



**FACTORS THAT INFLUENCE STUDENTS IN CHOOSING INSTITUT
PROFESIONAL BAITULMAL AS THEIR PRIVATE HIGHER
EDUCATION INSTITUTION**

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Submitted in Partial Fulfilment of the

Requirement for

Bachelor of Business Administration with Honour (Marketing)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t

First of all I would like to give my deepest appreciation to my advisor Encik Suhaidi Bin Elias that always non-stop giving a support, motivation, teaching and guide me in to do this research.

I would like also to express my a very thankful to my beloved family that always support me, especially my mother [REDACTED] and my father [REDACTED] that always push me harder to get in this level until now. Special thanks also to my siblings my younger sister Nur Aina syazwina, my younger brother Muhammad Syafiq and my youngest brother Umar Haziq they always give me a morale support and motivates me in doing my work to do this research. I would like to appreciate my diploma lecture who always help me n sharing experience in doing the research. Also many thanks to my classmate and my group study in UITM segamat that always helping me, teaching, guiding and sharing the information to me to finish this research.

Last but not least, a very appreciation to all who are involved in this research whether directly or indirectly to help me in doing this research. All of the support are my inspiration and my strength to finish this research. I really appreciate all you guys.

Thank You

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ABSTRACT

Purpose – This is to identify the factors that influence students in choosing Institut Profesional Baitulmal as the private higher education institution. For this research, the researcher examine three factors that is perception of brand image, facilities provided and course offer. This study is to help the company improve on the factors that can attract students towards the institution.

Design/ Methodology/ Approach –The questionnaire are consists 3 section and have 25 questions were distribute to 100 of respondent that is students who are study in Institut Profesional Baitulmal and all of the respondent answering the questionnaire. The researcher used descriptive design in conducting the research.

Findings –There was a support for three hypothesis, suggesting that: perception of brand image influence students in choosing IPB as their private higher education institution, facilities provided influence students in choosing IPB as the private higher education institution and course offer influence student in choosing IP as their private higher education institution.

Research limitation – data are limited at 1 place only. This will lead other researcher to study on this research in the future.

Keyword – Perception of brand image, facilities provided, course offer, selection of IPB as their private higher education institution.

Paper type – Research paper

CHAPTER 1: INTRODUCTION

1.1 Background of study

Private higher education institution is a private institution that students can choose to continue their studies. The definition of private higher education institution is where the people gain an education that provides a variety of learning environment and learning space. According to Ravi (2016), higher education institution is becoming more competitive with heightened rivalry for student enrolment, more global due to technology advancement with increasing geographic scope, and more diverse with broader curricular scope. Private higher education institution need to know that there are many factor that student consider before choosing their institution. This is because nowadays there are many private higher education institutions that are compete in the education industry. According to Saniya (2015) there have been large transformations in structure and strategy of higher educational institution to learn and attain a sustainable competitive advantage. That why the private higher education needs to understand and improve the factors that student need in their education institution so that the student can be attracted to the institution.

In Malaysia there are many private higher education institutions. One example of private higher education institution is Institut Profesional Baitulmal (IPB). IPB is one of the private higher education institution under Majlis Agama Islam Wilayah Persekutuan (MAIWP) that are provide an education place for people who want to continue their study. There is 3 programme that is offering in IPB first is UITM course, diploma business study and diploma in accounting. Second programme is homegrown programme that is diploma in hajj and umrah management, diploma in