

# FACTORS INFLUENCING DIEN BIEN STUDENTS' INTENTION TO RETURN TO THEIR HOMETOWN TO WORK AFTER FINISHING THEIR STUDIES IN HANOI

**Pham Thi Thuy Dung**

K57EK2, Thuongmai University  
phamthithuydung18042003@gmail.com

**Cao Nguyen Minh Anh**

K57EK1, Thuongmai University  
minhanhcao1005@gmail.com

**Doan Thi Minh**

K57EK2, Thuongmai University  
minhdoanthi8@gmail.com

**Nguyen Duc Minh**

K57EK2, Thuongmai University  
minh51599@gmail.com

**Nguyen Tuan Kiet**

K57DK1, Thuongmai University  
kiet6316@gmail.com

---

**Abstract:** Selecting the appropriate workplace has always been a crucial decision for students, particularly those on the verge of graduating. To pinpoint the key factors influencing Dien Bien students' inclination to return to work after their studies in Hanoi, a survey was carried out by the research team, encompassing 330 students and garnering 313 valid responses. By employing both qualitative and quantitative research techniques, along with data analysis utilizing IBM SPSS 20.0 software, the study identified five factors that impacted Dien Bien students' intention to come back to work after completing their studies in Hanoi, listed in order of significance: (1) Local job opportunities; (2) Homeland sentiment; (3) Local average income; (4) Local cost of living; (5) Local preferential policies. Drawing from the outcomes of this study, the authors have put forth several recommendations to aid the Dien Bien province in attracting young talents to contribute to the province's development.

**Keywords:** Factor analysis, intention, return to work, students, Dien Bien.

---

**Code:** JHS -157

**Received:** 15<sup>th</sup> October 2023

**Revised:** 10<sup>th</sup> November 2023

**Accepted:** 20<sup>th</sup> November 2023

## 1. Introduction

Every country must enhance its competitiveness in the current era of opening up, integration, and globalization. This requires the mobilization of various resources, with human resources, particularly high-quality ones, playing a pivotal role in the overall socio-economic development of the

country and its localities. To this end, the State and many localities have implemented strategies and policies to attract talented individuals to return and contribute to their respective regions. Dien Bien province is no exception to this trend, as evidenced by Resolution No. 21/2023/NQ - HĐND by the XV People's Council of Dien Bien province, 13<sup>th</sup>

session, which outlines regulations and policies for attracting human resources and providing support to postgraduates in the province. The attraction of highly skilled individuals to the locality is of utmost importance in facilitating the integration process and making positive contributions to the socio-economic advancement of the region.

Many students graduate each year at various colleges and universities nationwide. However, only a small proportion of these graduates return to their hometowns for employment. As a result, government agencies, hospitals, health stations, and schools at all levels constantly face a shortage of skilled professionals. Based on initial data from the Department of Home Affairs in Dien Bien province, in the academic year 2023-2024, the entire province would experience a deficit of more than 2,000 teachers (Department of Home Affairs of Dien Bien province, 2023). Additionally, as stated by Mr. Ha Luong Hong, the Director of the Provincial Forest Protection Department, there will be a shortage of 193 staff members in the provincial forest service by 2023 (Hang, 2023). This shortage has had a negative impact on the integration process, resulting in the province consistently lagging in terms of socio-economic development compared to the rest of the country (Luong, 2023). Given this situation and context, it is imperative to establish a young and knowledgeable human resource team that possesses dynamic creativity and a strong dedication to supplementing the province's quality human resources. This will greatly contribute to the economic and social development of Dien Bien province.

Previous studies have examined the factors that influence repatriation intentions. By utilizing factor analysis methods and dualistic regression models, researchers have identified five factors that affect the decision of economics students at Can Tho University to return to their hometowns for work after graduation. These factors include working conditions, homeland affection, living costs, average salary, and local preferential policies (Y, Khoa & Phu, 2013). Similarly, a study conducted by Ha et al. (2023) has also demonstrated that factors such as income, job opportunities, remuneration policies, homeland sentiment, and living environment impact students' intentions in Ho Chi Minh City to return

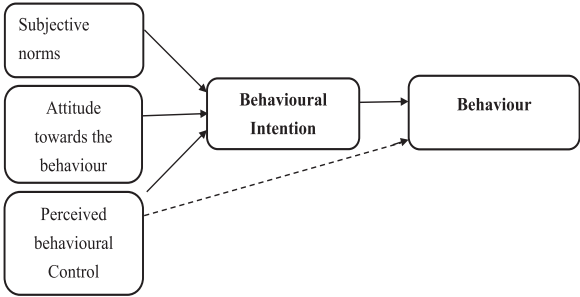
to their hometowns for work. However, these studies have only focused on the general student population and have not delved into students from Dien Bien province who are studying in Hanoi.

Based on the factors mentioned above, the authors selected the research topic ***“Factors influencing Dien Bien students’ intention to return to their hometown to work after finishing their studies in Hanoi”*** for research. The study’s primary aim is to recognize and evaluate the factors that influence Dien Bien students’ intention to return to work after finishing their studies in Hanoi. Subsequently, suggest a set of suggestions to aid Dien Bien province in formulating tailored policies to fulfill students’ desires and draw in top-notch human resources that will bolster the socio-economic progress of the province.

2. Theoretical basis

2.1. Theory of Planned Behaviour

Figure 1. Theory of Planned Behaviour Model (TPB)



Source: Ajzen, 1991

The Theory of Planned Behaviour (TPB) posits that an individual’s behaviors are directly influenced by their intention to carry out the behavior. Ajzen (1991) developed TPB by incorporating cognitive elements that regulate behavior into the Theory of Reasoned Action (TRA) model (Ajzen & Fishbein,1975), along with attitudes and subjective norms, to identify three factors that impact behavioral intentions leading to human actions. Numerous domestic and international scholars, such as Morathop et al. (2010), Y et al. (2013), and Ha et al. (2023), have embraced the Theory of Planned Behaviour model as a theoretical basis for research on workplace decision-making.

2.2. Local Marketing Theory

Local marketing theory involves implementing support programs by localities to enhance local competitiveness and economic development (Kotler

et al., D, 2002). These programs are designed to attract four key customer groups: investors, tourists, workers, and exporters. According to Kotler et al. (1993), aside from pre-existing perceptions, three primary factors make a locality appealing for attracting new populations. These factors include (1) The unique capital of the locality, which may be untapped or underutilized; (2) Services tailored to the needs of individuals and their families, such as tax incentives, strong social security provisions, housing options, infrastructure, good educational environment, affordable cost of living, and more; (3) Resettlement services at various levels, including initiatives to secure employment opportunities for family members.

Thus, applying local marketing theory to research the topic, the authors can consider various pertinent factors such as hometown sentiment, living environment, preferential policies, cost of living, and job opportunities.

### **2.3. Theory of migration**

In the research model on migrant labor developed by Ravenstein (1885), Arthur Lewis (1954), Everett S. Lee (1966), and Harris-Todaro (1969), the focus is on the significance of expected income levels, non-agricultural job prospects, and the quality of living conditions at the destination in influencing an individual's choice to migrate to urban areas for residence and employment. Despite high unemployment rates in urban settings, individuals opt to move due to the anticipation of better earnings and increased job opportunities compared to their hometowns (Harris-Todaro, 1969). These factors are the foundation for the authors to construct a research model and measurement scales for their studies.

## **3. Research hypotheses and models**

### **3.1. Research hypotheses**

#### **- Local job opportunities**

Most new graduates aspire to find employment, and as a result, areas with favorable working conditions and large industrial zones tend to attract a significant number of immigrants (Ravenstein, 1885). A study by John Cromartie et al. (2015) involved 300 interviews at a high school reunion to explore individuals' intentions to return to their hometowns for work. The findings revealed that limited job prospects in rural areas were a barrier

for those contemplating a return. Furthermore, individuals who decide to return to their homeland are influenced by the level of job security available. Research by Ngoc et al. (2022) also supports the notion that job opportunities play a crucial role in influencing the intentions of economics students in Ho Chi Minh City to return to their hometowns. Consequently, the first hypothesis put forward is:

*H1: Local job opportunities positively affect the intention of Dien Bien students studying in Hanoi to return to work.*

#### **- Hometown sentiment**

Furthermore, apart from job prospects, hometown sentiment is also a crucial aspect influencing the decision to return to work. Individuals' deep affection and eagerness to contribute to the place where they were born and raised provide localities with an advantage in attracting workers back to their hometowns for employment (Kotler, 1993). This finding aligns perfectly with the study conducted by Dung (2015), which highlights that the sentiment toward one's hometown is the primary factor influencing the intention of Quang Ngai students to return to work. Additionally, Thong's (2015) research reveals that this sentiment is the second most influential factor affecting suburban students' intention to return home for employment in Ho Chi Minh City. Hence, the second hypothesis proposed is as follows:

*H2: Hometown sentiment positively affects the intention of Dien Bien students studying in Hanoi to return to work.*

#### **- Local average income**

Workers frequently compare income between their current residence and potential workplaces before deciding. If the income level at the new workplace is higher, it tends to attract migrant workers, and vice versa. Various studies such as Ravenstein (1885), Lewis (1954), Lee (1966), and Harris-Todaro (1969) have discussed this phenomenon. Research conducted by Morathop et al. (2010) revealed that the expected income level significantly influences a person's intention to return to their hometown for work. Therefore, the third hypothesis posited is:

*H3: The local average income positively affects the intention of Dien Bien students studying in Hanoi to return to work.*

### -Local preferential policies

Local preferential policies, such as tax breaks, job opportunities, housing assistance, educational support, healthcare benefits, etc., can boost workers' motivation to return to their hometowns for employment. Patrick Rérat's (2014) study titled "Selective migration of new graduates: Who returns to their homeland, who does not?" provides evidence supporting this claim. The research findings indicate a correlation between subsidies and migration patterns, revealing that students who receive financial aid are more likely to return to their hometowns for work. Additionally, Jennifer and Peter's (2009) investigation of teachers' career decisions in urban schools highlights the significance of timely and fair support from employers and family-related assistance like tenement houses. As a result, the fourth hypothesis posited is:

*H4: Local preferential policies positively affect the intention of Dien Bien students studying in Hanoi to return to work.*

### -Local cost of living

Hanoi and Ho Chi Minh City are major urban centers in Vietnam, boasting numerous educational institutions such as colleges, universities, and vocational training centers. Consequently, these cities attract many working-age people to reside and seek educational opportunities. Recent data from the General Statistics Office (2022) reveals that these two cities also have the country's highest Spatial Cost of Living Index (SCOLI). This high cost of living has undoubtedly impacted workers' decision-making process when selecting a place of employment. Studies conducted by Cable and Judge (1994) further support the notion that the cost of living plays a crucial role in shaping individuals' workplace choices. Therefore, the fifth hypothesis proposed is:

*H5: Local cost of living positively affects the intention of Dien Bien students studying in Hanoi to return to work.*

### - Local living environment

The local living environment can encompass natural elements (terrain, climate, and weather) and man-made elements (like infrastructure, transportation, education, and health, etc.). The quality of living conditions plays a significant role in influencing individuals' decisions regarding employment. A favorable living environment tends to attract a larger workforce, whereas unfavorable

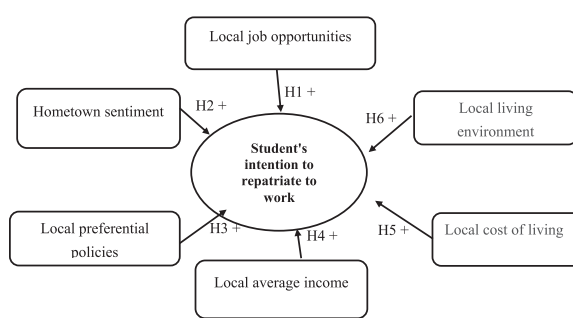
conditions may "push" people to find another place with better conditions that will "pull" them (Lee, 1966). According to a study conducted by Man and Dung (2010), the living environment is a crucial factor that influences students' preferences when choosing a workplace and job prospects. Therefore, the sixth hypothesis put forward is:

*H6: The local living environment of a locality positively affects the intention of Dien Bien students studying in Hanoi to return to work.*

### 3.2. Research model

Based on theory and an overview of relevant studies, the authors build a research model on factors affecting the intention of Dien Bien students studying in Hanoi to return to work as follows:

**Figure 2. Research Model**



Source: Recommendation of Authors

### 4. Research methodology

#### 4.1. Qualitative research method

Qualitative research was carried out to identify, complement, and refine the factors incorporated into the model. Following a thorough examination of pertinent documents and the proposal of a research model, the authors conducted interviews and discussions with three experts (two staff members from Dien Bien province and one university lecturer) to assess the validity of the proposed research model. Subsequently, based on the insights gained from the expert interviews, the authors conducted an initial survey involving 60 final-year students from Dien Bien province studying in Hanoi to investigate the factors influencing their intention to return to work. This was done to determine if the questionnaire posed any confusion or challenges for the respondents during the response process. After completing the interviews with all participants, the team adjusted the questionnaire based on the data collected and shared it with the participants once more to ensure the consistency of the results. The finalized scale is presented in Table 1 below.

**Table 1.** The finalized scale

| Research variables          | Variables describe research variables                                                                                        | Code | Source             |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------|------|--------------------|
| Local job opportunities     | There are numerous and varied employment prospects available within the homeland.                                            | CH1  | Ngoc et al. (2022) |
|                             | The homeland has many conditions to promote capacity.                                                                        | CH2  |                    |
|                             | Working in the homeland has the opportunity to gain exposure to advanced levels of management and cutting-edge technologies. | CH3  |                    |
|                             | Working in your place of origin allows you to enhance your knowledge and skills.                                             | CH4  |                    |
|                             | You can find a job that matches your major in your hometown.                                                                 | CH5  |                    |
| Hometown sentiment          | You look forward to being close to family and friends in your hometown.                                                      | TC1  | Ngoc et al. (2022) |
|                             | You experience affection and admiration for your homeland.                                                                   | TC2  |                    |
|                             | You want to contribute to your homeland.                                                                                     | TC3  |                    |
|                             | You have many relationships in your homeland.                                                                                | TC4  |                    |
| Local average income        | The average income in the locality aligns with your qualifications.                                                          | ML1  | Y et al. (2013)    |
|                             | The average local income is enough to cover your living.                                                                     | ML2  | Dung (2015)        |
|                             | Extra income from your local job.                                                                                            | ML3  |                    |
| Local preferential policies | Your hometown has preferential salary policies.                                                                              | CS1  | Dung (2015)        |
|                             | Your hometown has preferential policies on housing and land.                                                                 | CS2  |                    |
|                             | Your hometown has a meritocracy policy.                                                                                      | CS3  |                    |
|                             | The tribute of local government.                                                                                             | CS4  |                    |
| Local cost of living        | The cost of living in your locality is low.                                                                                  | CP1  | Dung (2015)        |
|                             | Working in your locality, you save money thanks to the support of relatives.                                                 | CP2  |                    |
|                             | Working locally, you do not have to rent a boarding house.                                                                   | CP3  |                    |
|                             | Working locally, you do not have to worry about accommodation when you get married.                                          | CP4  |                    |
| Local living environment    | Your hometown has good infrastructure.                                                                                       | MTS1 | Ngoc et al. (2022) |
|                             | Your hometown has good quality health services and healthcare facilities.                                                    | MTS2 |                    |
|                             | The security and order in your homeland are good                                                                             | MTS3 |                    |
|                             | Your hometown has good quality and educational facilities.                                                                   | MTS4 |                    |
|                             | The environment in your hometown is pristine.                                                                                | MTS5 |                    |
|                             | Your hometown has many amusement areas.                                                                                      | MTS6 |                    |
| Intention to return to work | After graduating, you plan to return to your hometown and start working immediately.                                         | YD1  | Ngoc et al. (2022) |
|                             | You intend to return to your hometown to work permanently.                                                                   | YD2  | Thong (2015)       |
|                             | You intend to return to your hometown to work after working in another locality.                                             | YD3  |                    |

Source: Authors collect and classify

#### 4.2. Quantitative research methods

After completing a qualitative study, the authors conducted a quantitative study that focused on revisiting the measurement model, theoretical model, and associated hypotheses.

- **Sampling method:** The sample is selected using a convenient, non-probability method. According to Tabachnick & Fidell (1996), the minimum sample size for multivariate regression analysis is calculated by the formula:  $n = 50 + 8m$  (Where  $n$  is the sample size;  $m$  is the number of independent variables). The paper has six independent variables  $\Rightarrow$  The minimum sample size of the study is  $n1 = 50 + 8.6 = 98$  (element). (1)

According to the study by Hair et al. (1998), the minimum sample size for a study using factor analysis (EFA) is  $n = 5m$  (where  $n$  is the sample size and  $m$  is the number of measurement questions). The research paper uses a set of scales with 29 questions  $\Rightarrow$  The minimum sample size is  $n2 = 5.29 = 145$  (element). (2)

- **Data collection method:** The data for the study

was gathered by creating an online survey using the Google Form tool. The survey utilized a 5-level Likert scale and was distributed to 330 students from Dien Bien who are currently studying in Hanoi. The survey was conducted from October 5, 2023, to October 12, 2023. Of 324 surveys collected, 313 were deemed valid after the data cleaning.

#### - Data analysis

*Step 1* - Encrypt the analysis data.

*Step 2* - Cronbach's Alpha Reliability Assessment to check the reliability of the scales developed by the authors in the study.

*Step 3* - Conduct an exploratory factor analysis (EFA) to ensure the scales are closely correlated as factors influencing students' intention to return to work.

*Step 4* - Multivariate regression analysis to measure the strengths/weaknesses of factors affecting Dien Bien students' intention to return to work after studying in Hanoi.

#### 5. Research results

##### 5.1. Scale reliability testing

**Table 2.** Results of Cronbach's Alpha coefficient analysis

| Variables                        | Observed variables | Total Correlation | Cronbach's Alpha coefficient if observed variables deleted | Cronbach's Alpha coefficient |
|----------------------------------|--------------------|-------------------|------------------------------------------------------------|------------------------------|
| Local job opportunities (H1)     | CH1                | 0.544             | 0.825                                                      | <b>0.834</b>                 |
|                                  | CH2                | 0.611             | 0.807                                                      |                              |
|                                  | CH3                | 0.618             | 0.804                                                      |                              |
|                                  | CH4                | 0.679             | 0.787                                                      |                              |
|                                  | CH5                | 0.718             | 0.776                                                      |                              |
| Hometown sentiment (H2)          | TC1                | 0.588             | 0.744                                                      | <b>0.790</b>                 |
|                                  | TC2                | 0.594             | 0.741                                                      |                              |
|                                  | TC3                | 0.636             | 0.720                                                      |                              |
|                                  | TC4                | 0.578             | 0.749                                                      |                              |
| Local average income (H3)        | ML1                | 0.592             | 0.702                                                      | <b>0.769</b>                 |
|                                  | ML2                | 0.593             | 0.701                                                      |                              |
|                                  | ML3                | 0.624             | 0.666                                                      |                              |
| Local preferential policies (H4) | CS1                | 0.581             | 0.740                                                      | <b>0.786</b>                 |
|                                  | CS2                | 0.625             | 0.717                                                      |                              |
|                                  | CS3                | 0.603             | 0.729                                                      |                              |
|                                  | CS4                | 0.564             | 0.748                                                      |                              |

|                                  |      |       |       |              |
|----------------------------------|------|-------|-------|--------------|
| Local cost of living (H5)        | CP1  | 0.550 | 0.739 | <b>0.777</b> |
|                                  | CP2  | 0.589 | 0.719 |              |
|                                  | CP3  | 0.586 | 0.720 |              |
|                                  | CP4  | 0.596 | 0.715 |              |
| Local living environment (H6)    | MTS1 | 0.602 | 0.829 | <b>0.848</b> |
|                                  | MTS2 | 0.587 | 0.832 |              |
|                                  | MTS3 | 0.623 | 0.825 |              |
|                                  | MTS4 | 0.642 | 0.821 |              |
|                                  | MTS5 | 0.741 | 0.801 |              |
|                                  | MTS6 | 0.590 | 0.831 |              |
| Intention to return to work (YD) | YD1  | 0.633 | 0.695 | <b>0.783</b> |
|                                  | YD2  | 0.609 | 0.720 |              |
|                                  | YD3  | 0.623 | 0.705 |              |

Source: Authors utilize SPSS 20.0 for data analysis.

The authors employed Cronbach's Alpha coefficient and the EFA method to assess the scale's reliability. Cronbach's Alpha coefficient was utilized first to eliminate inconsistent variables while retaining the matching variables for further analysis in EFA. According to Nunnally & Bernstein (1994), a reliable scale should possess a Cronbach's Alpha coefficient of 0.7 or higher, along with observed variables exhibiting a total correlation coefficient of at least 0.3. The findings in Table 2 indicate that the scale for the dependent variable YD and all six independent variables exhibit Cronbach's Alpha values exceeding 0.7. This confirms the reliability of all six scales. Furthermore, all 29 observed variables demonstrate a total correlation value surpassing 0.3. Hence, all observed variables meet the criteria and are suitable for inclusion in the exploratory factor analysis (EFA).

### 5.2. Exploratory Factor Analysis (EFA)

Following the Cronbach's Alpha analysis, the team included 26 observed variables from 6 independent factors in the EFA to uncover hidden structures among the studied concepts. The initial EFA analysis revealed that the coefficient KMO = 0.782 meets the condition

( $0.5 < \text{KMO} < 1$ ), indicating that factor analysis suits the study data. The Bartlett test, which is statistically significant (Sig. =  $0.000 < 0.05$ ), demonstrates that the observed variables are correlated overall. Furthermore, from the observed variables 1 to 6, the Eigenvalue =  $1.416 > 1$  and the total cumulative variance of  $63.043\% > 50\%$ , the first six factors are retained in the analytical model. However, the 1st-factor rotation matrix shows that the observed variables MTS5 and CH5 violate the differentiation criteria in the rotation matrix with a Factor Loading  $< 0.3$ . Therefore, these two observed variables will be excluded from further analysis.

After removing MTS5 and CH5, the team performed the 2<sup>nd</sup> EFA, which showed that the KMO coefficient = 0.868 and the Sig. Value in the Bartlett test of  $0.000 < 0.05$  represents variables correlated in the factor. The Eigenvalue = 1.394 with six factors continuing to be extracted, and the extraction variance of  $61.393\%$  proves that these six factors explain  $61.393\%$  of the variability of the data. The 2<sup>nd</sup> factor rotation matrix shows that all Factor Loading is greater than 0.5, and no remaining unfavorable variables exist.

**Table 3.** The 2<sup>nd</sup> Factor Rotation Matrix

| Observed variables | Factors |       |       |       |       |       |
|--------------------|---------|-------|-------|-------|-------|-------|
|                    | 1       | 2     | 3     | 4     | 5     | 6     |
| MTS2               | 0.766   |       |       |       |       |       |
| MTS3               | 0.729   |       |       |       |       |       |
| MTS4               | 0.713   |       |       |       |       |       |
| MTS1               | 0.693   |       |       |       |       |       |
| MTS6               | 0.660   |       |       |       |       |       |
| TC1                |         | 0.774 |       |       |       |       |
| TC3                |         | 0.752 |       |       |       |       |
| TC2                |         | 0.730 |       |       |       |       |
| TC4                |         | 0.727 |       |       |       |       |
| CS1                |         |       | 0.766 |       |       |       |
| CS2                |         |       | 0.765 |       |       |       |
| CS3                |         |       | 0.730 |       |       |       |
| CS4                |         |       | 0.699 |       |       |       |
| CH3                |         |       |       | 0.760 |       |       |
| CH2                |         |       |       | 0.758 |       |       |
| CH4                |         |       |       | 0.712 |       |       |
| CH1                |         |       |       | 0.694 |       |       |
| CP3                |         |       |       |       | 0.773 |       |
| CP2                |         |       |       |       | 0.762 |       |
| CP4                |         |       |       |       | 0.730 |       |
| CP1                |         |       |       |       | 0.647 |       |
| ML3                |         |       |       |       |       | 0.811 |
| ML2                |         |       |       |       |       | 0.788 |
| ML1                |         |       |       |       |       | 0.755 |

Source: Authors utilize SPSS 20.0 for data analysis.

### 5.3. Correlation analysis

**Table 4.** Correlation analysis results

|                                                                             | CH     | TC     | CS     | CP     | ML     | MTS    | YD |
|-----------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|----|
| CH                                                                          | 1      |        |        |        |        |        |    |
| TC                                                                          | .296** | 1      |        |        |        |        |    |
| CS                                                                          | .360** | .350** | 1      |        |        |        |    |
| CP                                                                          | .391** | .363** | .302** | 1      |        |        |    |
| ML                                                                          | .342** | .287*  | .276** | .362** | 1      |        |    |
| MTS                                                                         | .326** | .317** | .365** | .311** | .317** | 1      |    |
| YD                                                                          | .592** | .551** | .501** | .556*  | .532** | .412** | 1  |
| **. The correlation was statistically significant at $p < 0.01$ (2-tailed). |        |        |        |        |        |        |    |
| *. The correlation was statistically significant at $p < 0.05$ (2-tailed).  |        |        |        |        |        |        |    |

Source: Authors utilize SPSS 20.0 for data analysis.

The findings from the examination of the Pearson correlation matrix (table 4) indicate that the coefficient of linear correlation between independent variables, as well as between independent variables and dependent variables, is not significantly high (the highest between independent variables is  $0.391 < 0.85$ ; the correlation coefficient between independent variables and dependent variables ranges from 0.412 to 0.592). These results demonstrate that

independent variables tend to reach distinct values and explain the dependent variable (John, 2000).

#### **5.4. Regression analysis and model conformity validation.**

In order to measure and assess the impact of factors affecting the intention of Dien Bien students studying in Hanoi to return to work, the authors conducted a multiple linear regression analysis with six factors obtained.

##### *5.4.1. Evaluation of model conformity*

**Table 5.** Results of Model Conformity Evaluation

| Model                                                                                                                                  | R                  | R <sup>2</sup> | R <sup>2</sup> calibration | Standard error | Durbin - Watson |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|----------------------------|----------------|-----------------|
| 1                                                                                                                                      | 0.804 <sup>a</sup> | 0.646          | 0.639                      | 0.44729        | 1.996           |
| <b>Independent variables:</b> Job opportunities, hometown sentiment, income, cost of living, preferential policies, living environment |                    |                |                            |                |                 |
| <b>Dependent variables:</b> intention to return to work                                                                                |                    |                |                            |                |                 |

*Source: Authors utilize SPSS 20.0 for data analysis.*

The findings from the multiple linear regression analysis presented in Table 5 reveal that the value of R<sup>2</sup> calibration is 0.639. This indicates that the independent variables considered in the regression analysis account for 63.9% of the surveyed data set. The remaining 36.1% is attributed to random

error and additional variables outside the model. Furthermore, the Durbin-Watson value of 1.996 falls within the range of 1.5 to 2.5, indicating the absence of first-order autocorrelation.

##### *5.4.2. Model conformity validation.*

**Table 6.** Results of model conformity validation.

|                   | The sum of squares total | df  | Average of the squares | F      | Sig.               |
|-------------------|--------------------------|-----|------------------------|--------|--------------------|
| <b>Regression</b> | 111.872                  | 6   | 18.645                 | 93.196 | 0.000 <sup>b</sup> |
| <b>Residual</b>   | 61.220                   | 306 | 0.200                  |        |                    |
| <b>Total</b>      | 173.092                  | 312 |                        |        |                    |

*Source: Authors utilize SPSS 20.0 for data analysis.*

Table 6 shows test F results to assess the regression model's conformity. Sig. test value  $F = 0.000^b < 0.05$ .

Therefore, the multiple linear regression model is suitable.

### 5.4.3. Multiple linear regression equation

**Table 7.** Results of multiple linear regression analysis

| Model                              | Non-normalized coefficients |                | Normalized coefficients | t      | Sig.  | Multicollinearity statistic |       |
|------------------------------------|-----------------------------|----------------|-------------------------|--------|-------|-----------------------------|-------|
|                                    | B                           | Standard error | B                       |        |       | Tolerance                   | VIF   |
| <b>Constant</b>                    | - 0.267                     | 0.179          |                         | -1.493 | 0.136 |                             |       |
| <b>Local job opportunities</b>     | 0.292                       | 0.041          | 0.284                   | 7.158  | 0.000 | 0.737                       | 1.358 |
| <b>Hometown sentiment</b>          | 0.262                       | 0.040          | 0.255                   | 6.575  | 0.000 | 0.770                       | 1.299 |
| <b>Local preferential policies</b> | 0.167                       | 0.038          | 0.170                   | 4.348  | 0.000 | 0.754                       | 1.327 |
| <b>Local cost of living</b>        | 0.201                       | 0.039          | 0.207                   | 5.195  | 0.000 | 0.729                       | 1.372 |
| <b>Local average income</b>        | 0.212                       | 0.036          | 0.228                   | 5.909  | 0.000 | 0.779                       | 1.283 |
| <b>Local living environment</b>    | 0.040                       | 0.039          | 0.040                   | 1.026  | 0.306 | 0.766                       | 1.305 |

Source: Authors utilize SPSS 20.0 for data analysis.

Based on the findings from the multiple regression analysis (Table 7), it is evident that the VIF values of the variables are all below 2, indicating the absence of multicollinearity in the study model. The Sig. value t-test for the regression coefficient of 5 independent variables (CH, TC, CS, CP, ML) is  $0.000 < 0.05$ , demonstrating that all five factors are statistically significant in explaining the dependent variable—however, only the Sig. Value of the MTS variable =  $0.306 > 0.05$  suggests that the living environment factor is not statistically significant enough to determine the impact on the intention of Dien Bien students studying in Hanoi to return to work in their hometown.

The findings in Table 6 indicate that all five factors have a beta coefficient greater than 0. Consequently, all five factors in the regression model have an identical influence on the dependent variable. Alternatively, the hypotheses H1, H2, H3, H4, and H5 posited by the authors are validated and align with the earlier

research findings of Y et al. (2013) and Nhu (2020). Regarding the regression outcomes, a standardized linear regression equation can be formulated to represent the factors influencing the intention of Dien Bien students studying in Hanoi to return to work, as outlined below:

$$YD = 0,284*CH + 0,255*TC + 0,228*ML + 0,207*CP + 0,170*CS$$

**Where:**

CH: Local job opportunities

TC: Hometown sentiment

ML: Local average income

CP: Local cost of living

CS: Local preferential policies

## 6. Conclusions and recommendations

### 6.1. Conclusions

Based on a literature review of the subject matter and qualitative and quantitative research methods, the research team conducted a survey involving 313 students from Dien Bien province who are currently studying in Hanoi. The team identified and ranked

five factors influencing students' inclination to return to their homeland for employment. These factors, in order of significance, are as follows: (1) Local job opportunities; (2) Hometown sentiment; (3) local average income; (4) Local cost of living; and (5) Local preferential policies. Notably, the factor with the most significant impact on student's intention to return to work is "Local job opportunities" ( $\beta = 0.284$ ), followed by "Hometown sentiment" as the second most influential factor ( $\beta = 0.255$ ) among Dien Bien students studying in Hanoi. This finding aligns with the research conducted by Y et al. (2013), Thong (2015), and Quynh (2020) on the factors influencing students' decision to return to work. Furthermore, the study also revealed that the factor with the most negligible impact on the intention of students from Dien Bien province to repatriate for work is "Local preferential policies" ( $\beta = 0.170$ ).

Simultaneously, the investigation findings also indicate that the local living environment variable is not statistically significant enough to determine the inclination of students from Dien Bien, who are studying in Hanoi, to return for employment. This can be elucidated by the fact that the aspirations of these young individuals to showcase their capabilities have propelled them to prioritize the conditions of job opportunities over their living circumstances. Furthermore, this research focuses on students from Dien Bien province pursuing their education in Hanoi. This city offers an optimal living environment with abundant prospects for education, employment, recreational activities, advanced educational facilities, and healthcare services. Consequently, it may have affected the living environment in Dien Bien, which is not a factor influencing the intention of Dien Bien students to return to work.

## 6.2. Recommendations

The authors have made several recommendations regarding influencing factors based on the analysis results for Dien Bien province. These recommendations aim to attract Dien Bien students studying in Hanoi to return to their hometowns for work, thereby contributing to enhancing the province's socio-economic development.

### 6.2.1. Recommendations to Dien Bien authority

#### - Local job opportunities

Based on the study's findings, the primary factor

influencing the decision of Dien Bien students studying in Hanoi to return to work is the availability of job opportunities. Hence, the most crucial and pressing solution is to enhance job prospects' diversification. Given its strategic location as the sole province bordering Laos and China, Dien Bien serves as a vital link in the region and acts as a conduit for trade with neighboring countries. This advantageous position allows the province to bolster its bordergate economy. Consequently, local authorities must implement measures to stimulate economic sectors to boost import and export activities, with a focus on key export commodities of the province. Furthermore, the province should persist in refining management mechanisms and policies to promote border trade and streamline administrative procedures to facilitate customs operations.

Dien Bien province boasts a variety of state agencies and departments. Consequently, it is imperative that the recruitment process within these local entities is transparent and open and effectively addresses the issue of choosing neo-babies and associates during the recruitment process. This is a critical issue as it helps establish a fair, competitive environment, strengthening students' belief in their ability to secure a good, stable job upon their return to their home province.

Moreover, the province's ability to attract foreign direct investment (FDI) is lacking. Hence, it is imperative for the provincial government to prioritize the synchronization and enhancement of the infrastructure system, enhancement of human resource quality, bolstering investment promotion activities, enhancement of the province's image, and improvement of the investment environment. These measures are crucial in attracting more FDI, which will facilitate job creation and diversify labor recruitment, thereby maximizing the potential of the young workforce.

#### - Hometown sentiment

Hometown sentiment emerged as the second most significant factor influencing the surveyed students' repatriation decision. Nevertheless, it appears that Dien Bien province and other regions nationwide tend to overlook this factor. Consequently, to entice students to come back and contribute, the province must enhance the promotion of its homeland's image,

traditional allure, and heroic history. This endeavor will foster a sense of love, pride, and a strong desire in each student to contribute to their hometown's development.

Simultaneously, the Provincial People's Committee should consistently focus on supporting families with students, providing guidance and career orientation to ensure that students feel the government's care. This will encourage them to consider returning to work in the province. Local authorities can collaborate with companies to arrange yearly visits and discussions with the Dien Bien student community at universities and colleges to grasp their aspirations. Additionally, they can serve as a connection between students and local businesses.

#### **- Local average income**

Most exceptionally trained young workers prioritize the average income when selecting a workplace. Hence, competent agencies must enhance their inspection and supervision of enterprises' adherence to the State's commitments and policies regarding suitable salary and bonus systems.

#### **-Local preferential policies**

To draw Dien Bien students to work, in addition to offering favorable salary and bonus policies, the provincial authorities could consider modifying tax incentives and loan interest rates for outstanding students interested in constructing or renting houses, starting businesses, or launching startups. The provincial authorities can also assist in constructing affordable housing for new graduates.

Furthermore, the local authority must also encourage the enforcement of measures to recognize, incentivize, and grant scholarships to individuals with outstanding achievements in study and research. Advocate for introducing and disseminating favorable policies to ensure that students in the province have access to reliable information resources, enabling them to make informed decisions regarding their future career paths post-graduation.

#### **-Local cost of living**

The provincial administration must consistently monitor market prices and ensure that essential goods remain affordable, alleviating the financial strain on new graduates. Additionally, Dien Bien province should prioritize investing in comprehensive infrastructure upgrades to mitigate the impact of transportation costs on consumer goods, given the

region's challenging terrain and ongoing traffic issues.

#### **6.2.2. Recommendations to enterprises in Dien Bien province**

##### **- Local job opportunities**

Local businesses often contact universities and colleges when the schools organize career fairs and job search events for students. They may also target high-achieving undergraduates for future job opportunities and support their transition into the workforce post-graduation to encourage students to return to work and contribute to their hometown. Additionally, these businesses should utilize various media platforms, such as newspapers and the Internet, to promote job openings and facilitate easier access for students seeking employment.

##### **- Local average income**

Enterprises need to adjust the salary to suit each job position. In order to evaluate and offer a reasonable salary and bonus, enterprises must not only rely on working seniority but also on each individual's performance. This will avoid causing discontent within the business, especially with young employees who always do their jobs well but do not receive adequate remuneration. This will also make many students afraid to return to their hometown because ensuring material life and future promotion is difficult.

Enterprises must carefully consider salary adjustments for each job position. To ensure a fair salary and bonus, enterprises should not solely rely on seniority but also consider individual performance. This approach will prevent dissatisfaction within the organization, particularly among young employees who consistently perform well but are not adequately compensated. This causes students' hesitancy to return to their hometowns due to uncertainties regarding their material well-being and future career growth.

##### **-Local preferential policies**

Enterprises should establish preferential programs for high-achieving students, offering them support through study promotion funds and comprehensive or partial scholarships. These initiatives motivate students to enhance their learning and practical skills actively. Additionally, enterprises should provide various incentives such as competitive salaries, bonuses, healthcare benefits, and social welfare programs to create a favorable working environment. These measures

will encourage students in Dien Bien province to return to their locality and contribute to the growth of enterprises. Moreover, for recent graduates lacking experience, it is crucial to provide them with additional training in professions. Therefore, enterprises should develop free training and retraining programs to enhance the skills and knowledge of their employees, thereby benefiting both businesses and the local labor market.

### - Local cost of living

Companies can offer support packages to lessen the financial burden on new graduates. This can be done by offering free accommodation, access to dormitories, and utilizing company vehicles to transport students to work at the company. Such incentives are crucial in enticing graduates to return to the province for employment as they discover the various assistance available to help manage their living expenses.

## REFERENCES

- Ajzen, I. (1991). *The theory of planned behavior*. (50), 179 - 211.
- Ajzen, I. and Fishbein. (1975). *Belief, attitude, intention, and behavior. An introduction to theory and research*. Reading, Mass: Addison-Wesley.
- Cable, D. &. (1994). Pay preferences and job search decisions: A person-organization fit perspective. *Personnel Psychology*, 47(2), 317-348.
- Cromartie, J., Von Reichert, C., & Arthun, R. (2015). *Factors affecting former residents' returning to rural communities*.
- Department of Home Affairs of Dien Bien Province. (2023). *In the 2023-2024 school year, Dien Bien province lacks more than 2000 people working in public preschool and general education institutions*.
- Dung, H. T. (2015). *Factors affecting the intention of Quang Ngai students to return to their hometown to work after finishing their studies*. (In Vietnamese).
- E. G. Ravenstein. (1885). The Laws of Migration, *Journal of the Statistical Society of London*, 48(2), 167 -227.
- Harris - Todaro, P. (1969). A model of labor migration and urban unemployment in less developed countries. *The American Economic Review*, 59(1), 138 - 148.
- Ha, N.T.T et al. (2023). Factors affecting the intention of students in Ho Chi Minh City to return to their hometown to work. *Economy & Forecast Review*. (In Vietnamese).
- Hang, T. (2023). *Insufficient manpower for the management and protection of forests*.
- Jennifer, C. v. (2009). Should I stay or should I go? Examining the career choices of alternatively licensed teachers in urban schools. *Urban Review*.
- John, P. & M. (2000). *Measurement: Reliability, Construct validation, and Scale Construction*.
- Kotler P., H. D. (1993). *Attracting Investment, Industry, and Tourism to Cities, States, and Nations*. 47-65.
- Kotler, P., Hamlin, M. A., Rein, I. and Haider, D. (2002). *Marketing Asian Places*. Singapore: John Wiley & Sons.
- Lee, E. (1966). *A Theory of Migration*. *Demography*.
- Luong, N. H. (2023). *Ranking of socio-economic development levels of provinces by 2021*. <https://en.vneconomy.vn/xep-hang-trinh-do-phat-trien-kinh-te-xa-hoi-cac-tinh-den-nam-2021.htm>
- Lewis, W. (1954). *Economic Development with Unlimited Supplies of Labour*. Manchester: The Manchester School.
- Morathop, N. K. (2010). Intention to work in one's hometown: seniors at Naresuan University, Phitsanulok province.
- Man, T.V. & Dung, T.K. (2006). Factors affecting the decisions of graduate students when choosing workplaces. *Journal of Economic Development*, 56-58.
- Ngoc, L.T.B et al. (2022). Factors affecting economics students' intention to return to their hometown to work in Ho Chi Minh City. *FTU Working Paper Series, Vol.1*. (In Vietnamese).
- Rérat, P. (2014). The selective migration of young graduates: Which return to their rural home region and which do not? *Journal of Rural Studies*, No.35, 123–132.
- Thong, V. C. (2015). *Factors affecting the intention of suburban students studying in Ho Chi Minh City to return to work* (In Vietnamese).
- Y, L.T.T. et al. (2013). Factors influencing the economics students' decision to return to their hometown to work in Can Tho University. *Journal of Science No. 25*, Can Tho University (In Vietnamese).