



“FACTORS THAT INFLUENCE STUDENTS’ INTENTION TO  
CHOOSE PRIVATE COLLEGE”

EZRA MAYAU  
2012619002

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU  
DECEMBER 2014

## LETTER OF TRANSMITTAL



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**“DECLARATION OF ORIGINAL WORK”**

**I, EZRA MAYAU (MyKad No: 890925-12-5284)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 29 December 2014

<b>TABLE OF CONTENT</b>	<b>PAGE</b>
LETTER OF TRANSMITTAL	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
ABSTRACT	viii
CHAPTER 1	
1.1 INTRODUCTION	1-2
1.2 BACKGROUND OF STUDY	3-5
1.2.1 Problem Statement	6
1.2.2 Research Questions	7
1.2.3 Research Objectives	7
1.2.4 Scope of Study	7
1.2.5 Significant of Study	8
1.2.6 Limitations of Study	8-9
1.2.7 Theoretical Framework	10
CHAPTER 2	11
LITERATURE REVIEW	11
2.1 MARKETING MIX	11
2.1.1 Place	11
2.1.1.1 Price	12
2.1.1.2 Service/Facilities	13
2.1.1.3 Promotion	14-15
2.1.1.4 Course Programme	16-17
2.1.1.5 Famiy, Friends and Peer Influences	18-19
CHAPTER 3	20
RESEARCH METHODOLOGY	20
3.1 INTRODUCTION	20
3.1.1 Research Design	20
3.1.2 Sampling Design	20
3.1.2.1 Population	20-21
3.1.3 Sampling Design	21
3.1.3.1 Sample Size	21
3.1.4 Sampling Technique	22
3.1.5 Data Collection Technique	22-23
3.1.6 Instrumentation	23-25
3.1.6.1 Questionnaire design	25
3.1.7 Data Analysis	26

## LIST OF TABLES

## PAGE

Table 1: Respondent profile	21
Table 2: Reliability test	23
Table 3: Descriptive Statistics for dependent variables and independent variables	24
Table 4: Regression analysis	25
Table 5: Anova	26
Table 6: Coefficient analysis	28
Table 7: Hypothesis result	30

## **ABSTRACT**

The higher educational sector in Malaysia includes public and private tertiary institutions. Malaysian of higher education are facing challenges, since there are growing number of institutions in which the degree of competition among institutions are increasing whether public or private education institutions in line for the development of new colleges and universities, reduced funding from the government, and the obligation to improve education services continuously to encounter the demands of the market.

This study was to examine the factors that influence students' intentions to choose private college. The objective of this study was to identify the relationship between the factors that can influences students' intention to further study at private college.

A total of 200 questionnaires were distributed to 200 respondents of undergraduate students. This means that this study was to achieve the desired objectives. The results gained from the data using pie charts, tables, and the scale mean for the number and percentage of the features needed for this study. This study is expected to have a positive impact on all parties including the respondent, directly or indirectly.