

The Motivation of Students to Study Agriculture of Shiraz University

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Job satisfaction is one of the most influencing and important factors on job performance. However, the primary motivation of students to enter college is to get degree and a better job in future. The purpose of this study was to investigate the motivation of students for studying agricultural of Shiraz University. Research method in this study was descriptive-survey research. In order to collect data, a questionnaire was designed that its validity was confirmed by a group of experts and its reliability Alpha Coefficient was 0.79. The size estimated by Morgan's table (n=150) and the subjects were selected randomly, and the data was analyzed by SPSS software. The Results of analysis revealed that variables such as: motivation to study higher education, development of moral and social values, getting a degree, social perception, and to achieve better social class were the most important motivation among students. Result of comparative tests indicated that there is a significant difference between students with rural background with urban students in regard to their field of study with environment, to get higher income, Influencing in agricultural development and Social pressure to inter university.

Keywords: study motivation, Agriculture, Shiraz University.