



**FACTORS INFLUENCE STUDENTS
CHOOSE MAHSA UNIVERSITY AMONG SPM 2017'S
GRADUATES IN KELANTAN**

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LETTER OF TRANSMITTAL

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "FACTORS INFLUENCE STUDENTS CHOOSE MAHSA UNIVERSITY AMONG SPM 2017'S GRADUATES IN KELANTAN" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK.....	i
LETTER OF TRANSMITTAL.....	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
ABSTRACT.....	ix
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Background of Company.....	2
1.3 Problem Statement.....	5
1.4 Research Objective.....	7
1.5 Research Question.....	8
1.6 Scope and Limitation of Study.....	9
1.7 Significant of Study.....	10
1.7.1 The company.....	10
1.7.2 The researcher.....	10
1.7.3 The respondent.....	10
1.8 Term and Definition of Study.....	11
1.8.1 University's Reputation.....	11
1.8.2 University's Location.....	11
1.8.3 Program Offered by University.....	11
1.8.4 Influence Student to Choose Private University.....	11
CHAPTER 2.....	12
LITERATURE REVIEW.....	12
2.1 Introduction.....	12
2.2 Influence student choosing private university.....	12
2.3 University's Reputation.....	13

ABSTRACT

MAHSA was established in earnest in the year 2005 in Pusat Bandar Damansara, Damansara Heights, Kuala Lumpur with the belief that higher education in the field of healthcare is a vital cog in the development of the nation. With due diligence and ample support from students, staff and the public, MAHSA is proud to announce its latest achievement of receiving University status. In Malaysia, MAHSA University have three campuses which located at Selangor, Kuala Lumpur and Sabah. MAHSA offers programs in various levels, from foundation and diploma to degree and postgraduate programs in Program as well as Healthcare programs. Given that, the aim of this study is to examine the factors influence SPM 2017's graduates in Kelantan choose private university and to identify which factors influence the most. The factors involved in this study are university's reputation, university's location and program offered. The data of the study are collected by using questionnaire where 377 of questionnaires have been distributed to the respondent. Overall, at the end of this study, the result has shown there is only two independent that are significant with the dependent variables that is university's reputation and program offered while university's location is not significant.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

This research is about the factors that influence SPM 2017's graduates in Kelantan choose private university, Malaysian Allied Health Science Academy (MAHSA) University to continue their study in higher level after finishing secondary school. In Malaysia, there is a lot of private university that give opportunities to the students to continue their study. For students in Kelantan who interested to continue study at MAHSA University, they can register through MAHSA University Recruitment Centre (MURC) Kota Bharu which is located at Jalan Kebun Sultan, Kota Bharu, Kelantan. MAHSA Recruitment Centre Kota Bharu is one of the branch MAHSA University that has operated for many years but currently they had changed to new management team since December 2017.

In Malaysia, there a lot of public and private university that make student have many choices to continue study. But most of them prevent to continue their study because of few factors such as university's reputation, university's location, and program offered by university. Hence, the factors make them confuse in choosing MAHSA University to continue their study at higher level.