MODELING THE INFLUENCE OF TRANSFER OF TRAINING ON COST- EFFECTIVENESS IN PRIVATE HIGHER EDUCATION IN MALAYSIA: THE ROLE OF MOTIVATION AS A MEDIATOR

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Abstract - Undoubtedly, training in the education sector plays a crucial role in fostering human development in Malaysia. The Malaysia Education Blueprint (2013–2025) emphasizes the adaptation of education to meet the requirements of the Fourth Industrial Revolution, highlighting a deliberate shift towards developing well-trained and scientifically skilled individuals. This research's primary goal is to model the influence of transfer of training on cost-effectiveness in Private Higher Education in Malaysia: the role of motivation as a mediator. The focus on the cost-effectiveness of training within the Malaysian education sector guided by the Transfer of Training Model by Baldwin and Ford (1988) and the Kirkpatrick Model by Donald Kirkpatrick (1950) will provide an insight into the influence of transfer of training and what measures are essential for cost-effectiveness.

However, training programs are frequently not adequately reviewed to measure investment return. Evaluation of the transfer of training is required for the further realization of the investment return made by stakeholders. Motivation being the mediator can be redefined as comprehensive training motivation. The sample size consisted of Human Resource (HR) personnel from Executives to Vice Presidents in the Malaysia Private Higher Education sector who either initiate or design training for academic staff in institutions' current stat of 29,413 personnel (Ministry of Higher Education Malaysia, 2022). Random sampling technique was utilized, based on the assumption of an average of five (5) human resource personnel in 94 Private Higher Education, comprised of private universities (50), private university colleges (34), and foreign university branch campuses (10). The quantitative method was employed for this study with Cohen's (1992) sampling table determining sample size determined the desired sample size was 256 surveys to be distributed.

Structural Equation Modeling (SEM) is used to simultaneously visualize and validate several statistical associations. The analysis of the study's data revealed that three hypotheses were supported and seven were not supported, indicating that these transfer of training attributes may not be significant predictors of cost-effectiveness in the transfer of training in Private Higher Education.

Keywords - Transfer of Training, Cost-Effectiveness, Private Higher Education, Motivation, Human Resource Personal.