

Babeş-Bolyai University

Why do we choose BBU?

**Report on the students' motivation for
choosing the Babeş-Bolyai University
- summary report 2024/2025 -**



**Centrul
Qualitas**

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The study "Why do we choose BBU?" annually analyzes the factors influencing the decision of first-year undergraduate students to study at Babeş-Bolyai University (BBU), in the 2024–2025 academic year, as outlined in H.C.A. no. 13970/22.07.2019. The study was conducted during the period October–November 2024 using an online questionnaire (Annex 1), hosted by the ACADEMICINFO application in the "Students -> Study Contracts" section.

Descriptive characteristics of the sample

The demographic data of the current sample, with a response rate of 41.4%, alongside the data of the general population of students enrolled in the undergraduate cycle in 2024, are summarized in Table 1. The structure of the sample of respondents corresponds largely with the structure of the student population along the lines of ethnicity, gender, and geographical region.

Table 1. Summary of demographic data for undergraduate students enrolled at BBU in 2024

Group	2024			
	Sample		Population	
	4,929		11,912	
Gender structure	F	M	F	M
	59.70%	40.30%	62.80%	37.20%
Romanian ethnicity	89.00%		88.60%	
Hungarian ethnicity	9.10%		9.30%	
Ethnic Romanian from the Republic of Moldova	1.40%		1.20%	
German ethnicity	0.08%		0.07%	
Ukrainian ethnicity	0.20%		0.10%	
Roma ethnicity	0.02%		0.04%	
Other ethnicity	0.28%		0.66%	
Area of residence	Urban	Rural	Urban	Rural
	63.9%	33.30%	63.10%	34.10%
Origin from Transylvania, Crişana, and Maramureş ¹	76.9%		78.70%	
Origin from Cluj county	22.70%		24.60%	

¹Meaning the counties: Alba, Arad, Bihor, Bistriţa-Năsăud, Braşov, Cluj, Covasna, Harghita, Hunedoara, Maramureş, Mureş, Sălaj, Satu Mare, Sibiu.

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Analysis of the motivation of students enrolled at BBU

When students were asked which factor weighed the most in their decision to pursue undergraduate studies at BBU in 2024 (Figure 1), the *university's reputation* was the decisive factor for most of the students participating in the study (21.5%), followed by *the quality of the study programs* (18.9%) and *the profession obtained through the chosen program* (13.7%), with academic and professional factors ranking at the top.

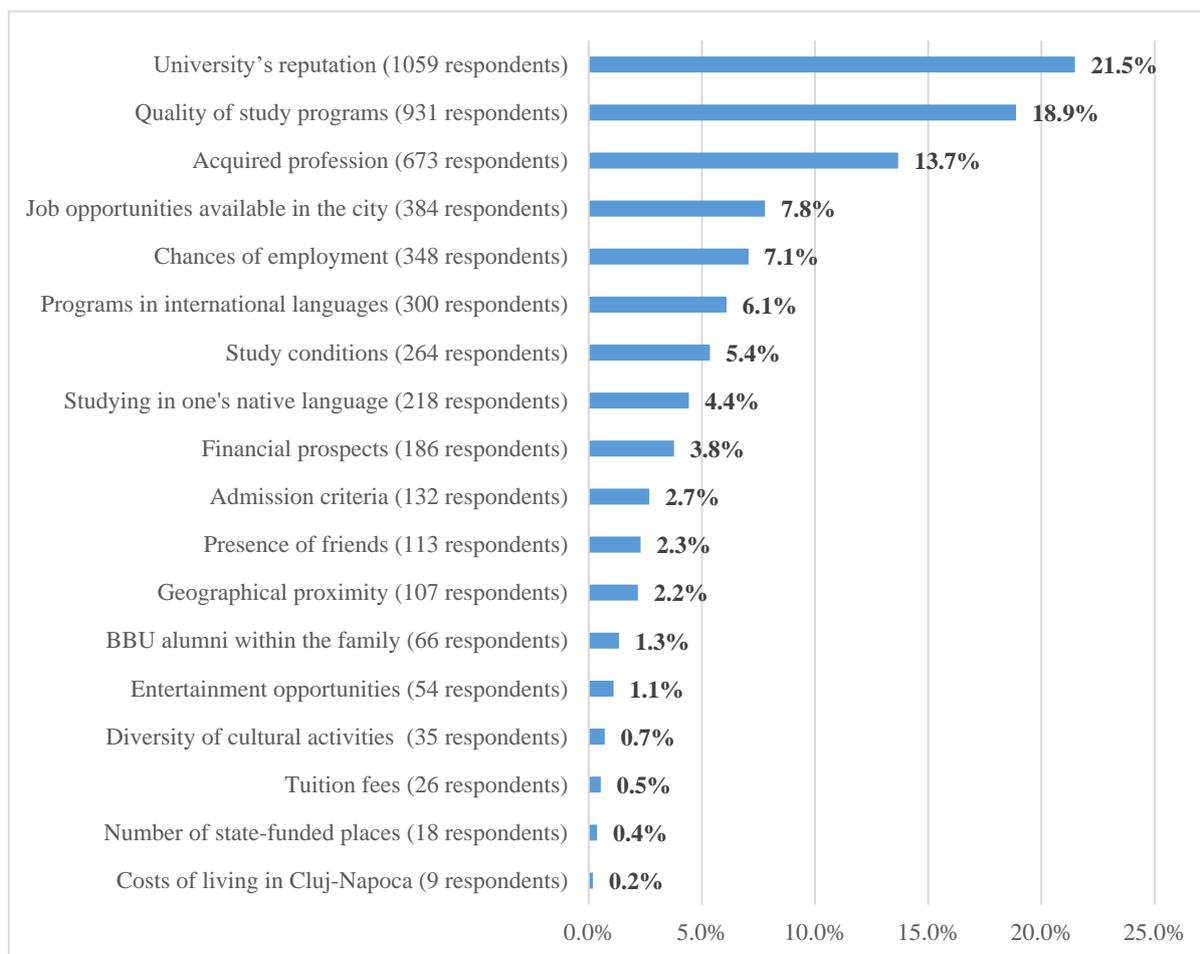


Figure 1. The decisive factor in the decision to study at BBU, as reported by students enrolled in 2024

Since the decision to study at a university is rarely based on a single factor, an analysis was conducted to assess the importance of each factor for first-year undergraduate students enrolled in the 2024–2025 academic year. This analysis revealed a slightly different hierarchy of factor importance compared to the hierarchy of the factor considered decisive. Thus, the most important factor was *the quality of the study programs* (with an average score of 9.01 out of 10), followed by *the profession obtained through the chosen program* (8.92/10), and *the study conditions* (8.67/10). *The university's reputation* ranked fourth in terms of importance, despite being the decisive factor for the majority of students.

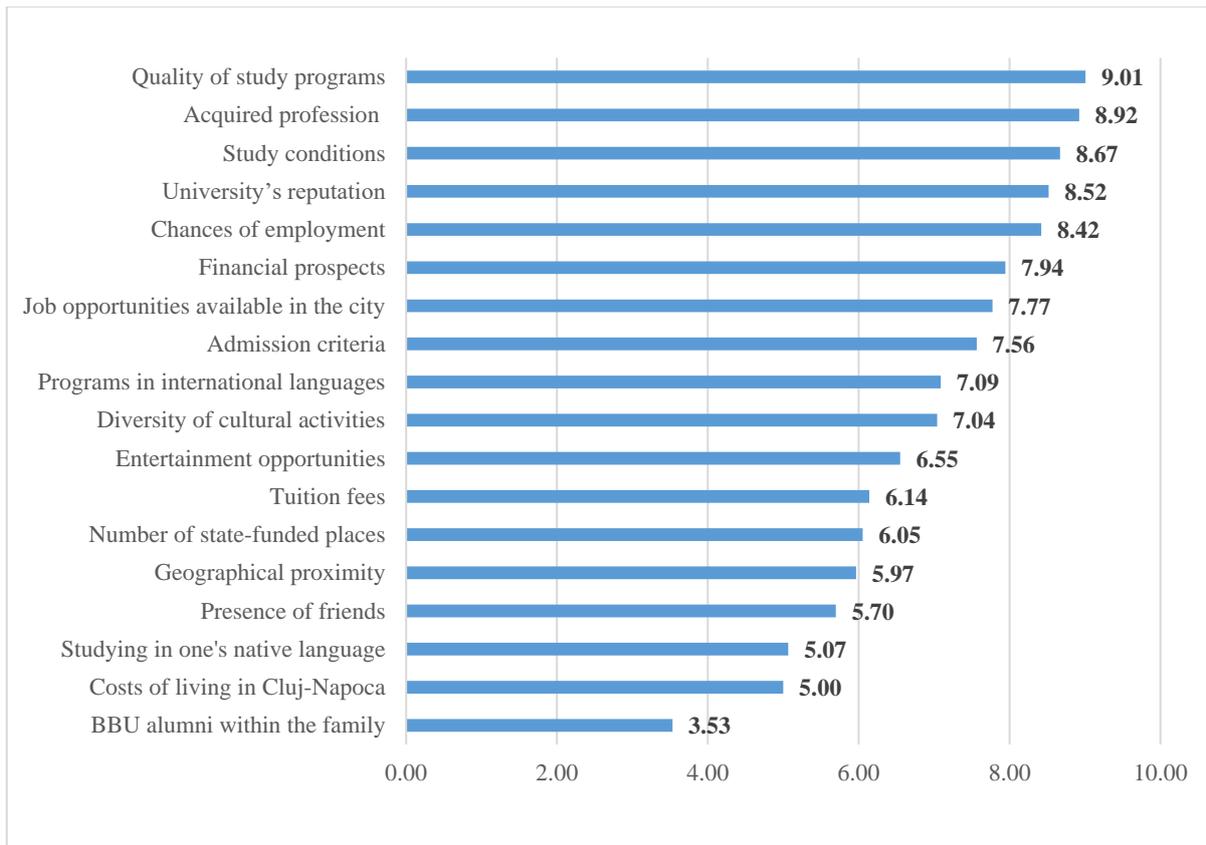


Figure 2. Average importance of factors in choosing BBU in 2024

Regarding the sources of information and arguments that led to the decision to take the admission exam at Babeş-Bolyai University, the majority of students (64.9%) stated that they relied on their *personal opinions*, while 12.1% considered *the opinions and advice of family members* (Figure 3).

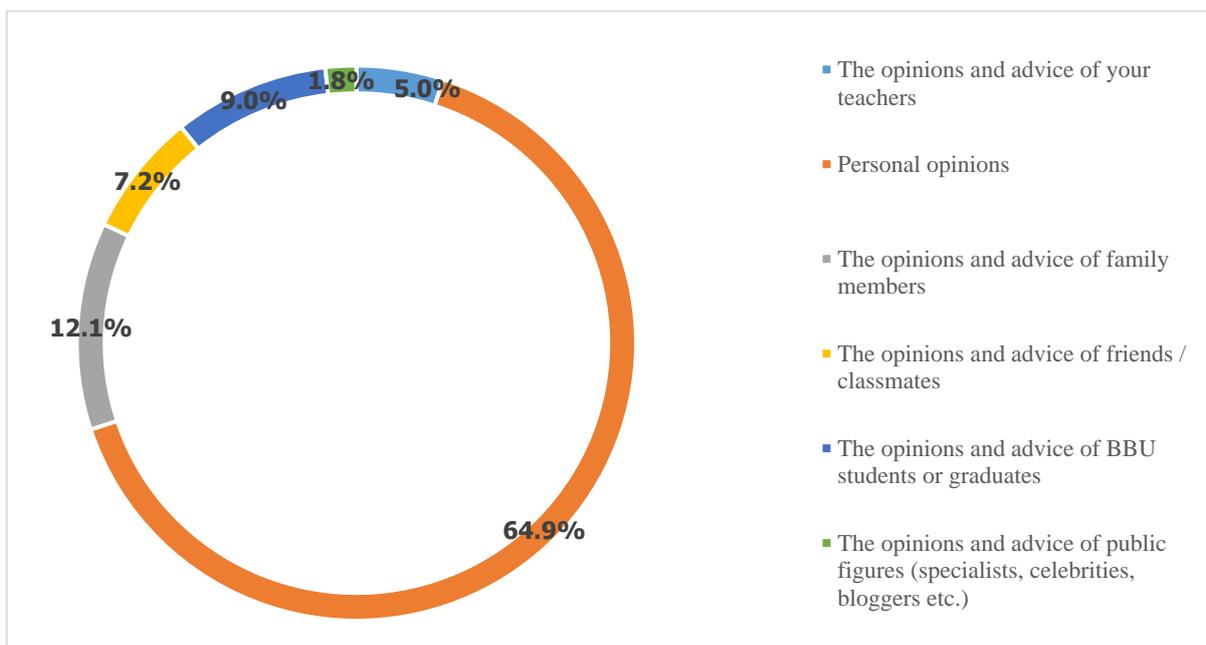


Figure 3. Share of the main sources of direct influence in students' decision to choose BBU in 2024

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Regarding the highest level of education completed by the parents of first-year undergraduate students at BBU, the situation is shown in the chart below (Figure 4). The situation of students with parents who have higher education, based on their area of residence, can be found in Figure 5, while the situation based on the type of education they are enrolled in is shown in Figure 6.

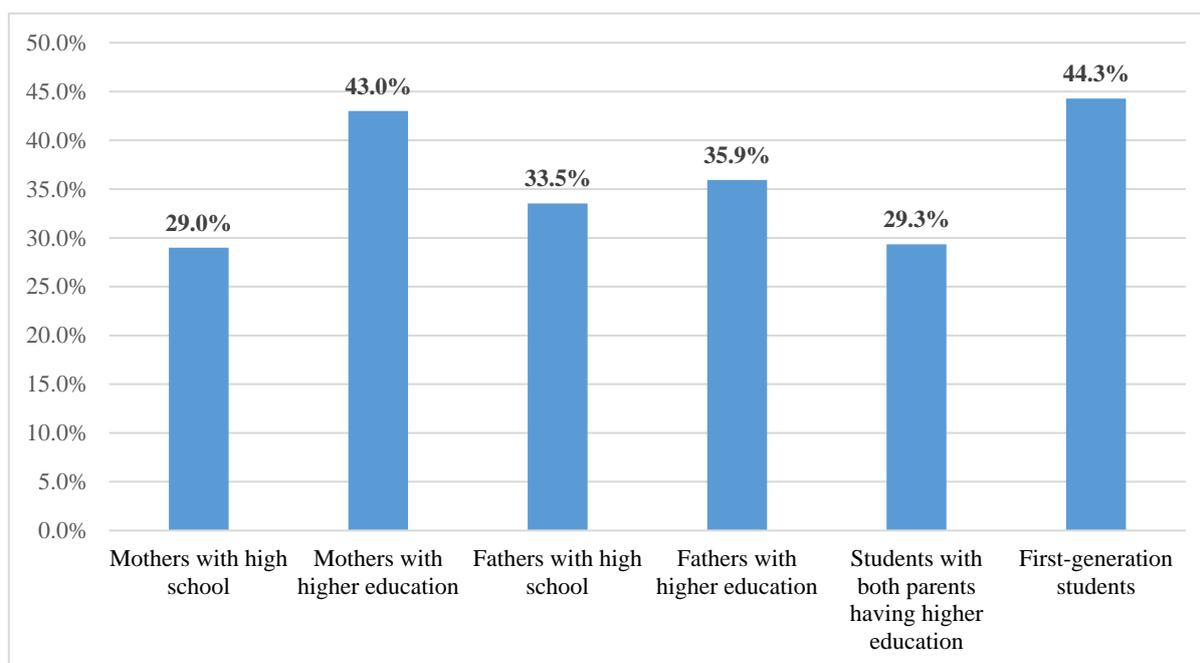


Figure 4. Percentage distribution of BBU students by parents' education level in 2024

Note: The percentages were calculated based on the total number of respondents.

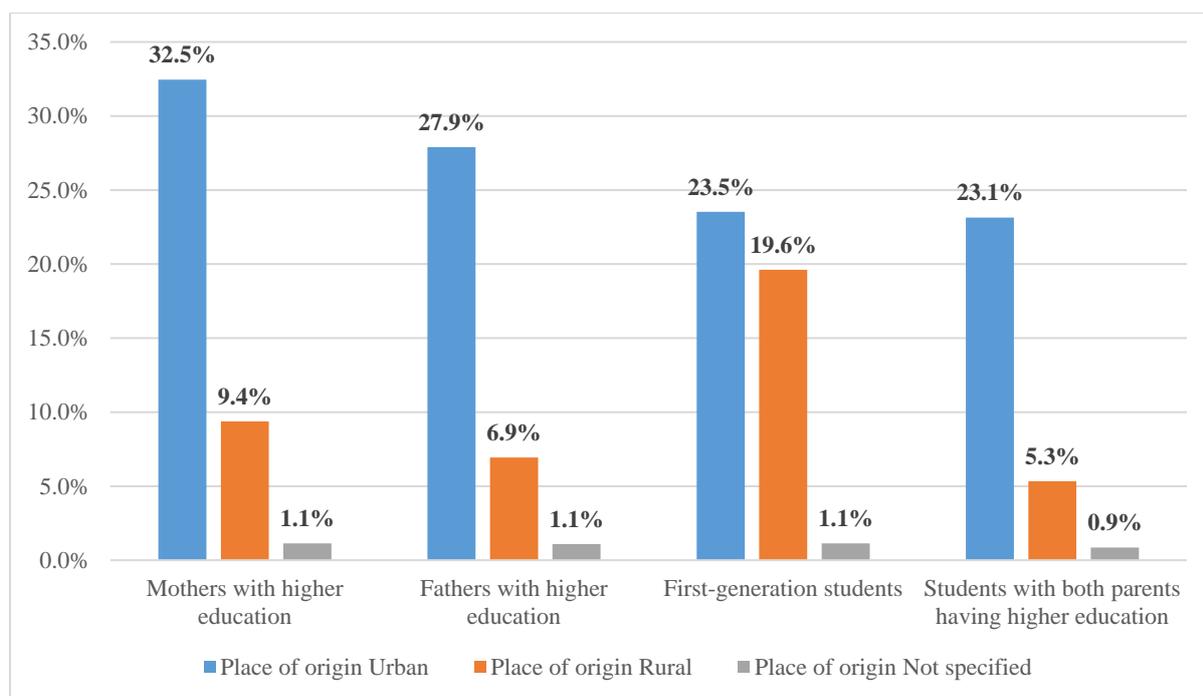


Figure 5. Percentage distribution of BBU students by parents' education level and area of residence in 2024

Note: The percentages were calculated based on the total number of respondents.

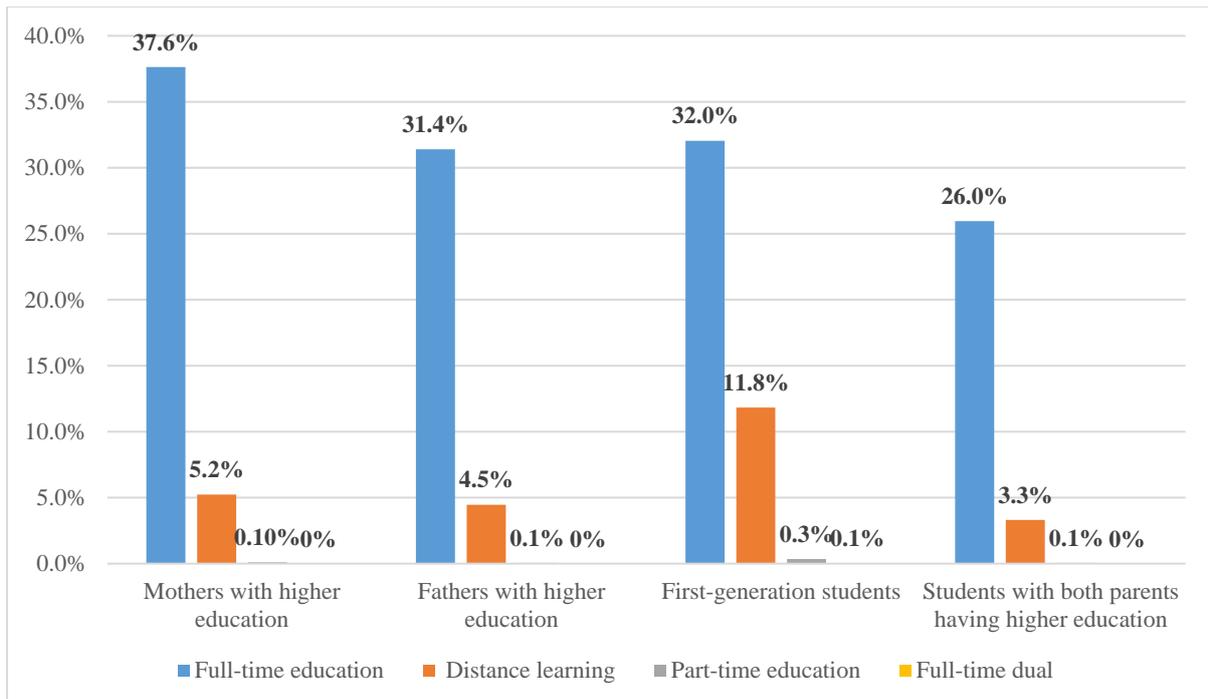


Figure 6. Percentage distribution of BBU students by parents' education level and type of education in 2024
Note: The percentages were calculated based on the total number of respondents.

Regarding the sources of information used by candidates enrolled at BBU in 2024, when asked to select the top three sources they relied on, most students reported that they obtained information from *friends or colleagues*, accounting for 20.5% of them (3,039 respondents). Another 16.8% of students (2,488 respondents) stated that they used *the BBU website*, while 16.7% (2,473 respondents) reported using *faculty websites* (Figure 7).

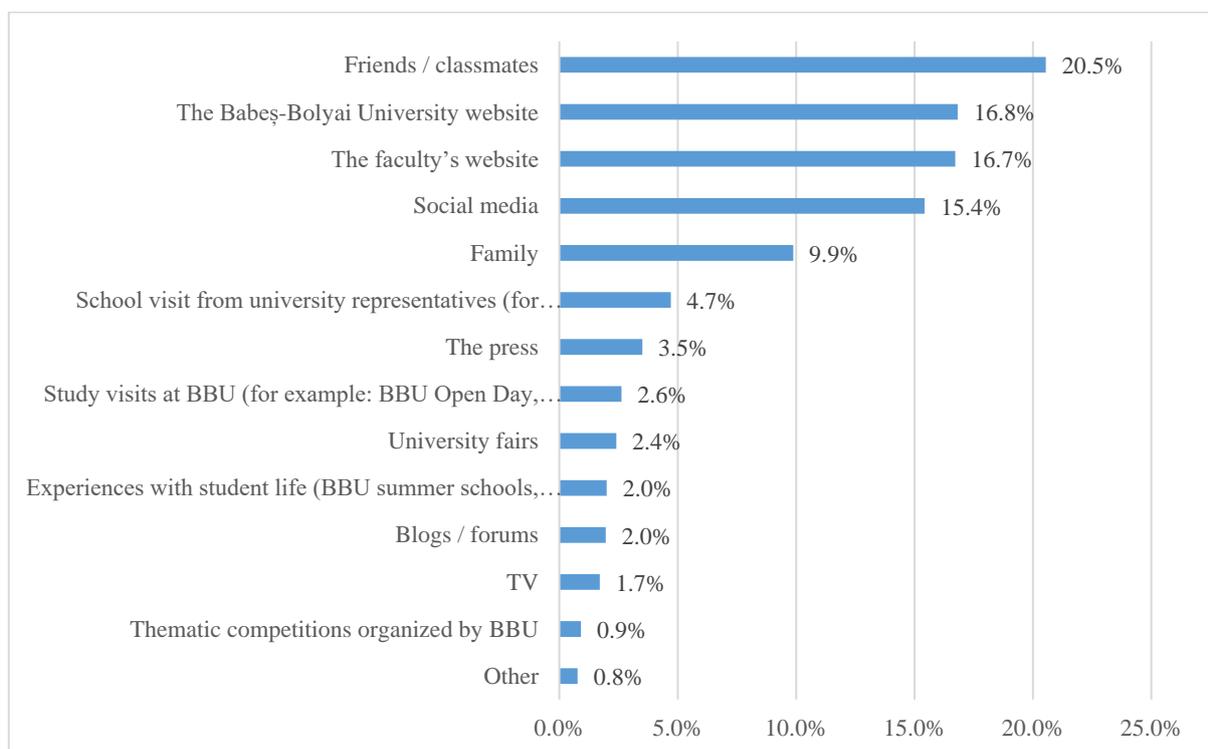


Figure 7. Main sources of information influencing the decision to study at BBU in 2024

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Regarding the timing of students' decision to study at BBU, the distribution is shown in Figure 8. Most students made the decision *during the last year* (33.2%).

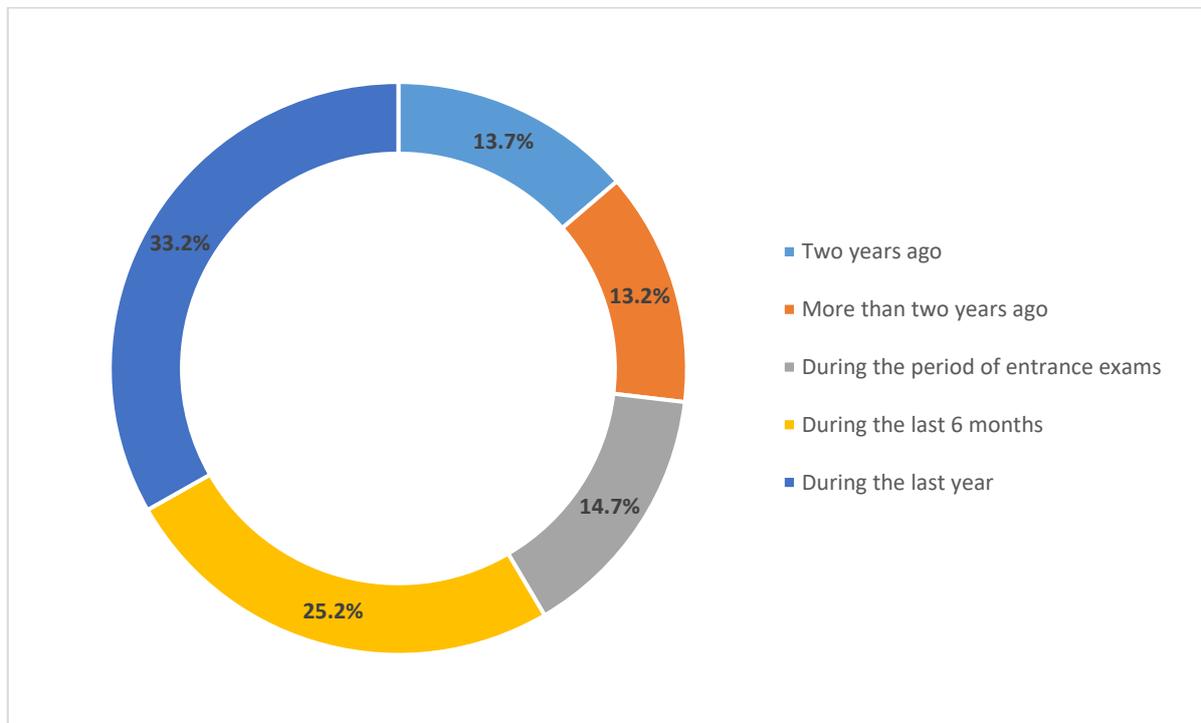


Figure 8. Distribution of students enrolled in 2024 by the timing of their decision to choose BBU for continuing their studies

Analysis of student's motivation in BBU extensions

In the structure of the sample for the 2024–2025 academic year, only 485 respondents (9.8%) were enrolled in BBU's extensions in Transylvania and Crişana, indicating that the proportion of students from these extensions who responded to the survey remains relatively low. The analysis of this subsample, based on the average importance assigned to each motivational factor (Figure 9), revealed a slightly different pattern of motivational priorities compared to the full sample of BBU students (Figure 2). Specifically, students from BBU extensions rated *the profession obtained through the chosen program* as the most important factor (with a score of 9.44/10), followed by *study conditions* (9.24/10) and *the quality of study programs* (9.15/10).

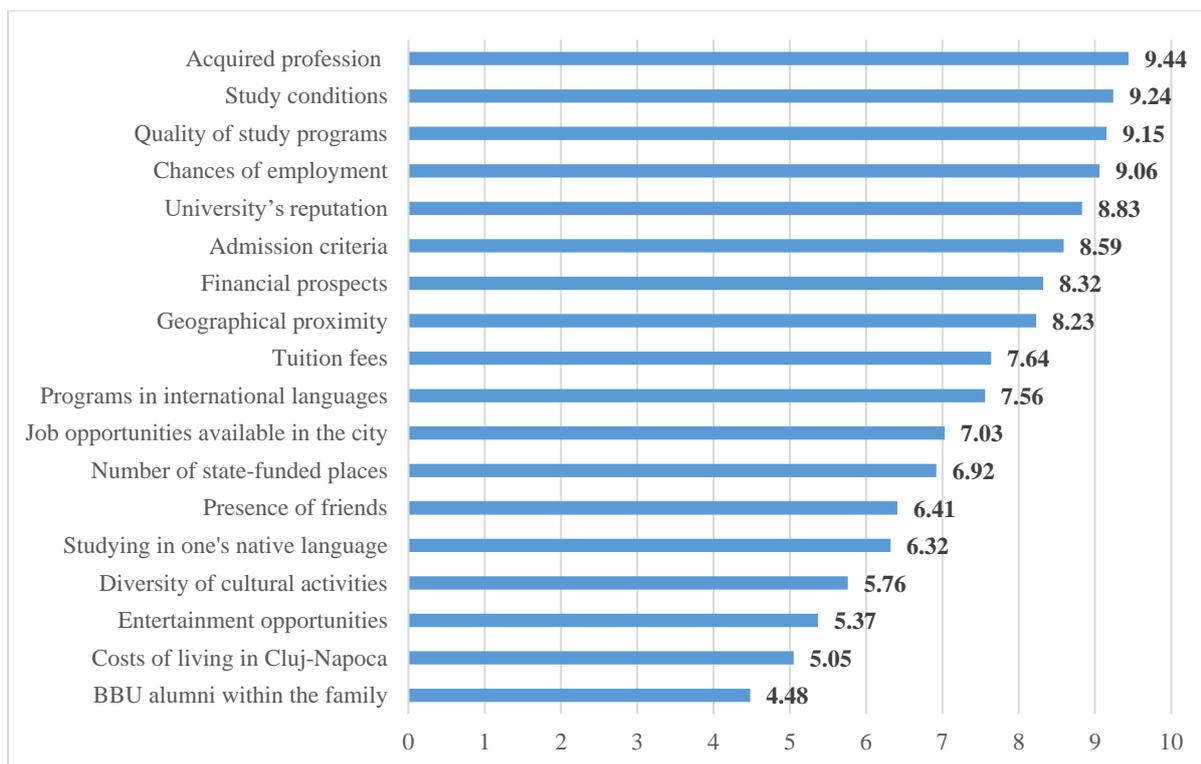


Figure 9. Average importance of factors in the decision of students from extensions to study at BBU in 2024

The study "**Why do we choose BBU?**", aimed at analyzing the factors that influenced the decision to study at Babeş-Bolyai University for undergraduate students admitted to the first year in the 2024-2025 academic year, revealed that the most important factors in the respondents' choices were *the quality of study programs, the profession obtained through the chosen program, study conditions, the university's reputation, and higher chances of employment after graduation with a BBU degree*. Thus, academic and professional factors ranked the highest, with the study conditions factor regaining its pre-pandemic position. Similar to large and competitive universities, the Babeş-Bolyai University, as a provider of education, stands out with several comparable strengths, which require additional efforts to control and maintain these advantages in the context of a constantly changing, competitive academic market. Changes in the orientation and structure of the preferences of students enrolled at BBU this year are consistent with the socio-economic changes in which BBU operates: the increasing importance of academic-related motivational factors (academic prestige, study conditions, high employment prospects provided by the graduation diploma, and programs in internationally recognized languages) and the labor market prospects for those enrolled in the tertiary cycle. At the same time, the economic costs of studying in Cluj-Napoca have increased in recent years, which have been seen as a disadvantage in the opinions expressed, alongside a reduced emphasis on factors related to the diversity of cultural activities or entertainment options available in Cluj-Napoca.

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Annex 1

Why we choose BBU

Your answers are used exclusively for statistical analyses and are not processed, presented or associated with your name or any other identification data.

1. What influenced you the most in your decision to study at Babeş-Bolyai University? (Please choose only one of the options below.)

1. personal opinions
2. the opinions and advice of family members
3. the opinions and advice of friends / classmates
4. the opinions and advice of your teachers
5. the opinions and advice of BBU students or graduates
6. the opinions and advice of public figures (specialists, celebrities, bloggers etc.)

2. How important were the factors listed below in your decision to choose Babeş-Bolyai University?

(Please indicate the importance of each of the 18 factors listed below by filling in the text box with a value between 1 and 10, where 1 = "not at all" and 10 = "very much".)

	Not at all									Very much
	1	2	3	4	5	6	7	8	9	
1. the university's reputation										
2. availability of study programs in international languages										
3. the quality of study programs										
4. study conditions and resources offered										
5. possibility of studying in your native language (German, Hungarian, ...)										
6. the entrance criteria of the study program you chose										
7. the work opportunities offered by Cluj-Napoca										
8. the financial prospects of the study program you chose on the labor market										
9. higher chances of employment after graduation with a BBU degree										
10. the acquired profession										
11. tuition fees compared to other universities										
12. the cost of living in Cluj-Napoca										
13. number of state-funded places in the study program you chose										
14. proximity or distance to your place of residence										
15. entertainment opportunities in Cluj-Napoca (sport and leisure facilities, cinemas, restaurants, clubs etc.)										
16. diversity of cultural activities in Cluj-Napoca (libraries, theatre, opera, philharmonics, museums, international festivals)										
17. presence of friends / classmates at the same university										
18. one of your family members graduated from BBU										
19. other (please specify) _____										

3. Which was the most important factor in your decision to study at Babeş-Bolyai University? (Please choose the two most important factors from the ones listed at the previous question and enter their numbers in the spaces provided below.)

1st _____
2nd _____

4. When did you decide to study at Babeş-Bolyai University? (Please choose only one of the options below.)

1. during period of entrance exams
2. during the last 6 months
3. during the last year
4. 2 years ago
5. more than two years ago

5. Most of the information you have about Babeş-Bolyai University comes from: (Please select the 3 most important information sources.)

1. the press
2. TV
3. the Babeş-Bolyai University website
4. the faculty's website
5. social media
6. blogs / forums
7. school visit from university representatives (for example: the BBU Caravan)
8. family
9. friends / classmates
10. university fairs
11. study visits at BBU (for example: BBU Open Day, *Green Week* activities etc.)
12. experiences with student life (BBU summer schools, The Long Weekend of Highschoolers etc.)
13. thematic competitions organized by BBU
14. other (please specify):

6. Did you apply to any other Romanian universities this year?

YES NO

7. This year you applied to:

1. one study program at BBU
2. 2 to 5 study programs at BBU
3. more than 5 study programs at BBU

8. Your year of birth is:

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9. What is your parents' level of education?

	Mother	Father
1. Maximum 10 th grade	<input type="checkbox"/>	<input type="checkbox"/>
2. High school	<input type="checkbox"/>	<input type="checkbox"/>
3. Post-secondary education	<input type="checkbox"/>	<input type="checkbox"/>
4. Higher education (college/university)	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> I don't know	<input type="checkbox"/> I don't know

10. Are you working right now?

- YES, ... hours/day
- NO

11. Your gender is:

1. Female 2. Male 3. Prefer not to answer

Thank you for your time!