looking for but perhaps its cliché, we are looking for students who are really motivated to finish within one year. Students who know what they have chosen. Some students chose because of other factors. Some of them also chose the program because of the low tuition fee and that is not what we are looking for. We are not looking for students who are looking for scholarships. We are really looking for the students who are really interested in our major and the combination of human communication and technology. That would an ideal combination for us. Moreover, students who can work really individually. This is cliché but for each country, we are really looking for this profile. The perfect match is for the student who have studied communication before and that is rarely done. We have developed a combination of the perfect match student. Our approach is not the problem solving approach but the problem analysis approach. This is really important in academic research and critical thinking who does not get satisfied easily by studying and being happy with the degree. Students who are very critics during their studies and who thoroughly work on their thesis.
Do you have any bad experience in dealing with the degree seeker students? So far we don't have any bad experience with them. So far most of them, all of you will graduate on time but we want to suggest also is to improve the English but that comes from all of us. Moreover is the statistics because in the humanities, the statistics is not our main part and again this is the unique thing of this program of Tilburg school of humanities. We expect them to know the knowledge of statistics because in the traditional old humanities is doing the qualitative research is the main focus while the quantitative is also really important. The approach in the Netherlands’ is becoming a realistic approach instead of Germany with positivism. We need the students to combine both quantitative and qualitative to analyze the problems and answer them thoroughly. All the international students are also having a hard time writing an English academic writing especially south east asia. The focus of English was not as big as it is today. I have been to Indonesia a few times before and I see that the language is improving which is good. However, you would like to also have a different level of English once you are studying at university.

What kind of obstacles that you find during the online marketing? It's a challenge for us that we would like to inform the students about our program in a way that not everyone will be accepted in the program. You should be really motivated. We are not looking for average. I don't say that we are the best in our class but that is not the point but if you wish to have a higher education or a standard in the classroom, you also need a very motivated students with a high average. This is not only in the grading system but in the mentality. I wish to inform them before hands. What I would like to say is that 64 % of the applicants are accepted so 64 out of 100 students will get admitted in the program but in the end its only 27 students who start the program and that is a very large gap and that we have to work very hard. We have to deal with hundred of packages who 64 are accepted and in the end 27 will start the program, so we are missing 73 % of all applicants. Part of this is about the communication with students in the beginning phase. They have to know what they are applying because some of them do not have any clue, they just applied. Some of them just wished to go abroad. Something about communication but they do not know what communication is. We don't sell this, this is not a telephone or a recording device, this is a program that you should know that if I go for it what can I expect from it. We have to work on that, we have to explain them this is a future. You are purchasing your future is a serious sense. So how better they are informed, the bigger step to undertake to apply for the program. That is what we hope to overcome this coming year. We are not looking for money, we are looking for excellent students but we are looking for quality. If we want to have students from Indonesia, we would like to have only four but the good ones. It is quality and not quantity what we are fighting for. That is what we are trying to do with Indonesians to make them aware what they are applying for.

It is definitely hard to see this online? Its actually really hard. Even though I am not sitting face to face with you explaining about the program, it is still hard. You can see me physically as a representative but its still not tangible. How can I tell you what the program is. It's a challenge to communicate this which is not tangible, its not a service, its not a product, I would not say that. Its about the experience that I am explaining to you about and it's a future. That makes it very difficult. This is also not a holiday, for example I can tell you easier about some travel destination, the temperature and the area. You can really expect what you are getting but with the study is really hard. With education is really hard to say what is your expectation is. It
does not matter if its face to face or online, if its face to face at least I can show you some emotion but with online, its really difficult but still we try to do that. The world is going digital.

Then what about Indonesia digital system? I know partly in Indonesia, not everyone has Internet. The digital resources in Indonesia are still lacking compare to the Netherlands. Again if we are talking about quality instead of quantity is still doable.

Do you know what are the risks or pitfalls doing this online? We are trying to minimize the risks through online application. We ask you to deliver certain requirements as soon as we have received that, that is already the motivation number one. If I asked to write down any 2000 words essay and you have tried to work on that, like for example, they might think why should I write this down again. Every step you take to complete your application means you are well motivated to do this. Furthermore, for those who have completed and still have to wait for another 6 weeks, some of them call and ask confirmation and others, you are already motivated. That is also shows something about the students. Indonesia itself is already a different market; you are talking about 200 million people. Netherlands, I can easily find the statistics about the students, I have tried also to find on facebook the Indonesian students who are enrolled for certain university and I tried to reach them and I do not know how many of them speak English, again in another way to minimize our risks, all the advertisement, I could easily ask someone to translate me and who have a lot of traffics to my website, slow or not I don't mind. I want Indonesian students read my ads thoroughly and they have serious click on my ads. That's how we try minimize those risks even through agents, we don't know if we have real documents or not. I will still give you admission but in the end, you are the ones who will face difficulties.

Do you experience with students with misleading information? I think we still have a major problem in that we do not have information provision for current students right now. We are focusing on the prospective students instead of current students. For example, you don't have enough information once you becoming a student. There is no online field for you to inform yourself once you are becoming a student. So Our information stops when we have the student accepted. We are developing a student gateway now, everything you should know once you are here. It's a student’ handbook and that is what we are missing and we are working very hard on this and another thing towards the prospective, not one single website looks like the other one. So the students do not know how to investigate through our website to the information he is looking for. For example, when they are looking at the accommodation information, its different from each faculty. They do not even refer to the same link. I have once answered a question on which it had been answered four times by the website and I have to answer again through email.

How do you response their questions? Number one is the emails, a lot of emails and then I received skype message or conversation.

What are the questions most raised by them? Number one question is cost, different types of cost, living expenses, tuition fees, and scholarships. Financial matters are the main concerns. More questions we have a lot from Indonesia are about the accommodation. I expect more questions on contents but it is less. A lot of
questions are about the admissions and applications like if I have a specialized degree, can I still be admitted. This is a very difficult question because even the admission office needs to have at least 6 weeks to answer this and I have to do it within half an hour. I emailed them back and said that is the idea of application package to get to know whether you can be admitted or not. I have built an automatic answer in email explaining every detail of every course because putting a name on a label of a course is really difficult, it cannot cover exactly what we are teaching here. I hope to be able to more Indonesian students asking this type of questions. I think this explains why we have missing gap when hundred of applicants and only 27 start the program because during these stages, they found out that this is not the program that I am looking for. They also ask a lot about the future career but they will become after they have graduated. We are trying really hard to communicate this very realistics.

**How did you answer them in the email?** I handled in one and a half page of answers. I start with the program, basic elements of the program, I revert them with link. For this part, visit this link. It's a combination both my answers and the links. We received positive answer, they like it because its very details. We even answer questions that are not asked by them. I have a lot experiences, their first question about the accommodation arrangements and the emailed me back with another question that said how long it takes for you to answer my emails. I have had one student with 8 questions in 8 different emails, I think why did not you put that in one list so I can answer them at once. With the automatic answer I am sending them, the communication is less but some of them did not read my answers thoroughly and again emailed me with questions that I have already provided the answers in the previous emails.

**Do you happen to experience with the current students that they have missed any information?** Yes, they definitely did but the challenge is I have tried to communicate with the current students but they do not corresponds to me and I have asked them many times to visit me and communicate if you are missing something and I should know that. However, somehow they do visit me and they are the same students and I can learn from that, other wise its fake. Like for example the Chinese students are the ones with a lot of complaints but I never see them at my office. I cannot help them but I know definitely some information are missing and sometime I have to guess. We are building this handbook, so when the students entered, they can find any answers and information he or she is looking for like facilities or doctors or anything. I always encourage them to come if you do have something to say or to complaints. Probably at that time I can’t help or answer the problem but I could hear it, share it to my colleagues that probably can help, I will learn from them for the future so that it won’t happen again. We are working on this but we need inputs of the one who are really in the field. We would not only to provide the quality of education but also the entire thing should be complete, service for example around it.
Appendix 36

[Staff D]
International Web/Online Marketer

**What do you do in this marketing and communication department?** I am responsible for the online marketing for the international market.

**What are your daily activities?** I am responsible for the online marketing which entitle to making sure that our website is being promoted in the portal website around the world with all the programs. We also have facebook advertising and google ad advertising and that is also important part of my job. Another part of my job is making analysis of the website and the website statistics. The analysis includes the how many visitors are there, what they do, which pages they visit, where are they from, how long they have been on the website and in regards with online marketing for instance if we have a page, promotional banner on the website and the people are clicking on it, we want to know what they do on the website once they click on the banner to make sure that the promotional channels that we have is effective. I am also making a summary about the online marketing.

**Did you also the coding and the programming?** I sometime also do the coding and the programming. I do not make the banner, if we do have any special page on the website for promotional item, most likely I would have made it. Mostly I do not make a creative advert like what text people are using. We have the other people who do that, they make the content, I make them online.

**Did you do it per faculty?** It depends, a year ago, we did a lot of stuffs per faculty and also as the whole university but now mostly as a whole university. Sometime we do stuff individually per faculty, it mostly depends on, for instance there is this website which is called LLMGUIDE which is specifically for law, we did not do that for the whole university but only for the law faculty, it depends on what platform, we are using.

**How actually the process works?** The process is a little bit different about a year ago about how it works now. We have a team of education marketers and they have 2 or more programs in the portfolio and they want to make sure that the enrollment is higher for the programs and one aspect is that to do marketing. They come to me with a request that I would like to have this campaign, I would like to be in this website and I make it happen. I am the one who does the international marketing and I have a colleague who does the national. If we see from the student population, the national students is around 90% and the international students more or less 9 – 10% of the student population.

**You have an LLMGUIDE for the law faculty, do you happen to any platform for the other faculties?** Not really, but we do have some websites for economics but I am not sure with the names. However, what happens normally is that we found a website portals, we discuss which program do we want to participate
and then those program can participate in the website. You must understand
that we have five recruiters and they all have a set of program and they are
making their own program. For one that I might going to do everything with
portal website and the other one might I am going to much more in the google
adwords. It depends on what their plan is.

**Do you have to make the report?** Yes I do have to because I don’t have any
budget but they have the budget so we have to discuss how much you would like
to spend on this like the LLMGUIDE or if you want to do the banner, it will so
much money and then we talked to them. And then they are going to give us
graph, how much they will spend and then we can make it happen. I don’t have
any budget, so what I do is that whenever the campaign is running or is over, I
have to make an analysis of how much it cost and how much do we get out of it.
And the measurement is sometimes can be seen from the people who enrolled
but that is a long process most likely is a number of information request. We will
have a set of email address and then they have the list, they will work on that list.
Some of the students will drop off because they are really not that interested,
other ones maybe will send an application.

**Do you also have to give suggestions on which websites or web portals for
the recruiters?** Yes, we do that constantly it depends. Most of them we don’t
know if the channels are the best one unless we try them. Sometime there is a
new channel and then we try it, look at the data and then we can see whether it is
worth to continue or not.

**Do you often get a report from the recruiters?** Yes I do, we have a central
system that registers if a person is enrolled, the basic profile. I can see how many
Indonesian students were they’re in Indonesia in 2011 and 2012 and for what
faculty they were. There is a gap of information between them, you have enrolled
students and also you have applications. What happened between those two is
not something that I can see, is it something with the admission office or with the
recruiters. Say that I am a student, I am looking for an international master, I see
Tilburg on the portal website and fill out the form, request for more information
and that person will be routed to one of the recruiters, the recruiters will then
send a brochure or flyer and then they have a dialogue, I am going to enroll, what
is the procedure? I have to fill out an application form, and then send the
application. After that it is time for the admission office to say whether they got
accepted or not. Sometimes if you are looking to go abroad, you don’t send an
application package only one, you will send two or three, in many cases Tilburg
is not the first choice, is a second choice. We might get application and they got
accepted but they still do not come here but they also got accepted in another
university, and then they would rather go there then here. There are many
reasons why from every application package to enrolled students, you are not
coming, could be financial, it could be they have better options.

**Now, we are talking about the results, do you see the results decreasing or
increasing?** In 2009, we have 100 of international students, in 2010, we had
3,8% increase, in 2011 was 7,7% increase and in 2012 it was 2,5% increase, it
was dropping again.
Do you what you did differently from the between these years? No, I do not know. But I do know that we have more students from Greece for example. You have to know that this is not a very big group, a thousand students. For instance, we have 13,000 students total in the university, its all level from bachelors, masters and also phd program. 91% out of the total is the Dutch students. Less then 10% percent is the international students, its not a very big group actually, it's a relatively small group, it should be bigger. We have a big target for 20% for the international students.

What about the result of Indonesian online campaign? We only have a few of online campaigns in Indonesia. There were facebook advertising, I think they went relatively well, they were centered on the education fairs, and we have a fair in Jakarta, Jogjakarta and somewhere else. So, around Jakarta, I would make a facebook advertising for people with the right age group to say that if you are interested studying abroad, visit us at the fair. It went reasonably well, it has a lot of clicks and views, so we know that people saw the information and it was really cheap to do because you pay every click. The rates for the pay per click is different per country and Indonesia are also very cheap. If you have a campaign in Indonesia which is very cheap to do, the risk for the university also is relatively small.

Do you have something that is going on the whole year in Indonesia? No, what we do have is the website portals going on the whole year globally, so Indonesia might be clicking on that one too. Only the webportals and also the facebook campaign. We have small budgets and we in total have 11 countries that we want to focus on, the ones in facebook are very easy to set up, you can target per person like it has to be between this and this age and also the location wise adjusted and even if you want to target master, you can target people with the keywords of who are currently studying or enrolled or who graduated between 2 or three years. 2009, it was 34, 2010, 51, 2011, 71 and then 56. It was a decrease in 2012. Indonesia is one of the big groups of international students; Chinese is the biggest of international group. In order, Chinese, Germany, Bulgaria and then Indonesia, is one of the bigger groups, the fourth largest group in Tilburg.

What about the website, do you also make a suggestion about the pages in the website? We have a whole team of the website editor. We do it informally. If we are creating a banner and then we would like to have a special landing page, then I would have made by myself for improvement it's a different team.

How is the website? It’s very complete. There are some usability issues on that for example it’s the left submenu, that’s difficult to understand. The visual is also very interesting. Too much information. There are many problems for example when someone is clicking on the banner and then they finally wanted to apply its hard for them to make an inquiry, that’s why I make special landing page. I did customized for each banner; I omitted extra information to be more complete and compact.

What do you think you can improve for Indonesia? I do not know the Indonesian market that well. We might do more website portal. We will take any suggestions for this online campaign. The range of age for bachelor is 17-20 and
for master is a little bit older from 20-28/30, it depends on the recruiters. We do both, the age and also location.

**When do you usually do this?** We both do the two periods, it depends on the schedule of the education fairs, I did two weeks before education fairs. Webportals are usually a year around.