



THE STUDY ON STUDENT CHARACTERISTICS AT INSTITUTE OF
TEACHER COLLEGE, BATU LINTANG CAMPUS, KUCHING SARAWAK.

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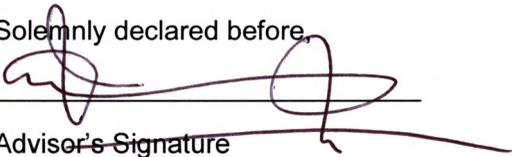
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ABSTRACT

The era globalization today very faster with more advanced the development and technology. Today, the higher education services very important to all people especially the students to continue at the college or university. Therefore, the higher education institutions (HEIs) are faced with a difficult situation or condition of trying to understand how students selected Higher Education Institutions (HEIs) of their choice. These researches discussed and to explore the factors that influences students' choice on Higher Education Institutions (HEIs) in Kota Samarahan, Sarawak. It is also to build conceptual framework model to suit to the local higher education services industry. It is discuss about the factors that influence student's choices of HEIs such as student aspiration and ability, external influences, college attributes. However, these areas for future research are highlighted.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter will be discussed about the background of the study, statement of problem, research objective, research question, and significance of study, scope of the study, limitation of study and definition of term.

1.2 Background of the study

Nowadays, education is a very important foundation to develop a country. With the fast development of science and technology in this globalization era, the role of the higher education is getting more and more important to all people. However, every year graduating high school students are faced with the problem of having to decide on the future career path. According to Johnson & Chapman (1979), many students find it difficult to decide whether to continue or not with the post-secondary education. These two critical decisions that students find it difficult to decide for their life after they finish at the secondary school such as whether to continue or not with the post-secondary education.

Besides that, in Malaysia, Higher Education Institutions (HEIs) are one of the institutions supervised under the Ministry of Higher Education (MOHE). There are five reasons for the HEIs in Malaysia such as to fulfill the need for abilities and human capital, to meet the current demand of all people in Malaysia, to meet the national demand of the Malaysian multicultural groups, to satisfy the national needs, and to enable the Malaysian to compete in this era of globalizations today.

Tertiary education, also known as post-secondary education, was taken to include undergraduate and postgraduate education. Tertiary education generally culminates in the receipt of certificates, diplomas, or academic degrees. Colleges,