



**A STUDY ON AWARENESS OF SECONDARY SCHOOL
STUDENTS AROUND MENGGATAL AREA
TOWARDS MULTIMEDIA COLLEGE (MMC) SABAH**

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SEPTEMBER 2014

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ABSTRACT

Education is defined as a process of learning that will help in the development of an individual to its fullest level besides the development of society in which both enjoy the greatest level of happiness and prosperity (Kumar & Ahmad, n.d). There are few levels of education in Malaysia starting from pre-school, primary level, secondary level and tertiary level of education (www.moe.gov.my). Tertiary education in Malaysia can be divided into public and private institution where both comprise of universities and colleges (Arokiasamy, 2011). Nowadays, the number of private colleges keeps increasing since there is a demand from students who want to further their studies. Since there are so many new established private colleges emerging, there is a possibility these colleges are not known to the public especially the students. Hence, this paper attempt to study on the level of awareness of secondary school students around Menggatal area towards Multimedia College (MMC) Sabah, one of the private colleges in Sabah. The research was done using survey technique by using questionnaire and 240 questionnaires are distributed to 240 respondents in two selected secondary school in Menggatal area which is *Sekolah Menengah Kebangsaan Tebobon* and *Sekolah Menengah Kebangsaan Bandaraya*. The result shows that many of the respondents did not know about Multimedia College (MMC) Sabah. Overall, majority of the respondent agree that Multimedia College (MMC) Sabah should do more advertisement both in printed and electronic media or can go to school for talk and therefore, they need to improve their marketing so that they will be known to the public.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Education is defined as a process of learning that will help in the development of an individual to its fullest level besides the development of society in which both enjoy the greatest level of happiness and prosperity (Kumar & Ahmad, n.d). The purpose of education is to bring positive changes in the student and hence it has a clear objective and aims (Kumar et al., n.d).

In Malaysia, the education system was inherited from the British colonial government in which it introduces British type of education. Later, it changes to Malaysian education system where the system is more Malaysian oriented (Rahimah, 1998). The main purpose of education in Malaysia is national unity besides emphasizing the importance of human resource development for a developing or growing nation. The Ministry of Education Malaysia or *Kementerian Pendidikan Malaysia* was established in 1956. This ministry handles all matters related to education in Malaysia. Each State has their own Education Department that will organize or coordinate all affairs regarding education. There are few levels of education in Malaysia starting from pre-school, primary level, secondary level and tertiary level of education (www.moe.gov.my). The secondary school level is divided into lower secondary (Form 1 to 3) and upper secondary (Form 4 to 5).

Tertiary education or also known as higher education is defined as a program or courses that extent from degree until post graduate diplomas (Benjamin, Marathamuthu, Muthaiyah & Raman, 2011; Gupta, 2008; Middlehurst & Woodfield, 2004). According to Benjamin et al. (2011); Lindong (2007); Aafaq (2007), tertiary education is important in order to meet a nation's human resource needs for the development of socioeconomic. Globally the number of students who continue their tertiary education increase by twofold from 40 million in 1975 to more than 80 million in year 1995, and it is projected to increase to 150 million before 2025