

**Babeş-Bolyai University**

*Why do we choose UBB?*

**Longitudinal study on the  
students' motivation for choosing the  
Babeş-Bolyai University**

**-2019-2025-**



Centrul  
Qualitas

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The longitudinal study "*Why do we choose UBB?*" analyzed the considerations underlying the decision to study at Babeş-Bolyai University (UBB) among bachelor-level students enrolled in full-time and distance/part-time education, admitted in their first year during the academic years 2019–2025. The data analysis and report writing were conducted between January and February 2026. Data were collected through a self-administered online questionnaire during October–November of each academic year, starting in 2019 and continuing through 2025. The questionnaire was hosted on the ACADEMICINFO application in the “Students -> Study Contracts” section. The questionnaire underwent minor modifications over the years, which did not impede the conduct of this study.

### ***Descriptive characteristics of the student populations***

Between 2019 and 2025, demographic data were collected from first-year bachelor students, including sex distribution, ethnic composition, and geographical region. The distributions according to these factors remained relatively stable over the years, with deviations from the average not exceeding 6%.

A more detailed representation of the descriptive data for the student populations can be found in Table 1.

### ***Descriptive characteristics of the samples***

In this study, we take a longitudinal perspective to examine the evolution of responses from first-year bachelor students who voluntarily agreed to complete the “*Why do we choose UBB*” questionnaire. As shown in Table 2, the annual respondent samples reflected the sex, ethnic, and geographical region distributions of the overall student populations. A comparison of the annual samples reveals a certain degree of structural stability, with deviations from the average remaining within 4%.

A more detailed representation of the descriptive data for the student samples can be found in Table 2.

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Table 1: Demographic data of the first-year bachelor's student populations, UBB, years 2019–2025

	Population													
Year	2019		2020		2021		2022		2023		2024		2025	
Number of students	12.018		12.294		11.451		11.692		11.281		11.912		10.319	
Sex structure	F	M	F	M	F	M	F	M	F	M	F	M	F	M
	60,58%	39,42%	62,92%	37,07%	62,60%	37,40%	61,68%	38,32%	62,40%	37,60%	62,80%	37,20%	62,78%	37,22%
Romanian ethnicity	87,37%		87,41%		88,60%		88,50%		88,10%		88,60%		88,49%	
Hungarian ethnicity	10,26%		10,20%		9,20%		9,10%		9,20%		9,30%		9,09%	
Ethnic Romanian from the Republic of Moldova	1,24%		1,25%		1,20%		1,09%		1,80%		1,20%		1,37%	
German ethnicity	0,19%		0,10%		0,12%		0,13%		0,2%		0,07%		0,05%	
Ukrainian ethnicity	0,10%		0,10%		1,13%		0,15%		0,2%		0,10%		0,28%	
Roma ethnicity	0,08%		0,40%		0,06%		0,04%		0,03%		0,04%		0,04%	
Other ethnicity	0,81%		0,65%		0,57%		0,67%		1,25%		0,66%		0,69%	
Origin from Transylvania, Crişana, and Maramureş <sup>1</sup>	75,75%		71,80%		77,70%		80,00%		80,60%		78,70%		78,43%	

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

Table 2: Demographic data of the first-year bachelor's student samples, UBB, years 2019–2025

	Sample													
Year	2019		2020		2021		2022		2023		2024		2025	
Number of students	3.206		4.898		4.993		5.174		5.190		4.929		4.099	
Sex structure	F	M	F	M	F	M	F	M	F	M	F	M	F	M
	59,74%	40,25%	63%	37%	60,50%	39,50%	61,30%	38,70%	62,00%	38,00%	59,70%	40,30%	59,89%	40,11%
Romanian ethnicity	89,83%		86,28%		89,20%		88,70%		88,90%		89,00%		88,14%	
Hungarian ethnicity	8,14%		11,60%		8,80%		9,40%		8%		9,10%		9,56%	
Ethnic Romanian from the Republic of Moldova	1,31%		1,83%		1,20%		1,23%		1,40%		1,40%		1,61%	
German ethnicity	0,18%		0,14%		0,12%		0,07%		0,10%		0,08%		0,02%	
Ukrainian ethnicity	0,03%		0,12%		0,12%		0,12%		0,10%		0,20%		0,22%	
Roma ethnicity	0,09%		0,04%		0,04%		0,02%		0,01%		0,02%		0,02%	
Other ethnicity	0,34%		0,18%		0,16%		0,35%		0,35%		0,28%		0,42%	
Area of residence	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
	63,97%	36,03%	55%	45%	67%	32,90%	63,50%	33,60%	64,20%	32,60%	63,90%	33,30%	60,53%	35,25%
Origin from Transylvania, Crişana, and Maramureş <sup>1</sup>	72,83%		71,92%		75,80%		75,90%		77,90%		76,90%		76,65%	
Origin from Cluj county	21,74%		20,33%		21,60%		20,80%		22,30%		22,70%		23,49%	

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

## Why do we choose UBB?

### Longitudinal study on the students' motivation for choosing the Babeş-Bolyai University

#### Analysis of the motivation of students enrolled at UBB

The longitudinal study revealed that the most important considerations influencing respondents' choices were *the university's reputation, the quality of the study programs, the profession obtained through the chosen program, the job opportunities available in the city, and the high chances of employment upon graduation with a degree issued by UBB*. These aspects have remained largely consistent as decisive considerations over the years, from 2019 to 2025, representing on average the main reason for 68% of first-year bachelor students enrolled at UBB (Figure 1).

This analysis considered only those aspects identified as decisive by at least 5% of students and for which data was available in each of the five years examined.

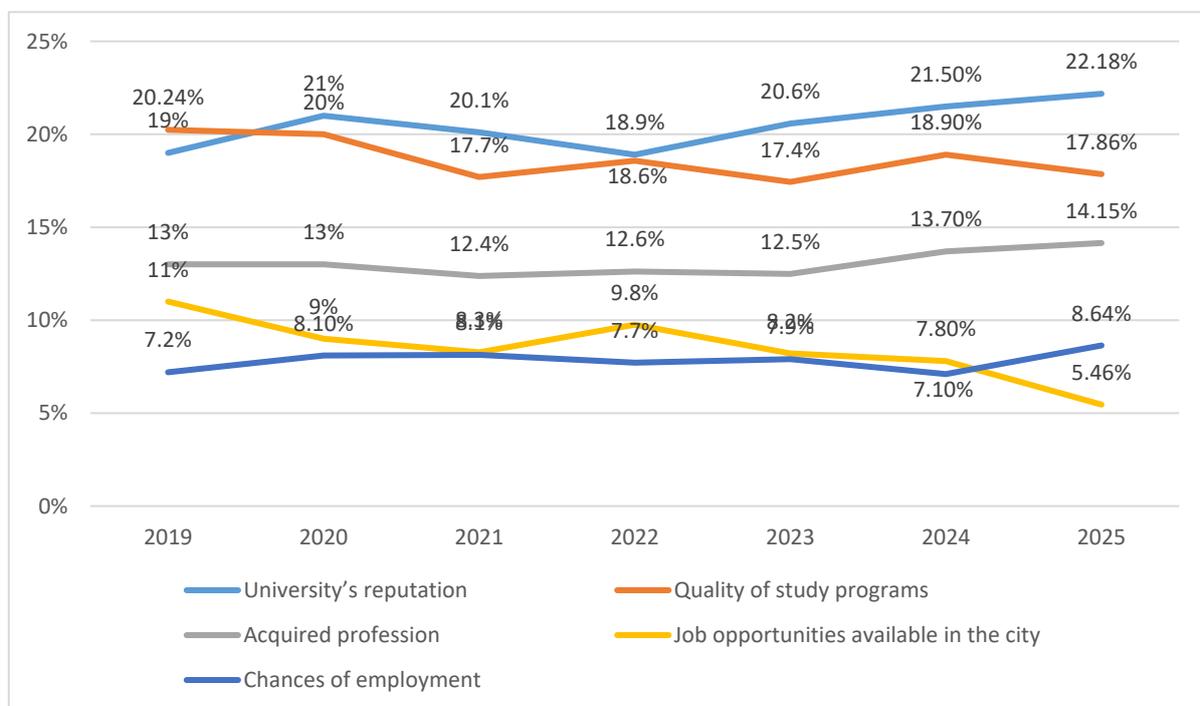


Figure 1. Percentage evolution of students according to the decisive considerations chosen over the years (2019–2025)

The main sources of influence in students' decisions to pursue their first-year bachelor studies at UBB have remained consistent over time, with differences of less than 3% from the overall average across all years. Trust in *personal opinions* represents the primary source of influence (Figure 2).

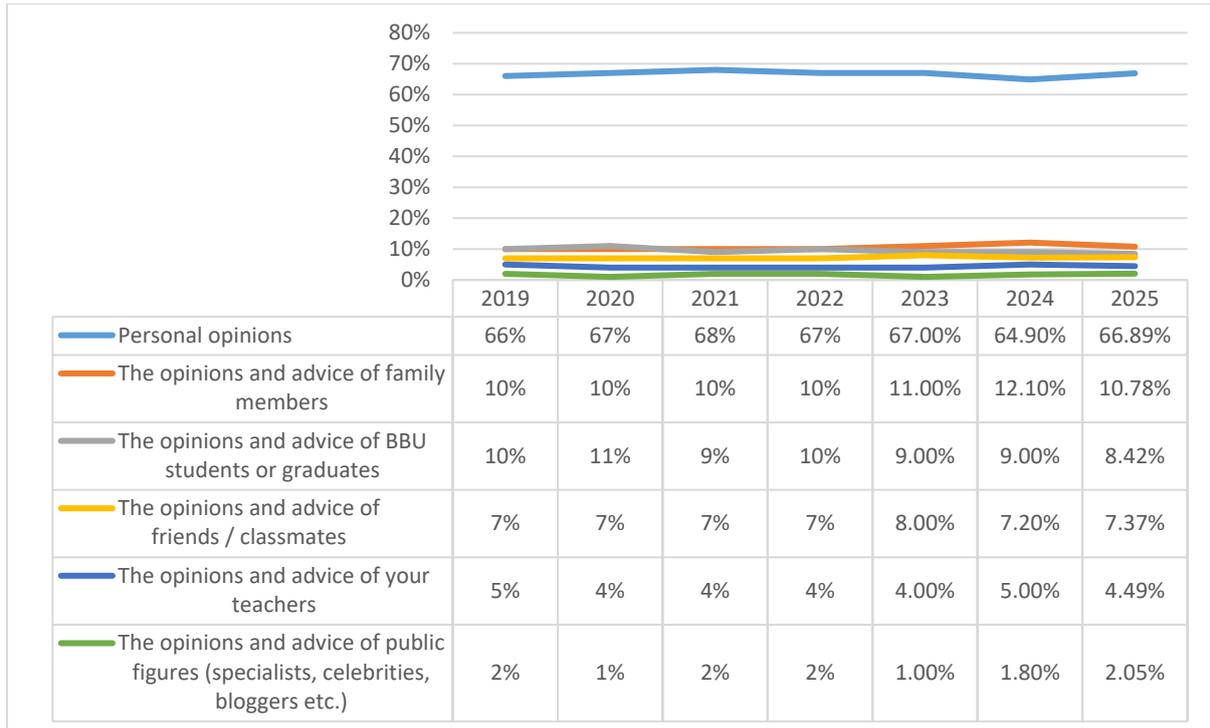


Figure 2. Percentage evolution of sources of influence on students' decision to study at UBB over the years (2019–2025)

Regarding the timing of students' decision to enroll in the first year of bachelor studies at UBB, year-to-year variations are minimal. A significant share of respondents—an average of 14%, with only 1–2% variation annually—decided to choose UBB only *during the admission period*. These students may represent a potentially vulnerable group in terms of first-year dropout risk. The quality of their student experience during this year may, to some extent, determine whether they drop out or redirect their academic path toward other programs offered by UBB or by other universities.

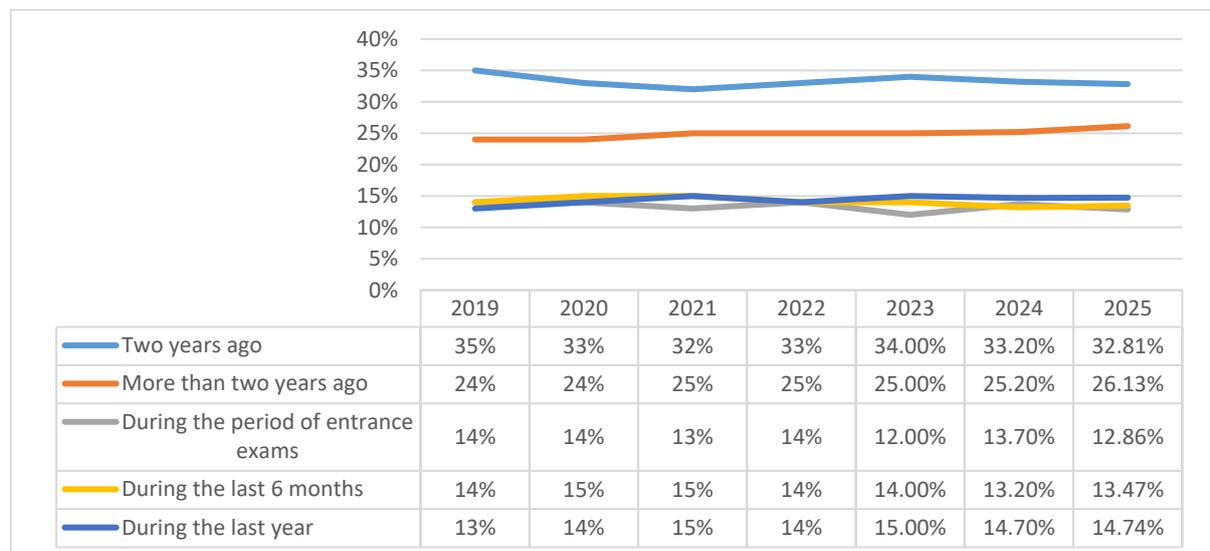


Figure 3. Percentage evolution of students according to the moment they decided to study at UBB over the years (2019–2025)