



THE ACCEPTANCE OF PLANTATION COURSE IN  
PPKS MUKAH

REBECCA ANAK BADA

2012479272

BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN

JANUARY 2016

## LETTER OF TRANSMITTAL

12<sup>th</sup> January, 2016

Bachelor in Business Administration (Hons.) Marketing

Miss Ardiana Mazwa and Madam Margaret Lucy Gregory  
Advisor of MKT 669 and MKT 661,

University Technology of MARA

Sarawak Branch

Jalan Meranek

94300 Kota Samarahan.

Dear Dr,

### **SUBMISSION OF PROJECT PAPER (MKT 669)**

Hereby attached is my project entitled **A STUDY ON THE ACCEPTANCE OF PLANTATION COURSE IN PPKS MUKAH** as a partial requirement for Bachelor in Business Administration (Hons.) Marketing, Faculty of Business Management, University Technology of MARA.

Thank you.

Yours Sincerely,



REBECCA ANAK BADA  
2012479272

Bachelor of Business Administration (Hons.) Marketing

## **ABSTRACT**

Since the number of higher education increases, the competitions between both public and private higher education institutions have been increasing. Hence, PPKS Mukah introduces a new course, which is plantation course. Although PPKS Mukah has been offering variety of courses, yet there is no affirmative conclusion as to what factors that contributes to students' acceptance to the courses being offered. Thus, this study is to investigate the factors that influence residents' acceptance to the new course. The results of literature analysis show that there are four group of factors affecting residents' acceptance towards a new course, plantation course: 1) interest 2) family and social 3) industry focus 4) economy. The target of this study is the residents in Mukah-Selangau, Sarawak. The result showed that all variables are reliable.

## TABLE OF CONTENTS

---

<b>CHAPTER</b>	<b>DESCRIPTIONS</b>	<b>PAGE</b>
	Declaration of Original Work	i
	Letter of Transmittal	ii
	Acknowledgement	iii
	Table of Contents	iv
	List of Tables	vi
	List of Figures	vii
	List of Abbreviations	viii
	Abstract	ix
1.0	INTRODUCTION	
1.1	Background of the Study	1
1.2	Scope of the Study	3
1.3	Problem Statement	3
1.4	Research Objectives	4
1.5	Research Questions	4
1.6	Significance of Study	5
2.0	LITERATURE REVIEW	
2.1	The Concept of Acceptance	6
2.2	Studies on Acceptance	6
2.3	The Dimensions of variables	7
2.4	Conceptual Framework	10
2.5	Hypotheses	11

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of study**

Since Malaysia has been rising as an education hub in recent years, the education industry has been more competitive. Based on Education Malaysia data, Malaysia is the world's 10<sup>th</sup> largest provider of educational services for the international and local students. As the competition for recruiting students becomes stiffen, the higher education institutions have been aggressively in their marketing strategies. This results to variety of choices for the students to choose from.

According to Abrahamson and Hossler (1990), students entering institutions of higher education today are very different than those of previous generations. Therefore, the higher education industry (HEI) marketers need to investigate the factors that affect the students' acceptance to the courses being offered.