

UNIVERSITI TEKNOLOGI MARA

**THE DETERMINANT FACTORS OF
INFLUENCING STUDENTS'
ENROLMENT AT UTMSPACE**

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ABSTRACT

The Malaysian higher education sector is currently characterized by keen competition. Both public and private Higher Education Institutions (hereinafter referred to as HEI) find themselves mandated not only to fulfil educational objectives but also to navigate economic exigencies for sustained viability. Educational institutions are forced to compete with one another to attract students in the various recruitment marketplaces. Besides that, the advent of global economic changes has exerted a significant influence on universities, compelling them to broaden their academic offerings to meet the evolving demands of the market. In order to ensure the perpetuation and preservation of the esteemed image and reputation of the HEI, the management must undertake a comprehensive investigation and identification of the factors that exert influence and allure upon students when making the crucial decision to pursue further studies in tertiary education. This study aims to determine the factors that influence student enrolment at one of the established public universities in Malaysia. The objectives of this research are also to analyse the impacts of brand image, service quality, the university's reputation, and also the financial factor towards the enrolment student at School of Professional and Continuing Education, Universiti Teknologi Malaysia (hereinafter referred to as UTMSPACE). The result of this study indicates that all independent variables (brand image, service quality, university's reputation and financial factor) have a significant relationship to Student enrolment. This paper concludes by presenting recommendations for future research, suggesting potential areas of inquiry and avenues for further exploration in the academic domain.

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CHAPTER 1

INTRODUCTION

1.1 Preamble

This chapter enables a thorough introduction to this study and a background of UTMSPACE in Section 1.2. This is followed by Section 1.3, delving into the research statement to elaborate on the rationale of this study. Subsequently, Sections 1.4 and 1.5 help establish the research objectives and research questions. Lastly, the significance of the study is described in section 1.8.

1.2 Background of the Study

Malaysia's higher education sector boasts a substantial number and diverse types of public and private providers, significantly improving access to education for its citizens (Siew-Yean, 2023). However, as access to education expands, it becomes crucial to provide top-notch instruction that can keep up with the changing economy and adequately prepare students for their future careers. This venture aligns with the government's mission of developing a superior method for providing quality education. With an emphasis on ensuring outstanding educational service and quality, the government aims to establish Malaysia as a prominent hub for higher education in the region (Jinn et al., 2022). Wang (2021) also emphasized the crucial role of higher education in promoting economic growth and development, whilst highlighting the need for developing higher education to enhance human capital accumulation and technological innovation, underscoring the link between economic development and talent training, and its impact on a country's comprehensive national strength.

A multitude of countries increasingly dedicate substantial resources to enhance their educational infrastructure to achieve their desired social and economic progress. The UNESCO study on Malaysia's higher education highlights the government's dedication to ensuring education is accessible and of high quality. This positions