



**THE ASSESMENT OF MARKETING MIX AND PORTER'S GENERIC STRATEGY
FOR STUDENTS' INTAKE AT KIARA COLLEGE SABAH**

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ABSTRACT

The objective of this research is to assess the marketing mix and Porter's generic strategy for student intake at Kiara College Sabah. Based on the marketing mix and Porter's generic Strategy the students' intake was assessed. The variables that included in the study are the marketing mix which covers the 4P's and also the Porter's generic strategy which is conclude the cost leadership strategy, differentiation strategy and lastly the focusing strategy.

The study was done using survey of 60 respondent which include all staff of Kiara College Sabah at Kota Kinabalu. Then the survey analyzed using the reliability test of Cronbach's Alpha test, the descriptive analysis and lastly the correlation analysis. After that the assesment was done using the analysis to know how the following marketing strategy works by the operation management at Kiara College Sabah as the students recruited increases by years.

At the end of the research, the findings of this study would be able the researcher to know the result of assesment of marketing strategy of students' intake at Kiara College Sabah. The result could help the operation management of Kiara College to increased their marketing strategy in the future to increase more students recruited. As for the future researcher, they would be able to use this study as inspiration of their study.

Keyword: Marketing mix, Porter's generic strategy, Kiara College Sabah, Cronbach's Alpha, Descriptive analysis, Correlation analysis