



**FACTORS INFLUENCING UNIVERSITY SELECTION
AMONG STUDENTS IN
SEKOLAH MENENGAH KEBANGSAAN SERI SERDANG**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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- This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, expect where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

The government of Malaysia has given emphasis on the education field since the Independence Day until today. They believe that education is the key to develop Malaysia to become a better nation and to help Malaysia become a fully developed nation by 2020 (Norasmah Othman, Noorasiah Sulaiman, Poo Bee Tin, Harinder Kaur T. Singh, 2012). According to L. Battagan and c. Boja (2011), for a society to have long term health prosperity, educated workers as well as leaders for future, education structure would be the best to help achieve that. Universities and other higher education institutes has experienced increasing competition to attract both local and international students in Malaysia (T. Mazzarol,1998). However, in the last decade of the 20th century, globalization is the reason for the changes in the education industry in Malaysia (Ministry of Education,2008).

According to Lee (2005) in Malaysia the higher education has transform from four phases. First is the education for the elites. Second is education for affirmative action, third is education as and for business and the last phase is education for global competition. The first university in Malaysia is University Malaya in 1959 as the higher education in Malaysia was created through public and private institution. Currently, Malaysia has 20 public universities, 24 polytechnics, 37 public community college, 33 private universities, five foreign university branches campuses and about 500 private colleges (Ministry of Higher Education, 2009).