



A STUDY ON THE MARKETING FACTORS THAT
INFLUENCE STUDENTS ADMISSION IN MALAYSIA
INSTITUTE OF INTEGATIVE MEDIA (MIM)

SYERIZAL MASRI B SULAIMAN
99385823

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DUNGUN TERENGGANU

OCTOBER 2002

ACKNOWLEDGEMENT

First and foremost I would like to express my thankful to Thee Almighty Allah for his blessing on me in completing this research.

Sincerely, this appreciation goes out to my respective advisor, Associate Professor Farok Zakaria for his help and guidance in making this research a success.

Special thanks to my supervisor, Mr. Mohd. Jailani Che Idrus for all the valued information, advise, and hospitality through my existence at Malaysia Institute of Integrative Media (MIIM) for three wonderful months which had given me many experience and knowledge in the marketing area.

I also would like to take this opportunity to thanks all my colleagues, family, and friends who seem very understanding for sharing their knowledge and information with me.

Lastly to my Norlisa Hosen, thank you for all your support and always being there for me.

Thank You Very Much

ABSTRACT

This research project was focused on the private institution of higher learning in Malaysia. Basically it focused in the aspect of why students choose a particular institution to further their studies. There are many reasons that attracted them to pursue their studies namely like the established of the colleges, the tuition fees, and also the location of the institution.

For this research, it is done in Malaysia Institute of Integrative Media (MIIM) where the questionnaires were distributed among students who studied at MIIM. About 100 questionnaires were distributed to the students in order to determine which of the independent variables that influences them to study at MIIM. The dependent variable for this research is the marketing factors that influence student's admission in MIIM while the chosen independent variables were established brand name, programs offered, tuition fees, and promotional programs.

The students might have their own reasons why they choose MIIM. However, based on the analysis, the majority of the students entered MIIM because of the established brand name of MIIM, the programs offered, tuition fees, and promotional programs done by MIIM. Those variables were chosen since they are the most important marketing factors as compared to other economic or commercial factors. From the findings, it is found that all the suggested variables are acceptable by majority of the respondents.

This research can give many benefits to those who involve in the educational industry, namely the MIIM itself, the students, government, other private institutions, and also those who concern about MIIM.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
LIST OF FIGURES / DIAGRAMS	x
LIST OF ABBREVIATIONS	xii
ABSTRACT	xiii
1.0 INTRODUCTION	
1.1 Introduction	1
1.2 Scope and Background of the Study	4
1.2.1 Background of Malaysia Institute of Integrative Media (MIIM)	6
1.2.2 MIIM's Mission	9
1.2.3 MIIM's Vision	9
1.2.4 MIIM's Objectives	10
1.3 Problems Statement	11
1.4 Objectives of the Study	14
1.5 Significance of the Study	15
1.6 Theoretical Framework	18
1.7 Hypothesis	20
1.8 Limitations of the Study	21
1.9 Definition of Terms	23
2.0 LITERATURE REVIEW	
2.1 Introduction	25
2.2 Product	27
2.3 Brand Name	31
2.4 Price	36
2.5 Tuition Fees	41
2.5.1 Components of Tuition and Fees	44
2.6 Promotion	48

3.0	RESEARCH METHODOLOGY	
3.1	Data Collection	55
3.2	Sources of Data	56
	3.2.1 Primary Data	56
	3.2.1.1 Questionnaire	56
	3.2.2 Secondary Data	58
3.3	Data Analysis	59
3.4	Sampling Method	60
3.5	Hypothesis Testing Method	63
	3.5.1 Frequency Distribution	64
	3.5.2 Cross-Tabulation	65
	3.5.3 Chi-Square	66
4.0	ANALYSIS AND DATA INTERPRETATION	
4.1	Frequency Distribution	67
	4.1.1 Course	67
	4.1.2 Semester	70
	4.1.3 Gender	72
	4.1.4 Age	74
	4.1.5 Marital status	76
	4.1.6 Hometown	78
	4.1.7 Brand name is very important	80
	4.1.8 MIIM is very exclusive and prestigious	82
	4.1.9 Impression	84
	4.1.10 Prefer because it carries the name of TV3	86
	4.1.11 How do you rate MIIM	88
	4.1.12 Why do you choose this program	90
	4.1.13 Facilities provided is advance and impressive	94
	4.1.14 Duration of studies	96
	4.1.15 Opportunity to work at TV3	98
	4.1.16 Practical orientation rather than theory	100
	4.1.17 Practical at the end of semester	102
	4.1.18 How do you pay tuition fees	104
	4.1.19 Payment method	106
	4.1.20 Difficulties in making payment	108
	4.1.21 Tuition fees is first consideration	110
	4.1.22 Tuition fees is too expensive	112
	4.1.23 How do you know about MIIM	114
	4.1.24 Have you attended roadshow done by MIIM	116
	4.1.25 Advertisement showed influence me	118
	4.1.26 Promotional done is very effective	120