



اَوْبِقُوْا سَبِيْلِيْ تَيَكُوْنُوْا لِيْ مِمَّا رَا
UNIVERSITI
TEKNOLOGI
MARA

**A Study on Factors That Contribute to Student
Choosing UiTM as the University Choice at UiTM
Kelantan**

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The research topic that was conducted by the researcher is ***“A Study on Factors That Contribute to Students Choosing UiTM as the University Choice at UiTM Kelantan”***. This chapter consists of background of study, problem statement, research questions, and research objective, significant of study, scope of study and limitations of study. The detail of this study provided by each chapter with the sub topics which discussed the essentials procedures and the steps in competing the study.

1.1 BACKGROUND OF UNIVERSITI TEKNOLOGI MARA (UITM)

Malaysia has a dualistic higher education system in: in order words, the higher education sector in Malaysia includes public and private institutions. Malaysia strives to achieve the status of a high income and knowledge based economy; private higher education institutions complement the efforts of public institutions by producing skilled graduates to help achieve this goal. The expansion and liberalization of the tertiary education sector has increased the number of private institutions of higher learning and the participations of foreign universities in Malaysia, which offer twinning programmes and the possibility of establishing branch campuses in Malaysia. The growth of private higher education institutions in Malaysia since the 1990s has widened the selection of universities or college for student who wish to pursue their tertiary education; this has increased the competitive nature of the higher education industry for undergraduate students.

Universiti Teknologi MARA Kelantan Kampus Machang what was once known *with Institut Teknologi MARA*, branch campus to 9 was inaugurated his establishment in 01 July 1985 by YAB Tan Sri Dato' Mohamad Bin Yaakob's Hajj, Kelantan *Menteri Besar* at that moment. UiTM's establishment was the result of close cooperation between UiTM with Central Government. Resulted as this cooperation, Central Government has set a land by 12 acres in Deer Camp located approximately 8 kilometers Kota Bharu's from town possession by *Majlis Pengakap Kelantan State*.

1.3 PROBLEM STATEMENT

Every year graduating high school students are faced with the problem of having to decide on future career paths. For those students considering attending a university, the selection process probably assumes high priority. This process typically spans a number of years and may have begun in early childhood when prospective students develop perceptions of universities and university life (Maguire & La According to the Falsafah Pendidikan Kebangsaan, "Education in Malaysia is an ongoing effort towards further developing the potential of individuals in a holistic and integrated approach to create stable and harmonious intellectually, spiritually, emotionally and physically. Understanding how students choose a universities is critical for universities and college. Students "are the lifeblood of colleges and universities, and student characteristics often define the distinctiveness of individual campuses" (Kinzie *et al.* 2004).

The problem is, student who have completed their secondary programs of study as specified by the Ministry of Education of Malaysia faced with the problem of having to decide on future career paths in diploma levels. The decision whether or not to continue with post-secondary education and the choice of an institution to attend are two critical decisions that students make at this time in their lives (Johnson & Chapman, 2004). Students always confusing in selecting the best university that meet with their eligibility and interest. Student's result from the high school is one of the factors that influence student in selecting a university.

Researcher has been conducted on how students choose from a variety of perspective. Previous studies have focused on what students want from a college website (Christiansen, Davidson, Roper, Sprinkles, & Thomas, 2003), how students use institutional websites to inform their choice (Martis, 2006), the differences between the search and choice stages of the college selection process (Smith, 2006), and how historically under represented students use a variety of information sources available to them (Olsen, 2007).

Student also influenced by another factors such as 'Ekspo Selangkah ke UiTM', "Jelajah Ekspo Selangkah Ke UiTM", and advertisements in newspaper in choose a university. But, information received sometimes not relevant and if student make a mistake in selection, student may face problems if the university is not able to provide the best service. Then, it can being affected student to choice a course suitability for suitable with their result. This

Selecting the best university is the critical decision because it will determine our future. In order to fulfill this gap found in the above mentioned, this study purpose to determine the factors influencing applicant's decision in choosing UiTM as University choice at UiTM Campus Machang, Kelantan.

1.4 RESEARCH OBJECTIVE

Through this study, the researcher was developed a few research objectives which hopefully to be achieved when the study is completed. Objective is one of the important things for the researcher to finish the research. This is because to give to the researcher the clear direction and as a suggestion to resolve the problem that appears in this study. Some of the objective studies for this research are as follow:

Research objective 1

To determine the factor of location and student choose UiTM as the University of Choice.

Research objective 2

To identifying the factor of image and students choose UiTM as the University of Choice.

Research objective 3

To investigate the factor of promotion and students choose UiTM as the University of Choice.

Research objective 4

To utilize the factor of programme suitability and student choose UiTM as the University of Choice

Research objective 5

To know the factor of financial and students choose UiTM as the University of choice.

1.6 SIGNIFICANCE OF THIS STUDY

The significant of the study involved the researcher. The purpose of this study is to determine whether the variable involved have fully significance influence to student's preference of choosing IPTA. This study helps the institution of higher education to clearly understand about student's preference in choosing university. Therefore, they can improve the effectiveness of their institutions to full fill the student's needs and requirement. Those parties who covered as follow:

1.6.1 The Researcher

To fulfill the subject of BBA (Hons) marketing requirement set by the university. This research paper will helps the researcher to identify either this research can achieve the objective or not. While during conducting this researcher gets new knowledge, information and also new experience. This research would identify criteria for a student perceptive that influence their selection of a university.

1.6.2 Students

Refers to students who have completed their secondary programs of study as specified by the Ministry of Education of Malaysia, offering diploma levels and degree levels. Refers to the consideration of opportunity and appraisal on the possible cost and benefits for their future life (Crossman, 2010) and the decision on preferences of tertiary education institutions for possible further education. This decision is assumed to be make in relation to need satisfaction (Glasser, 1998). For the reader to gain an understanding of the context of the study, it was important that the education system.

1.6.4 UiTM

This study aims to inform and universities of the effective social media sites as well as effective social media marketing techniques that can be used to attract student decision in choosing UiTM as University choice. The organization in UiTM can know how applicant make a decision for choosing UiTM as a university choice. So because of the issue, this research able to give the factors that influencing applicant's decision in choosing UiTM as university choice. The university would be able to focus on the essential as to meet the needs of students.