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**Abstract**

The higher education sector in Hong Kong has restructured substantially from elite to mass higher education since the introduction of education reform by the Hong Kong government in 2000. To stay ahead in this competitive environment in the education sector, management teams of self-financing institutions have to compete for students and identify key factors influencing students' choice of post-secondary programmes. This paper investigates factors affecting students' choice of sub-degree programmes in self-financing higher education institutions in Hong Kong. Importance–performance analysis was employed as an analytical tool to help institutions identify areas for improvement and utilize their resources more effectively. The findings show that institutions should find ways to improve areas of “articulation”, “career services”, “financial aid” and “programme design” in order to increase their competitiveness. The outcomes of this research will help management teams of self-financing higher education institutions enhance their overall strategic plan and enrolment processes in order to attract students in a context of increasing competition for students in the Hong Kong higher education system.(HRK / Abstract übernommen) Wong, Phoebe, E-Mail: [spphoebe@speed.polyu.edu.hk](mailto:spphoebe@speed.polyu.edu.hk)