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**FACTORS CONTRIBUTING TO THE  
DECLINING ENROLMENT OF BBA (HONS) MARKETING (PLK)  
PROGRAM WITH SPECIFIC REFERENCE TO UiTM  
SAMARAHAN CAMPUS**

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**FACULTY OF BUSINESS MANAGEMENT  
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## **ABSTRACT**

The ultimate aim of gathering and compiling data in these studies is to identify the factors that contribute to the declining enrolment of BBA (Hons) Marketing, PLK program. Thus, this study intends to gauge the prospect's awareness, preference level, attitude and perception towards UiTM BBA (Hons) Marketing, PLK program. Furthermore it is hoped that the followings findings would enable the UiTM Samarahan Campus to formulate new marketing strategies and plan of actions to stimulate more awareness among prospects i.e. the Adult Working Bumiputera.

This study employed exploratory research methodology, whereby data is gathered

from a sample size of 351 respondents throughout Kuching District, using formulated or structured questionnaires, and/or with the aid of face-to-face interview with selected group of people. The 'rank order scaling' technique, that is, using number 1= 'most preferred', 2 = "second most preferred', 3= 'third most preferred' and 4= 'least preferred' was employed in this research. Likert scaling method was also adopted to measure prospects degree of agreement on various statement provided in the questionnaires, these are; 1= 'strongly disagree', 2= disagree', 3= neither agree no disagree', 4= 'agree' and 5= 'strongly agree'.

## 1.0 INTRODUCTION

In recent years, has seen intense competition among higher learning institutions offering part-time tertiary education. In Sarawak for example there are wide variety of Bachelor degree programs offered on part-time basis, targeted especially for the working adult. As regards to BBA (Hons) marketing program, the competing higher learning institutions, include; UiTM, OUM, UPM and IBMS (*\*Unimas is not included, because this university does not offer this subject on part-time basis*).

University of Technology MARA (UiTM) first introduced this program in Sarawak way back in 1973<sup>1</sup> at ITM Samariang Campus. The objective of this program is to provide maximum opportunities for working adult Bumiputras to pursue recognised degree in marketing discipline. This is in line with its philosophy, mission and vision; "A belief that every individual has the ability to attain excellence thought, knowledge and instilling of moral values so as to produce professionals capable of advancing knowledge, self, society and the nation", "To establish UiTM as a premier university founded on the tenets of scholarship and academic excellence capable of promoting Bumiputera's dynamism in all fields of world-class standard and producing ethical and globally competitive graduates" and "To enhance the knowledge and expertise of Bumiputeras in all fields of study through professional

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<sup>1</sup> Program Pengajian Luar Kampus (PLK) Laporan Tahunan-2002

## 2.0 LITERATURE REVIEW

### 2.1 The Marketing Concepts

According to Lovelock (2001, pg. 200)<sup>2</sup>, “the market for adult education courses is extremely competitive, consisting of both non-profit and for-profit operation; to succeed, an educational institutional needs a clear sense of mission and a distinctive position that sets it apart from the competition in ways that appeal to prospective students”. Nowadays, various flexible mode of study are available for adult students enrol on part time basis. These could be done through e learning (EPJJ), distance learning (PJJ), or off campus (PLK). Kotler and Armstrong, (1996), state that, the possible advertising objectives is to inform, to persuade and to remind the customer of its product existent.

**Table 2.1: Possible Advertising Objectives.**

To Inform:	
<ul style="list-style-type: none"> <li>• Telling the market about a new product.</li> <li>• Suggesting new uses for a product.</li> <li>• Informing the market of a price change.</li> <li>• Explaining how the product works.</li> </ul>	<ul style="list-style-type: none"> <li>Describing available services.</li> <li>Correcting false impressions.</li> <li>Reducing consumer’s fears.</li> <li>Building a company image.</li> </ul>
To Persuade:	
<ul style="list-style-type: none"> <li>• Building brand preference.</li> <li>• Encouraging Switching to your brand</li> <li>• Changing customer’s perception on Product attributes.</li> </ul>	<ul style="list-style-type: none"> <li>Persuading customer to purchase now.</li> <li>Persuading customer to receive a sales call</li> </ul>
To Remind:	
<ul style="list-style-type: none"> <li>• Reminding consumers that the product May be needed in the near future.</li> <li>• Reminding them where to buy it.</li> </ul>	<ul style="list-style-type: none"> <li>Keeping it in their minds during off seasons.</li> <li>Maintaining its top-of-mind awareness</li> </ul>

*Source: Philip Kotler and Gary Armstrong, 1996; “Principles of Marketing”, Prentice Hall, New Jersey, Pg. 55*

<sup>2</sup> Service Marketing, International edition: people, technology, strategy