



A STUDY ON KOLEJ YAYASAN SABAH
COMPETITIVENESS AMONG PRIVATE
INSTITUTIONS OF HIGHER LEARNING
IN KOTA KINABALU, SABAH

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ABSTRACT

This study is to examine and identify the Kolej Yayasan Sabah (KYS) competitive among the private institutions of higher learning in Kota Kinabalu, Sabah. KYS is a wholly owned by the Yayasan Sabah Group (YSG). It also focuses on respondents such as students, lecturers, staff and parent of student's knowledge about the competitive KYS competitiveness among the private institutions of higher learning in around Kota Kinabalu. KYS is one key to identify their competitive in elements on the facilities, programmes and course offered, faculty academic staff, student services and collaboration with more smart partnership. It does will help to launch college to University College and upgrade new program at the degree level will be success. Besides that, students perception can satisfy their expectation to find on the additional ways for improve the facilities KYS to attract more students to enroll to this college.

The research design used is primary, secondary data and descriptive study. The target population is those among attracting student enrollment, parents who had sending their child study at this college, the lecturers who are giving lesson and also supporting staffs in Kota Kinabalu area which selected by researcher consist 120 respondents. The respondents also selected in convenience sampling, then it's analyzing with data frequency distribution and cross tabulation were used.

On the findings of this study, its shows most of respondents get the information about KYS from family and friends. For the respondents of students most of them choose themselves on influencer on a program in KYS. Therefore, most of the parent of student's familiar about KYS. On the analysis, respondents give feedback on the offer more various programs as well as increasing the qualification of lecturers.