



**A STUDY ON:**

**REASONS THAT INFLUENCE MALAY PARENTS IN KOTA BHARU  
TO CHOOSE PRIVATE HIGHER LEARNING INSTITUTIONS (PHLIS)  
FOR THEIR CHILDREN**

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Tuan,

**SUBMISSION OF RESEARCH PAPER**

I hereby would like to submit the internship thesis, "*Reasons Influencing Malay Parents in Kota Bharu In Choosing Private Higher Learning Institutions For Their Children*".

I do hope this research paper will meet the requirement and expectations of the Faculty of Business and Management.

I thank you for all the guidance and support you have generously rendered for the completion of this report.

Thank you.

Yours faithfully,



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## **Acknowledgement**

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## **ABSTRACTS**

*The number of students passes in SPM or STPM increasing each year. For the year 1997, there were 66220 SPM candidates who passed with Grade One, 63685 SPM candidates passed with Grade Two, and 48326 SPM candidates passed with Grade Three.*

*In 1998, when the SPM results were announced by the Minister of Education recently, the number of student passes also increased .The grade one holders alone were **71382 students**. This means that the competition to get places in PCHLIs is tougher. Those who are unlucky, have no more choice to further study but to go to PHLIs(Private Education of Higher Learning Institutions).*

*This shows us that the issue of furthering study at tertiary level in our country is something of a concern for parents and the topic of this research is very relevant to the issue.*

*Hence this research is conducted to find out the reasons influencing Malay parents in Kota Bharu District in choosing private higher learning institutions for their children (PHLIS). One hundred (100) sets of questionnaires were distributed to selected respondents for the purpose of gathering information.*

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