



EDUCATION IN MALAYSIA: A STUDY ON THE FACTORS
INFLUENCING DEMAND FOR HIGHER EDUCATION

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ABSTRACT

The purpose of this particular research which is a study on factors influence Malaysian parents to choose the better institution for their children to further their studies. Meaning to say that this study investigate the perception of parents in terms of the quality, fees and service by local high education institution. On the other hand, the purpose of this research is also to determine which one of the types of institution are more preferable by the parents as well as to compare the location, programs offered, facilities and so forth. This is very important to identify in order for local high education institution to compete in the market while the unstoppable numbers of newborn institution keep growing.

Therefore, the finding that the researcher found out through this particular research majority of the respondents that the most influential factor is the programmed offered and carrier opportunity in industries. On the other hand, throughout this particular research there are several recommendation from the respondents in order to improve the quality of the high education institution in Malaysia.

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