



**WORD-OF-MOUTH VS TRADITIONAL
MARKETING :
CASE STUDY IN KOLEJ UNIVERSITI ISLAM
ANTARABANGSA SELANGOR (KUIS)**

**NUR AIFA BT SAMBERI
2014919139**

**BACHELOR IN BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

Firstly, I wish to thank God that has given me the opportunity to embark on my research study and for completing this long and challenging journey successfully. Nevertheless, it would not have been possible without the kind of support and help of many individuals. I would like to extend my sincere thanks to all of them.

I would also like to express my gratitude towards my advisor, Puan Rohani bt Jangga, as I would be lost without her guidance and constant supervision. She has been providing me with necessary information regarding direction and any possible errors could have come out of the project. It is not to forget that due to her support, completing this project is possible. Not only that, a million thank you for Puan Ani bt Abdul Jalil, and MARCOM team in Kolej Universiti Islam Antarabangsa Selangor for sharing their knowledge and experiences with me during the practical training.

Not to forget, to my family members, friends and educators for their kind cooperation and encouragement. Their support either directly or indirectly with the best of their abilities have help me in completing this project with a possible success.

LIST OF CONTENT

DECLARATION OF ORIGINAL WORK.....	II
LETTER OF TRANSMITTAL.....	III
ACKNOWLEDGEMENT.....	IV
LIST OF TABLES.....	VII
LIST OF FIGURES.....	VIII
ABSTRACT.....	IX
CHAPTER 1.....	1
1.1 Introduction (Background of study).....	1
1.2 Problem Statements.....	3
1.3 Research Question.....	3
1.4 Research Objective.....	4
1.5 Rationale of Study.....	4
1.6 Scope and Limitation of the Study.....	4
1.7 Term and Definition of Study.....	5
1.7.1 <i>Word of Mouth</i>	5
1.7.2 <i>Traditional Marketing</i>	6
1.7.3 <i>Higher Education Institution</i>	6
1.7.4 <i>Marketing Strategy</i>	6
Theoretical Framework.....	7
Hypotheses.....	7
CHAPTER 2.....	8
Literature Review.....	8
2.1 Introduction.....	8
2.2 Overview of Higher Education Institution in Malaysia.....	8
2.3 Types of Marketing Strategies that Influence Students' Choice.....	9

ABSTRACT

Higher Education Institutions (HEI) are places where students of Sijil Pelajaran Malaysia (SPM), Sijil Tinggi Pelajaran Malaysia (STPM), Sijil Tinggi Agama Malaysia (STAM) and on a par choose to continue their study. These institutions offer a chance for students to gain extra knowledge based on the program that they have chosen. Marketing strategies implemented by these institutions can influence students on their choice of HEI. The strategies here are word of mouth and traditional marketing. This study was run in order to determine which marketing strategies between word of mouth and traditional marketing that most influence the choice of students to higher education institutions. Both strategies are very usual among marketers to attract their customers/students. This research was done in Kolej Universiti Islam Antarabangsa Selangor (KUIS). Questionnaires were distributed to students of KUIS. The collected data was analyzed using SPSS. By using mean, standard deviation, correlation analysis and regression analysis, the result showed that both word-of-mouth(WOM) and traditional marketing variables were significant and positively related to the dependent variable. However, WOM created better result than traditional marketing and it was suggested strategy to use in HEI.

Keywords

Higher education institutions, Marketing strategy, Traditional Marketing, Word of mouth

CHAPTER 1

1.1 Introduction (Background of study)

In this century, the number of private and public Higher Education Institutions (HEI) have increased significantly. The high numbers of HEI have resulted in a stiff competition between them especially for public HEI. However, the reason for the increase in the number of universities is to help students to continue their study at a higher level. According to University and University Colleges Act 1969, in the 1960s to 1970s five public universities were established while in the 1980s and to the early 1990s four more public universities were established (Goi, 2009).

Student's choice and decision making in higher education has become more and more important because it gets more competitive since the HEI enable students to maximize their knowledge and thinking skills (Premarathne et. al, 2015).

ACKNOWLEDGEMENT

Firstly, I wish to thank God that has given me the opportunity to embark on my research study and for completing this long and challenging journey successfully. Nevertheless, it would not have been possible without the kind of support and help of many individuals. I would like to extend my sincere thanks to all of them.

I would also like to express my gratitude towards my advisor, Puan Rohani bt Jangga, as I would be lost without her guidance and constant supervision. She has been providing me with necessary information regarding direction and any possible errors could have come out of the project. It is not to forget that due to her support, completing this project is possible. Not only that, a million thank you for Puan Ani bt Abdul Jalil, and MARCOM team in Kolej Universiti Islam Antarabangsa Selangor for sharing their knowledge and experiences with me during the practical training.

Not to forget, to my family members, friends and educators for their kind cooperation and encouragement. Their support either directly or indirectly with the best of their abilities have help me in completing this project with a possible success.

LIST OF CONTENT

DECLARATION OF ORIGINAL WORK.....	II
LETTER OF TRANSMITTAL.....	III
ACKNOWLEDGEMENT.....	IV
LIST OF TABLES.....	VII
LIST OF FIGURES.....	VIII
ABSTRACT.....	IX
CHAPTER 1.....	1
1.1 Introduction (Background of study).....	1
1.2 Problem Statements.....	3
1.3 Research Question.....	3
1.4 Research Objective.....	4
1.5 Rationale of Study.....	4
1.6 Scope and Limitation of the Study.....	4
1.7 Term and Definition of Study.....	5
1.7.1 <i>Word of Mouth</i>	5
1.7.2 <i>Traditional Marketing</i>	6
1.7.3 <i>Higher Education Institution</i>	6
1.7.4 <i>Marketing Strategy</i>	6
Theoretical Framework.....	7
Hypotheses.....	7
CHAPTER 2.....	8
Literature Review.....	8
2.1 Introduction.....	8
2.2 Overview of Higher Education Institution in Malaysia.....	8
2.3 Types of Marketing Strategies that Influence Students' Choice.....	9

ABSTRACT

Higher Education Institutions (HEI) are places where students of Sijil Pelajaran Malaysia (SPM), Sijil Tinggi Pelajaran Malaysia (STPM), Sijil Tinggi Agama Malaysia (STAM) and on a par choose to continue their study. These institutions offer a chance for students to gain extra knowledge based on the program that they have chosen. Marketing strategies implemented by these institutions can influence students on their choice of HEI. The strategies here are word of mouth and traditional marketing. This study was run in order to determine which marketing strategies between word of mouth and traditional marketing that most influence the choice of students to higher education institutions. Both strategies are very usual among marketers to attract their customers/students. This research was done in Kolej Universiti Islam Antarabangsa Selangor (KUIS). Questionnaires were distributed to students of KUIS. The collected data was analyzed using SPSS. By using mean, standard deviation, correlation analysis and regression analysis, the result showed that both word-of-mouth(WOM) and traditional marketing variables were significant and positively related to the dependent variable. However, WOM created better result than traditional marketing and it was suggested strategy to use in HEI.

Keywords

Higher education institutions, Marketing strategy, Traditional Marketing, Word of mouth

CHAPTER 1

1.1 Introduction (Background of study)

In this century, the number of private and public Higher Education Institutions (HEI) have increased significantly. The high numbers of HEI have resulted in a stiff competition between them especially for public HEI. However, the reason for the increase in the number of universities is to help students to continue their study at a higher level. According to University and University Colleges Act 1969, in the 1960s to 1970s five public universities were established while in the 1980s and to the early 1990s four more public universities were established (Goi, 2009).

Student's choice and decision making in higher education has become more and more important because it gets more competitive since the HEI enable students to maximize their knowledge and thinking skills (Premarathne et. al, 2015).