



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACTORS INFLUENCING STUDENTS' ENROLMENT IN MARKETING COURSE
AT UITM MELAKA KAMPUS BANDARAYA**

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ABSTRACT

The study is aimed to discover factors influencing students' enrolment in marketing course at UiTM Bandaraya Melaka that become inconsistency through the years. The research link the determinant that can encourage students to apply marketing course in their UPU application. Hence, a survey of 100 students of marketing course who are pursuing their studies in UiTM Bandaraya Melaka was collected to be analyzed. The measuring items for the survey are reliable and valid as it value of Cronbach's Alpha are bigger than 0.600 in values. Pearson Correlation, Multiple Linear Regression, ANOVA Test was conducted to find out the relationship of the variables as well as the hypothesis suggested and find the answers for all the research questions. The results showed that personal choice is the determinants for students to pursue in marketing course. It also shows that there is a correlation between the dependent variable and independent variables.