



**FACTORS THAT CONTRIBUTE TO THE STUDENTS' CHOICE TO STUDY
AT MULTIMEDIA COLLEGE (MMC) RATHER THAN OTHER PRIVATE
COLLEGES IN ALAMESRA KOTA KINABALU SABAH**

ANATI BINTI AWANG BAIR

2011850004

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA (UiTM)
KOTA KINABALU SABAH**

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ABSTRACT

The purpose of this particular research which is a study on the factors that contribute to the students choice to study at Multimedia College (MMC) rather than other private colleges in Alamesra, Kota Kinabalu, Sabah. The purpose of this research is to identify the factors that contributed to the students selecting Multimedia College to further their studies. The objectives of this research are what are studying facilities and benefits that are available in MMC, to identify the factors that contributed to students selection to study at MMC and also to make suggestions and recommendations for MMC in order to enhance their service and facilities better and improved.

The finding from this research identified that the students choose to study at MMC because of the quality of the faculty followed by the job opportunity after graduate, fees and the course offering are also the factor of students choose to study at MMC. There are several recommendation from the respondents in order to improve the services and facilities at Multimedia College.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

A College can be a private one with its budget funded through fees paid by the students. The situation is different with the public colleges which it is funded partly or wholly by the government.

Private colleges in Malaysia must apply to the Ministry of Education to get a license to operate. Mostly students preferred to enter the public colleges because the fees are more affordable than the private colleges. But with the limited space and having to compete with more than a million other students to enter the public colleges most students will have the second option of which they can choose to study in a private college with the same level of education as studying in the public college.

This study focus on Multimedia College which is one of the private college that located in Alamesra Kota Kinabalu. Multimedia college sabah was approved by the Malaysia Quality Associations(MQA) and it is a proof that Multimedia College was the one of the best private college that can compete with other private college. In order to make this college known by many people, they should be more aggressive in doing the marketing to attract the students to comes and choose to study at MMC. Other than that, multimedia college should adding more facilities for make their students feel comfortable while studying at there.