

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF COMPETITIVE ADVANTAGE THAT
COULD ENHANCE STUDENT ENROLMENT AT
INSTITUT TEKNOLOGI PERWAJA**

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Dissertation submitted in partial fulfillment of the requirements
for the degree of

Master of Business Administration

**Arshad Ayub Graduate Business School
Faculty of Business Management**

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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A handwritten signature in black ink, appearing to be 'Syaful Yazam Bin Abd Jalil', is written over a horizontal dotted line.

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ABSTRACT

This paper presents a framework for analyzing the study of competitive advantage that could enhance student enrolment facing by Institut Teknologi Perwaja. This study sought to critically investigate factors that influence student's decision making that could explain Institut Teknologi Perwaja enrolment. The findings identify appropriate factors and indicated that the choice of the institution was made mainly by the students based on brand image or college reputation, financial aids availability, cost or fee of program, employability, and promotion as preferences factors. This study may provide an increase understanding of the selection process and thus assist college in guiding students through the process. The results of this research will be beneficial to Institut Teknologi Perwaja in the strategy development to differentiate themselves in a meaningful way to potential students.

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