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ABSTRACT

The objective of the study is to identify the perception on the needs of physical resources and environment, the perception on the quality and the perception on the services towards the Private Higher Institution Education (PHEI) . Besides that other elements such as the 4 P's or the marketing variables are also essentials for the selection of Institution of choice among the potential customers of the private institution. The quality on the physical resources and environment, 4 P's elements and the good services offered by the PHEI contributes to the efficient performance of the institution thus determine the customer decision and satisfaction which will contributes to good reputation of the college and attract more customers to pursue their study at the college.

Key words: customers' perception, physical resources, marketing mix and customers satisfaction.