



**CUSTOMERS SATISFACTION STUDY: STUDENT  
PERCEPTIONS AND SATISFACTIONS LEVEL  
TOWARDS *PPKS* COLLEGE KUCHING  
SARAWAK**

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**APRIL 2006**

## DECLARATION OF ORIGINAL WORK



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Hereby, declare that:

This research has not previously been deposited in any substance for the degree, locally or overseas and is also not being concurrently accepted for this degree or any other degrees.

This project paper is the result of my own work and investigation except where otherwise stated.

All extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

24<sup>th</sup> April 2006

The Head of Program  
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Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Submitted herewith the project paper titled “**CUSTOMERS SATISFACTION STUDY: STUDENT PERCEPTIONS AND SATISFACTIONS LEVEL TOWARDS PPKS COLLEGE KUCHING SARAWAK**” to fulfill the requirement needed by the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours sincerely,

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## APPROVAL PAGE

This MKT660 – Project Paper entitled CUSTOMERS SATISFACTION STUDY: STUDENT PERCEPTIONS AND SATISFACTIONS LEVEL TOWARDS *PPKS* COLLEGE KUCHING SARAWAK was completed by Jery'in bin Fauzi and submitted to the Faculty of Business Management, MARA University of Technology, Samarahan Campus as requirement to fulfill the Bachelor Business Administration with Honors, Marketing programmed.

Approved by:

Dr. Gluma Saban  
Project Paper Advisor  
24 April 2006

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## ABSTRACTS

We are living in the era of borderless world, education is the best investment and synonymous with our lives today. The roles of PPKS as one-stop centre for people education, striving to be well-known private technical institution in Sarawak.

In a knowledge base industry such as PPKS, where the students are customer has a very large role to play, it is therefore crucial that PPKS provide sufficient facilities that may required to satisfy their needs and expectation as priority. Any related aspect to students' emplacement processed to PPKS College need not to be over looked and adhered.

A research and analysis on satisfactions was made as a reference for enhancement. Therefore, to enhance the image and to provide quality service to customers, conducting a study on satisfactions perspective is very much needed and with the formidable facilities and equipment plus the reliable system emphasized, may help formulate PPKS management deal much easier and faster that correlate to any inconveniences factor arises.

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

As our nation moves toward a border less world phenomena, the service sector has becomes significance contributor to the country economy. Any major economy that is not competitive in the services sector is not competitive internationally, says Grubler (1996), an economist at the German Economics Institute in Cologne, Germany. Meaning to say that, any service sector that has not been competitive locally could not sustain further or globally.

Based on Harvey and Busher (1996) education is a service to customers or clients, and it's concerned with the quality of the relationships between customers and clients. Its market accountability is marked more by confrontation than by the co-operation desirable in education between schools and their students and parents.

Therefore, for most establishing learning institutions today, keeping up or improving services offered to their customers is a necessity. Improve services meaning improve the satisfaction of their customers. A human nature of need and want can never fully satisfy with limited resources. Regard to this aspect, PPKS include their approved services in technical training for youth with qualification equivalent to Sijil Pelajaran Malaysia (SPM) or completed only SPM level to equip them in the industrial and plantation market. With such courses provided, the youth and the public, as a whole will have opportunity to gain knowledge with better chance to compete in the open market. Encouragingly, based on BERNAMA, 25 January 2006 the government allows free skills training for youths without SPM certificate.

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Minimizing the dissatisfaction and produce better and quality products is always the mindset of PPKS management and upgrades their services to meets the customers reliable and satisfaction are their goal.

The development of social and economic process of industrialism is one of the great factors or influences that PPKS stand to provide courses for anybody to participate. Through industrialization, more jobs for the society are created and per-capita income would increase, the standard of living rises and the large proportion of the population are able to pursue higher education or to send their sons and daughters to take related industrial courses at the learning institutions in the state such as PPKS.

PPKS is a major determinant to attract and encourage individuals besides their ability and willingness to study. There has been a tremendous social pressure for more education. A lot of government and private universities, colleges and institutions has been established this pass few years to meets the demand of students to enroll. According to Baharudin bin Haji Abdullah (Interview with PPKS Executive Director) PPKS has trained more than 7000 trainees in various technical courses until now.

Education is the key of higher income and it influences people to achieve it but some other people also fail to achieve better formal education. PPKS positioning to provide courses to meets of all level ranging from completed secondary 5 and also offering re-skill enhancement courses for graduates.

PPKS also offered Sijil Kemahiran Malaysia (SKM) or the National Skills Certificate (MLVK) conducted based on the competency requirements set by the National Occupational Skills Standard (NOSS). NOSS is a document that outlines the tasks and duties of trainee to access his level of competency in a particular skill. PPKS conduct SKM courses from Level One to Level Three on Printing Technology, Graphic Design, Mechatronic and Information Technology. All the SKM courses conducted by PPKS requires the same entrance requirement of secondary 5 or equivalent and course

fees are RM1, 700 (SKM Level One), RM1, 800 (SKM Level Two), and RM2, 200 (SKM Level Three). The registration fee is RM100 and RM190 per level is the miscellaneous fees.

PPKS establishing themselves to striving for better recognition as a higher learning institution also conducted Diploma and Higher National Diploma Program that enable trainees to look for employment immediately upon completion or allow them to pursue their further studies up to degree level.

PPKS in allowing people to career advancement cater the Master of Science and Engineering Doctorate in Engineering Business Management. These postgraduate programs are conducted in collaboration with University of Warwick U.K. and Business & Advanced Technology Centre (BATC) of UTM on part-time basis for working adult who are interested in advanced education. These programs can be pursued by professionals from any discipline and programs emphasis on participation in innovation and application based on work needs. There is no examination to be taken and the predominant assessment method is through company-based post module assignments, case studies and projects.

Therefore, this research is conducted to know the perception and satisfaction of the existing consumers on Sarawak Skills Development Centre or Pusat Perkembangan Kemahiran Sarawak (PPKS), one of the growing prominences of Skills Development Centre at this region.

## **1.2 PPKS Background**

Sarawak Skills Development Centre or PPKS receiving annual financial grant and encouraging support from both state and federal government. Thus, PPKS has the abilities to conduct courses specified above and in its future development programs, PPKS intended to offer more diploma program.

People's awareness on important of education in their daily life especially of psychological significance has encouraged them to participate. Education plays as a means of investment that can provide them a respite from poverty and restores mental efficiency. PPKS agenda is to establish itself as a reliable and well-known private institution to meet the demand of its customers that offered courses relevant to any people to derive knowledge's for to day's industrial market and the future market trends. PPKS founder members are Borneo Shipping & Timber Agencies Sdn. Bhd., Borneo Dockyard & Engineering Works Corporation, Cahya Mata Sarawak Berhad, Ironwood Shipyard, KIG Ceramics Industrial Sdn. Bhd., KTS Timber Industries Berhad, Malaysia LNG Sdn. Bhd., PETRONAS Wilayah Sarawak, Rimbunan Hijau Sdn. Bhd., Samling Strategic Corporation Sdn. Bhd., Sarawak Electricity Supply Corporation (SESCO), Sarawak Land Development Board (SLDB), Sarawak Oil Palms Berhad (SOP), Sarawak Shell Berhad (SSB), and Sarawak Timber Industry Development Corporation (STIDC).

### **1.3 Problem Statement**

The target groups for this research are the PPKS existing students who are now still studying at the college. The programs designed are mainly for the trainees to easily find job in the industrial market and to boost the industries quality and productivity. PPKS needs the feedback from the existing students regarding their perception towards PPKS College of Technology to be known as a prime and skill-based training institution in the state that would fit the industry market.

PPKS among their vision wish to be the premier and prestigious and education institute of choice and among their mission is to help increase the pool of skilled personnel. Based on the initial finding from an interview with the management of

PPKS, shows that the following major problem confronted the institution: lack of knowledge in terms of student perception and satisfaction on PPKS.

PPKS really indeed wish to know their customers' perception towards their management for them to enhance seriously to take right action on the right time in order to attract more trainees in Sarawak and even beyond successfully.

#### 1.4 Research Question

The following question has been set that needs to be answered in order to meet the objectives of the study:

- ✓ 1.4.1 What are the factors that lead to the students' satisfaction studying at PPKS College?
- ✓ 1.4.2 Are the facilities provided by PPKS meet the students' expectation?
- 1.4.3 Is the sources of financing relates to the students enrolment at PPKS?
- 1.4.4 Is the location and environment tending to create students reliability towards PPKS?

#### 1.5 Research Objectives

The objectives of this paper are to examine the students' expectation and satisfactions studying at PPKS. To meet the objectives of this research, relevant data has been used to determine and identify the factors.

The specific objectives are:

1. To find out the students satisfaction level towards the facilities and services provided by PPKS College.
2. To find out other factors that influences the customers' satisfactions toward PPKS College.

2) To find out whether the facilities provided by PPKS meet the students' expectation.

## **1.6 The Significance of the Study**

The aimed of the study is to derive useful information for PPKS plan of action to attract more students to enroll and to resort the applicable and cost effective methods of marketing their products, and besides to help PPKS vision and mission successful.

### **1.6.1 Customers Satisfaction and Reliability**

This study will also provide relevant factors that influence towards student satisfaction studying at PPKS as a private college that offered relevant courses to meets market demand that are always available in the industries. The information obtained will hopefully help the PPKS management more successful to enhance better and quality services toward student benefit after they completed the study encouragingly.

### **1.6.2 PPKS College Benefits**

This research can be served as benchmark and guideline in improving their overall management approaches to attract more students to enroll every semester, and to sustain outside competitions successfully.

The result of the findings hopefully also can help PPKS to identify specific areas that needs improvement and enhancement for the betterment of the college. Particularly, this research could help PPKS to strive for more customers' satisfaction and resulting in encouragingly students to pursue further study at the college.

## 1.7 The Definition of Terms

### 1.7.1 Education

*Education* was defined as the process of educating or teaching to develop the knowledge, skill, or character of students. Unfortunately, this definition offers little unless we further define words such as *develop*, *knowledge*, and *character*.

### 1.7.2 Awareness

Strong (1998) stated that awareness is a high level of knowledge and understanding towards something.

Awareness study means that how the student aware or desire to further their studies. This is influence by the awareness of increasing their knowledge and skills in the future. Based on the Harvey and Buser (1996) concept of marketing is regarded with suspicion by many in education because of its commercial implications.

### 1.7.3 Customers

Customer that was mention in this research is the student or more specifically is the target participant within the PPKS citizen and this study is to enhance knowledge into the behavior of the life form of the participant in making decision to enter the PPKS and the program preferred.

### 1.7.4 Marketing Services

Harvey and Buser (1996) define services marketing as a potential tool for the application of market forces and are therefore regarded as ethically undesirable. They argues that the methods and ideology of commercial marketing, if properly understood and correctly applied by professionals in education, can be

beneficial rather than harmful, and may be imperative for schools and colleges wishing to attract students and to offer them the most relevant provision.

The purposes of marketing, therefore, are to explain to potential clients the services or products they are about to purchase, as well as trying to persuade them to buy a particular brand. Marketing functions include customer education as well as sales.

Conway, Mackay and Yorke (1994) claim that marketing a college involves marketing a set of institutional expectations of the clients (formal and informal), which does not characterize many other spheres of marketing.

### **1.8 Limitation of the Study**

There are limitations encountered in conducting this study. Basically, majority of the respondents were not really supportive to give their full co-operations in answering especially on comparison question and some part on respondent demographic of the questionnaires.

The sample size is the respondent within the PPKS customers' population only, and the survey was determined by the respondent feedbacks and co-operation that basically may affect the validity content of the survey.

The obstacles also exist prior to analyze the questionnaires when the question was mostly left blank by respondents.

### **1.9 The Scope of Study**

The organization being conducted as a scope of study is PPKS Campus at Jalan Canna Off Jalan Wan Alwi Kuching, Sarawak. The survey focuses toward customers' satisfaction and the questionnaire were distributed within the PPKS trainees who takes

various courses offered at college as the respondents. It does not include the management staff of the college.

There are 100 questionnaires distributed to the respondent and managed to collect back 91 questionnaires that are analyzed. Thus, the researcher would only concentrates on the feedbacks that representing current existing students within the PPKS programs and examined the students' perception and satisfaction towards PPKS College that might be overlooked by the management. Based on the respondents, the researcher would also identify other factors that influence the customers' satisfaction toward PPKS.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

Education aspect is important to individuals in nowadays situations because people need knowledge to overcome obstacle or to survive in this borderless world in any aspect of life or to think at least rational. Knowledge has become a key factor to human life to equip them to face any consequences. Education is important predictor that influence the people wants to have good wealth in life. Industries tend to produce good productivity with educated and well trained people as employees.

PPKS situated at Jalan Canna Off Jalan Wan Alwi, Tabuan Jaya, 93350, Tabuan Jaya, Kuching Sarawak is as an agency under the Federal Ministry of Entrepreneurs Development and Human Resource Development and Quality Unit, Sarawak Chief Minister Office was established in 1994 with the objective of producing well-trained, skillful and competent workforce.

PPKS vision is to be the premier and prestigious technology and education institute of choice in the region and their mission is to help increase the pool of skilled personnel and at the same time, to enhance the quality of the workforce needed by the industries as well as the government and private sectors by providing high quality, timely and cost effective training programs.

Human Resource Development Berhad, Small and Medium Industries Development Corporation, Majlis Latihan Vokasional Kebangsaan and Edexcel International, UK approves PPKS as training provider. The main centre activities are skills upgrading for the industrial sector and other programs are also introduced to assist the state in producing new skilled workers and professional. The Certificate and Higher National Diploma Programs are especially designed for secondary school

leavers to acquire technical skill and knowledge. PPKS play its role as a centre for employment entrusted by the government and granted allocation to train Malaysian graduates in Graduate Re-skill Program.

PPKS conducted Pre-Employment (Fast-Track) Programs designed for school leavers and also extended to working personnel at certificate level. The courses are conducted on a full-time and part-time basis and the minimum entry requirement for Fast Track is completion of secondary 5.

PPKS is equipped with a full range of training and learning facilities such as IT Laboratories, Electronic Laboratories and Video Production Laboratory. Resource center, sports facilities, hostels and cafeteria are available within the campus. Hostels are available for outstation students at RM60 per months. PPKS in its expansion programs offering courses in masters and doctorate degree for working adult on part-time basis.

PPKS vision is to be the premier and prestigious technology and education Institute of Choice in the region. Their mission is to help increase the pool of skilled personnel and at the same time, to enhance the quality of the workforce needed as well as the government and the private sectors by providing high quality, timely and cost effective training programs.

PPKS in carrying out the above mission and to achieve the stated objectives, the role would be mainly as a provider of training and education programs, and at the same time, a broker of training services for the industry, particularly, the Small and the Medium Industry (SMI). To accomplish its role, PPKS will need to work closely with its customers to help build greater understanding and commitment of the customers and to obtain accurate feedback.

PPKS provides a range of services in line with the functions to enhance the manufacturing capability of Sarawak organizations especially the small and medium scale industries include:-

- Providing technical and management consultancy services
- Facilitating technical and management support services
- Providing linkages to other training centers/institutions
- Providing sources of information and support
- Providing human resource development needs and services consistent with its objective of being a dynamic resource development centre.

At the moment PPKS provides 4 types of programs and details of the programs are illustrated in Appendices such as:-

- Skills Upgrading and Enhancement Programs
- Pre-employment (Fast-Track) Programs
- BTEC Higher National Diploma (HND) & Diploma Program
- Career Advancement Programs.

To meet its customers' needs as well as to provide facilities for new courses, PPKS have expanded their training facilities and space requirement. Recently the space constraints have been solved with additional of another 512 square meters. Others facilities that PPKS have such as Industrial Automation Laboratory, CADD Laboratory, IT Laboratory, Desktop Publishing Laboratory and Mechatronic Laboratory. The Industrial Automation Lab can accommodate 20 participants fully equipped with pneumatics, programmable logic control, bearing maintenance equipment, overhead projector and white screen, flip-chart, TV set, video, magnetic white-board, slide projector and LCD projector. CADD Lab has 25 seating and fully equipped with computers, printers, fountain and plotter. IT Lab is consisted of 20

computers, one tutor's workstation with computer web, internet, LAN and colour laser printer. Desktop Publishing Laboratory has 20 Macintosh computers, scanners and AO printers. Mechatronic Lab can accommodate 20 participants and equipped with FACET workstation for tutor and students. PPKS will respectively aware of the changes in industries needs by providing the new enhancement courses along with its facilities in the future and ensure that these courses remain relevant to Industries.

## **2.2 Related Reviews**

PPKS market their products through service oriented and part of their marketing activities. According to Kurtz and Clow (1998), "Service marketing," evaluates four dimensions of service that include tangibles, reliability, responsiveness, assurance and empathy.

Tangibles include the service of provider's physical facilities, their equipment, and the appearance of employees. Reliability is the ability of the service firm to perform the service promised dependably and accurately. Responsiveness is the willingness of the firm's staff to help customers and to provide them with prompt service. Assurance refers to the knowledge and courtesy of the company's employees and their ability to inspire trust and confidence in the customer towards the service provider. Empathy is the caring, individualized attention the service provides each customer.

Upon all how customers perceive the service they received compared to what they expected prior to the service. Understanding the various states of the service will help firms understand w

hy they must go beyond customer expectation. Merely to meet customers expectation will not be enough to remain competitive in today's market.

Lehmann & Russell (2002), "Product Management," the legitimate channel of distribution and communication medium has exacerbated the focus as customer service.

The services to be delivered are more customized products and better customer service and it is clear that the service need to be reached out to the customers successfully.

Heineke (2003), mentioned that to measure how satisfied the customer is with the service result is related to both their prior expectations about the service and their perceptions of how well the service was provided through several inputs variables such as previous experiences, what they hear about the services from others and service provider's advertisements and promotions. Agbonifoh and Edoreh (1986) also agree with important of customers as they postulates that the customer is king in the marketplace. Customers' perception is also affecting the satisfaction of performance. Customer will be satisfied when their perceptions of performance exceed their expectations, and they will be more likely to return in the future.

Kotler (2000) emphasis on the smooth management of core business processes. Many companies are reengineering their businesses, creating cross-disciplinary teams to manage core processes. One of the core business processes that he mentioned includes customer service. All the activities involved in making it easy for customers to reach the right parties within the company and receive quick and satisfactory service, answers and resolutions of problems.

Franklin University is one of the top colleges for non-traditional students. Franklin University offers many services such as provided academic programs and courses, admission and registration and financial services. This function provides course description, course schedule. In course description, there is a description of each course in every major area to give student a better view about the course offered. The students can obtain the specific dates in the Term Course Schedule where they can view the academic calendar for the current and upcoming semesters. Financial services provide students with options for meeting their educational expenses (*University of Franklin, 2003.*)

Based on the research made by Parasuraman, Berry and Zeithaml (1990) showed that there are 5 key dimensions to service quality that can contribute to customer perception: (1) Reliability- dependability, accuracy, the ability to provide what was promised, (2) Assurance- employees' ability to convey trust and confidence, and also their knowledge and courtesy, (3) Empathy- the degree of caring and individual attention provided to customers, (4) Tangibles- the appearance of personnel, the physical facilities and equipment, (5) Responsiveness- the willingness to provide prompt service, and the willingness to help customers. Looking at all the five dimensions, the dimension that is primarily concerned with the service outcome is reliability. As for the rest of the other four dimensions, namely assurance, tangibles, empathy and responsiveness are primarily concerned with the service process.

Furthermore, Harvey and Busher (1996) claims there are seven things that will satisfy students or clients. There are product, place, promotion, price, people, process and the physical evidence of the production.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter discussed about how the research be conducted. It will also discuss about the types of data collection, how the data will be collected, how many sample will be needed and description on sample group collected.

To undertake this project, two types of data have been gathered.

#### 3.2 Secondary Data

Secondary data is collected because it is easily accessible, relatively inexpensive and quickly obtained. Besides this, the secondary data will help to identify problem, better define the problem and to develop an approach to the problem. The following items will be the sources of this research:

- Internet
- News paper
- Reference Books
- Journals
- PPKS Broachers

#### 3.3 Primary Data

Primary data will be the main instrument used to access customers' opinions towards PPKS. This is to address the research problem and in doing so, the rest of this section was organized into four main areas, the research design, the target population and the sample size, methods of data collection and data analysis and interpretation.

### 3.3.1 The Research Design

It is a framework for conducting the marketing research project which details *the procedures necessary for obtaining the information needed to structure or solve marketing research problem* (Malhotra, 1999).

Exploratory research will be chosen in order to get the relevant data and to provide insights and understanding that fits well with the objectives of the study.

### 3.3.2 The Target Population and the Sample Size

The population of this study consists of the existing students at PPKS. This group is chosen because they are directly involved in the process of identifying the satisfactions level and perspective perception on PPKS.

To obtain an appropriate sample, there are two sampling methods that will be used. There are non-probability sampling technique and the stratified random sampling. Non-probability sampling technique called convenience method sampling will be chosen because it is inexpensive and least time consuming. Sampling units must be accessible, easy to measure and approach. Within this pool of customers, sample of respondents have to be selected.

Sampling method that will be used in this study to get students that studied in PPKS will be the stratified random sampling. This method will be used because a random selecting sample is drawn from mutually exclusive sets (strata) and then draw simple random samples form each stratum in such a way that every member of the population has an equal chance being included. Therefore to avoid bias, every respondent must have a chance to be counted. To avoid slighting any respondents, even intentionally, the sample should be selected randomly based on the programmed taken.

Frankel and Wallen (1993) discussed the concept of a random sample and pointed out that obtaining a random sample is desirable because it helps to ensure that one's sample is representative of a larger population. When a sample is representative, all the characteristics of the population are assumed to be present by the sample in the same degree.

### 3.3.3 Methods for Data Collection

Since exploratory research study has been chosen for this study, data will be collected through both qualitative and quantitative data.

- Questionnaire

A Questionnaire is a list of carefully structured questions, chosen after considerable testing, with a view to eliciting reliable responses from a chosen sample. The aim is to find out what a selected group of respondents do, think or feel. A positivistic approach suggested that close-ended questions should be used.

- Personal Interview

Personal interview will be conducted one among PPKS students. It is unstructured and direct way of obtaining information in which a single respondent is probed by unstructured questions to uncover underlying information regarding the research topic. It allows the researcher to uncover greater depth of insights received direct response and result in free exchange of information.

### 3.3.4 Questionnaires Development

The set of questionnaires are to be used as a tool for data collection. The questionnaires which consisted of three sections were developed.

Section 1 : Student Profile (demographic and socio-economics)

Section 2 : Students perspective perception on PPKS.

Section 3 : Satisfaction level towards PPKS facilities and environment.

Section 1 is mainly focuses on the existing student personal information that are on gender, race, age, income for working parents, marital status, hometown, student status whether hostel or daily student, and source of financing at the time of students enrolment at PPKS.

The questions in Section 2 are design to solicit information relates to perception of current students regarding PPKS. It includes questions on the knowledge factors that attract students before joining PPKS.

Section 3 are more towards current students level of satisfaction on PPKS, facilities and environment, and an open ended question was also asked for from student personal opinion on the differences of PPKS with other college.

The question needs the student to provide their sincerity views to be included for the recommendation to PPKS management. The grounds also help to justify why students articulate so.

## CHAPTER 4

### FINDINGS AND DATA ANALYSIS

#### 4.1 Introduction

Respondents were made of the current students of PPKS, and were asked to reflect their perception towards PPKS College.

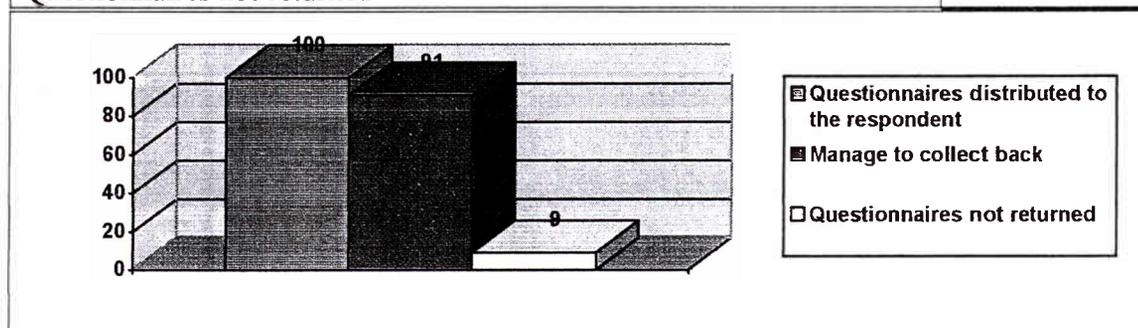
The analysis of the findings is structured into 3 sections which cover firstly on respondents' demographic characteristics profile; the second section indicates respondents' perception towards PPKS with regard to knowledge prior to enrolment. Thirdly, the section is more on to the respondents' level of satisfaction towards PPKS facilities and environment as a whole.

The study reveals that the quantity of the feedback received relates to the frequency of the findings that has been conducted and analyzed. The findings and analyses are presented by interactive frequency tables and charts with percentage, and it's also notified that the word missing system appeared in the tables is to indicate none responses.

**Table 4.1**

*Respondents' Response Rate*

Questionnaires distributed to the respondent	100
Manage to collect back	91
Questionnaires not returned	9



*Figure 4.1 - Respondents' Questionnaires Response Rate*

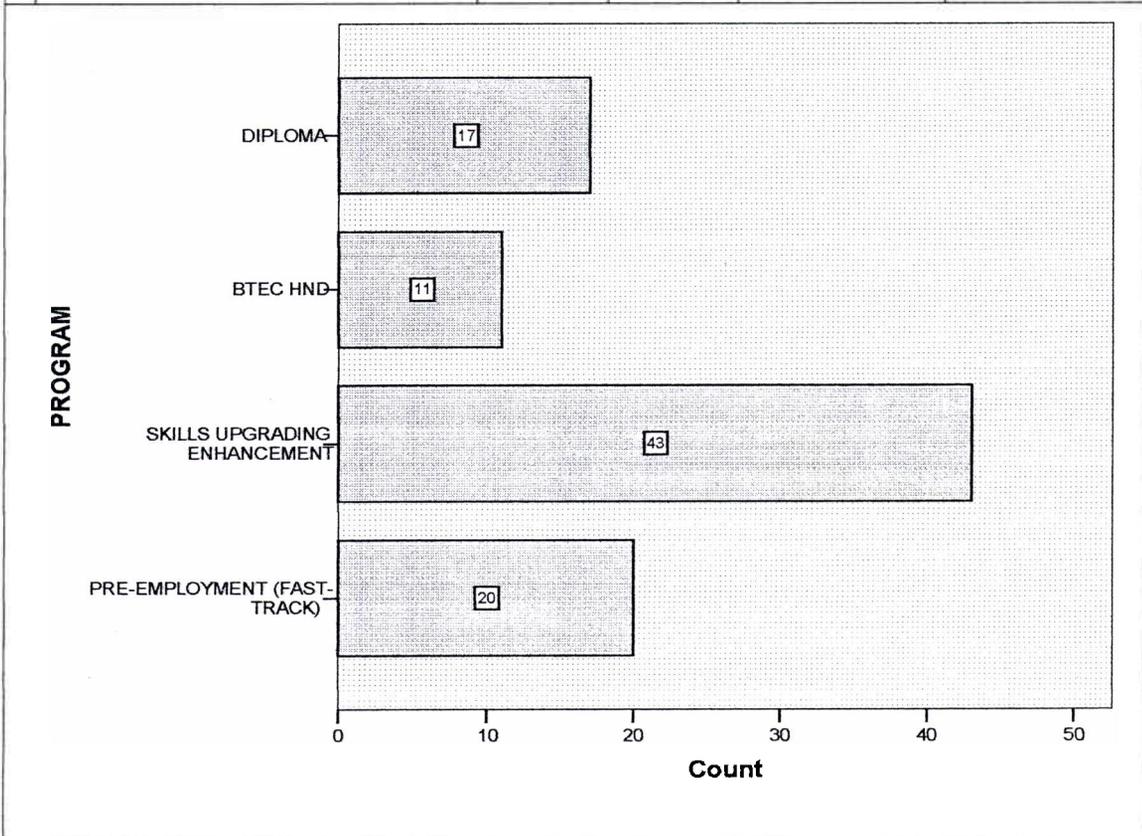
#### 4.1.1 Respondents' Response Rate

The information's contained in Table 4.1 was based on the respondents' response rate. A total number of 100 questionnaires were distributed and only 91 questionnaires are managed to be collected for this research which 9 of the questionnaires were not available to be analyzed.

#### 4.2 Section 1 - Respondents' Demographic Characteristics

**Table 4.2**  
*Respondents' Program Characteristics*

Program	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
PRE-EMPLOYMENT (FAST-TRACK)	20	22.0	22.0	22.0
SKILLS UPGRADING ENHANCEMENT	43	47.3	47.3	69.2
BTEC HND	11	12.1	12.1	81.3
DIPLOMA	17	18.7	18.7	100.0
Total	91	100.0	100.0	



*Figure 4.2 - Respondents' Response Based on Program*

#### 4.2.1 Respondents' Program

Table 4.2 shows the frequencies of the respondent representing their program based on the questionnaires that has been analyzed. 20 questionnaires (22%) are from Pre-Employment (Fast-Track) Program, 43 or 47.3% are from Skills Upgrading Enhancement, 11 are from BTEC HND (12.1%), and 17 or (18.7%) are from Diploma program that made up the total of 91 respondents.

**Table 4.3**

#### *Respondents' Home Town*

Home Town	Frequency	Percent	Valid Percent	Cumulative Percent
KUCHING	57	62.6	64.0	64.0
BINTULU	4	4.4	4.5	68.5
SERIAN	4	4.4	4.5	73.0
KANOWIT	1	1.1	1.1	74.2
LIMBANG	3	3.3	3.4	77.5
LAWAS	2	2.2	2.2	79.8
KOTA SAMARAHAN	2	2.2	2.2	82.0
SIBU	2	2.2	2.2	84.3
BELAGA	2	2.2	2.2	86.5
TEBEDU	1	1.1	1.1	87.6
SABAH	1	1.1	1.1	88.8
KAPIT	3	3.3	3.4	92.1
SEBUYAU	1	1.1	1.1	93.3
MIRI	1	1.1	1.1	94.4
SEBAUH	1	1.1	1.1	95.5
BAU	1	1.1	1.1	96.6
LUBOK ANTU	1	1.1	1.1	97.8
DALAT	1	1.1	1.1	98.9
MUKAH	1	1.1	1.1	100.0
Total	89	97.8	100.0	
Missing System	2	2.2		
Total	91	100.0		

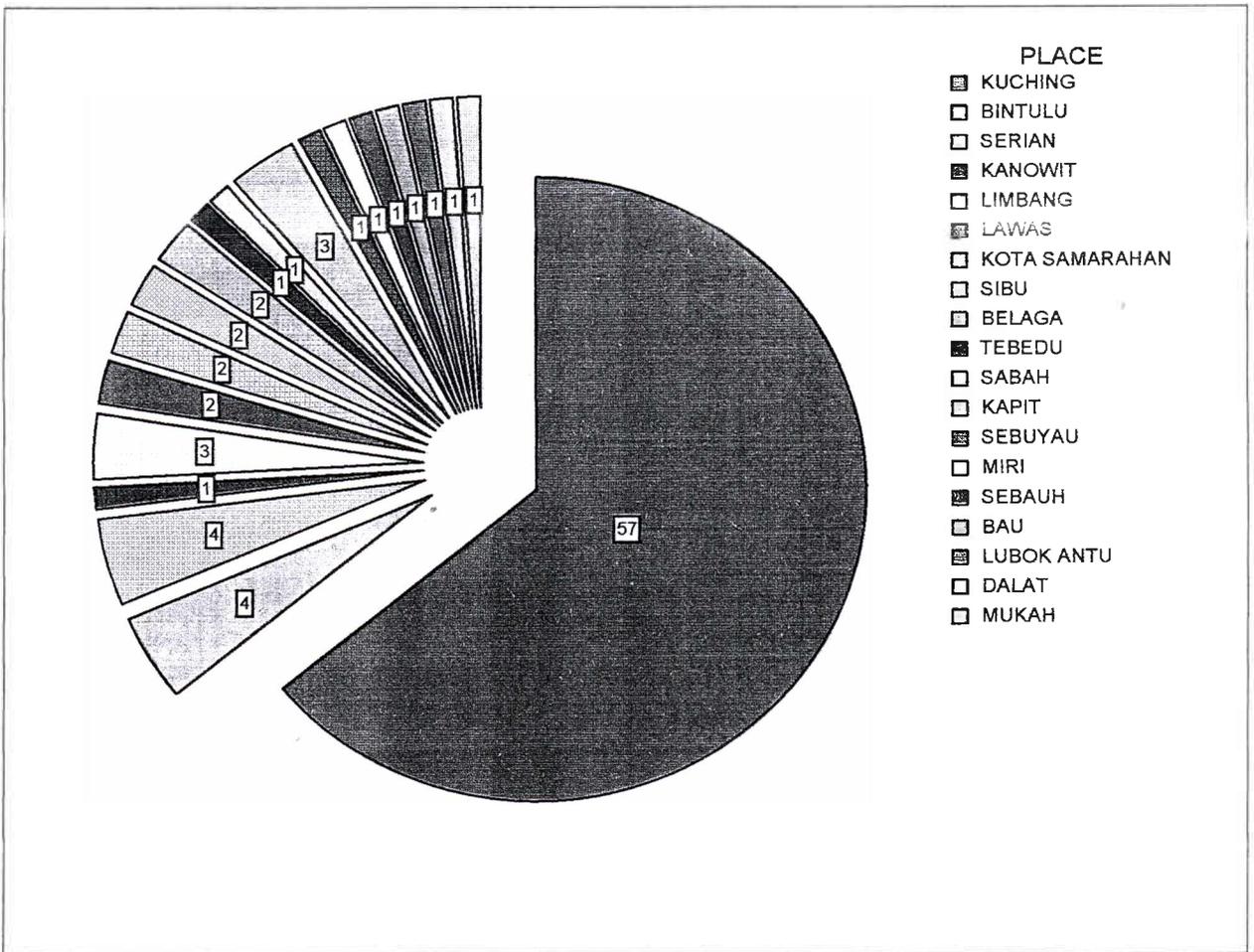


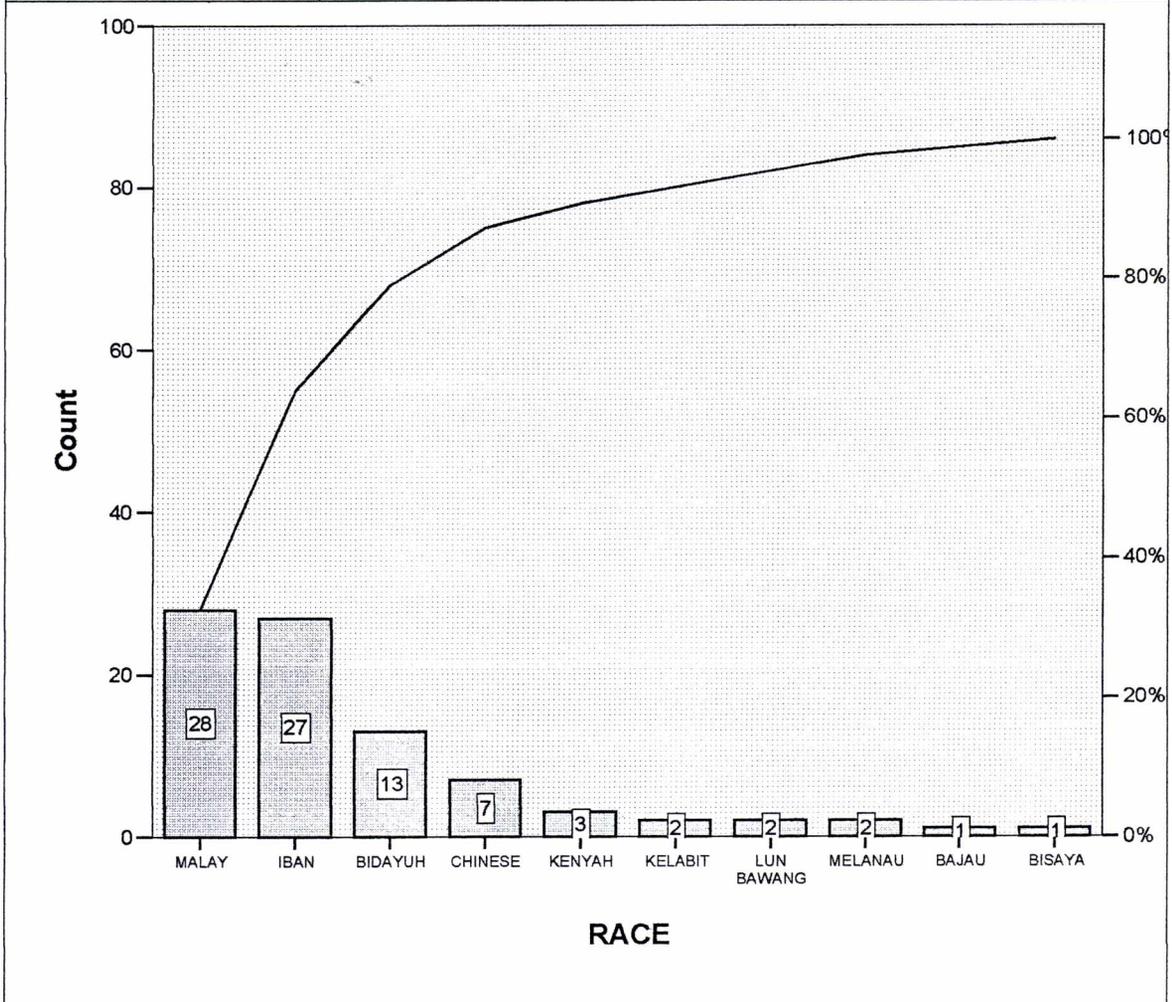
Figure 4.3 - Respondents' Response Based on Home Town

#### 4.2.2 Respondents' Home Town

With regards to home town, Table 4.3 shows a total of 89 respondents out of 91 specified their place and most of the respondents are from Kuching that is 57 or 64% of the total respondent that seemed to reflect conveniences due to the college location. Only 2 respondents (2.2%) did not identify their home town. These respondent might feels do not like their place of stay to be identified. As per illustrates in the table, there is 1 respondent from Sabah and the furthest of them all. It seemed this trainee is keen to study and gain knowledge here in the state and this will gives implication to PPKS such as consistent technology college in the state.

**Table 4.4**  
**Respondents' Ethnicity Characteristic**

Race	Frequency	Percent	Valid Percent	Cumulative Percent
MALAY	28	30.8	32.6	32.6
IBAN	27	29.7	31.4	64.0
KELABIT	2	2.2	2.3	66.3
KENYAH	3	3.3	3.5	69.8
BIDAYUH	13	14.3	15.1	84.9
MELANAU	2	2.2	2.3	87.2
BAJAU	1	1.1	1.2	88.4
LUN BAWANG	2	2.2	2.3	90.7
BISAYA	1	1.1	1.2	91.9
CHINESE	7	7.7	8.1	100.0
Total	86	94.5	100.0	
Missing System	5	5.5		
Total	91	100.0		



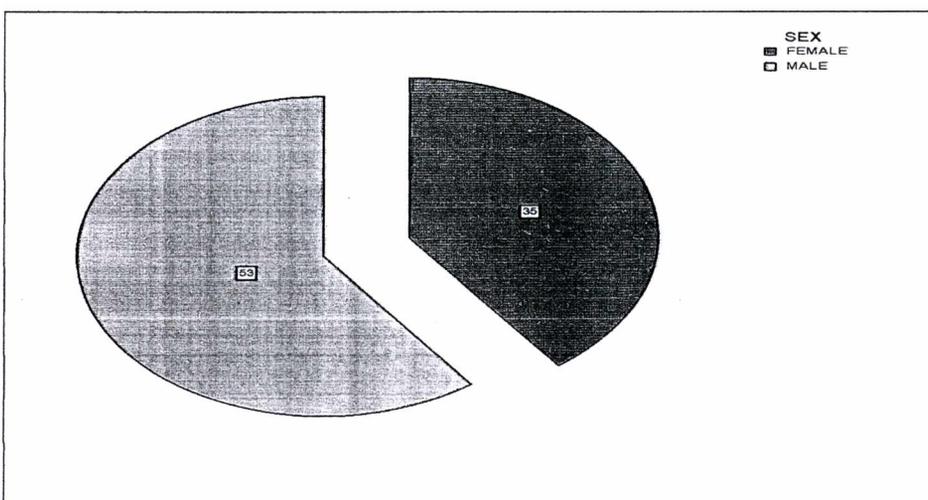
*Figure 4.4 - Respondents' Response Based on Ethnicity*

#### 4.2.3 Respondents' Ethnicity

Table 4.4 indicates 86 respondents from 10 ethnic groups and 5 of them did not specify their race. Out of the total number, 28 respondents are Malays (32.6%), followed by 27 Iban respondents (31.4%). These two ethnics lead the majority of the respondents besides the Bidayuh studying at PPKS might be the conveniences factor such as home town is near from the college or these respondents are more interested to be with PPKS or the bigger ethnics group in PPKS. 13 respondents are Bidayuh (15.1%), 7 Chinese respondents (8.1%), and 1 respondent (1.2%) is Bajau ethnic that could be originated from Sabah. This respondent may thought that the course offered is likely to give better chance to get job in the industry market.

**Table 4.5**  
*Respondents' Based on Gender*

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
FEMALE	35	38.5	39.8	39.8
MALE	53	58.2	60.2	100.0
Total	88	96.7	100.0	
Missing System	3	3.3		
Total	91	100.0		



*Figure 4.5 - Respondents' Response Based on Gender*

#### 4.2.4 Respondents' Gender

In term of gender, Table 4.5 illustrates that 53 (60.2%) of the respondents are male and the remaining 35 or 39.5% are female and 3 respondents (3.3%) did not specify their gender as per findings. The courses offered by PPKS are more towards field work and people always thought that it's more suitable to male such as plantations, wiring or mechanical.

**Table 4.6**  
*Respondents' Based on Age*

Respondent Age		Frequency	Percent	Valid Percent	Cumulative Percent
	17-20 YEARS	46	50.5	52.9	52.9
	21-24 YEARS	21	23.1	24.1	77.0
	25 YEARS AND ABOVE	20	22.0	23.0	100.0
	Total	87	95.6	100.0	
Missing	System	4	4.4		
Total		91	100.0		

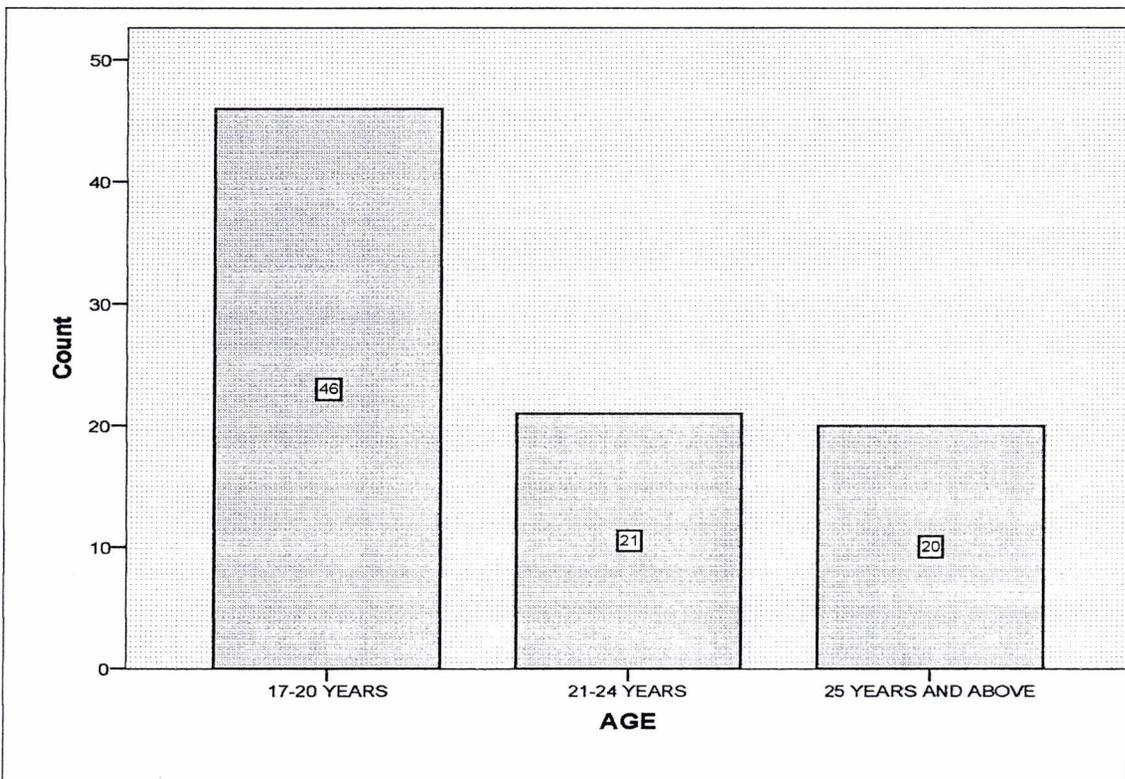


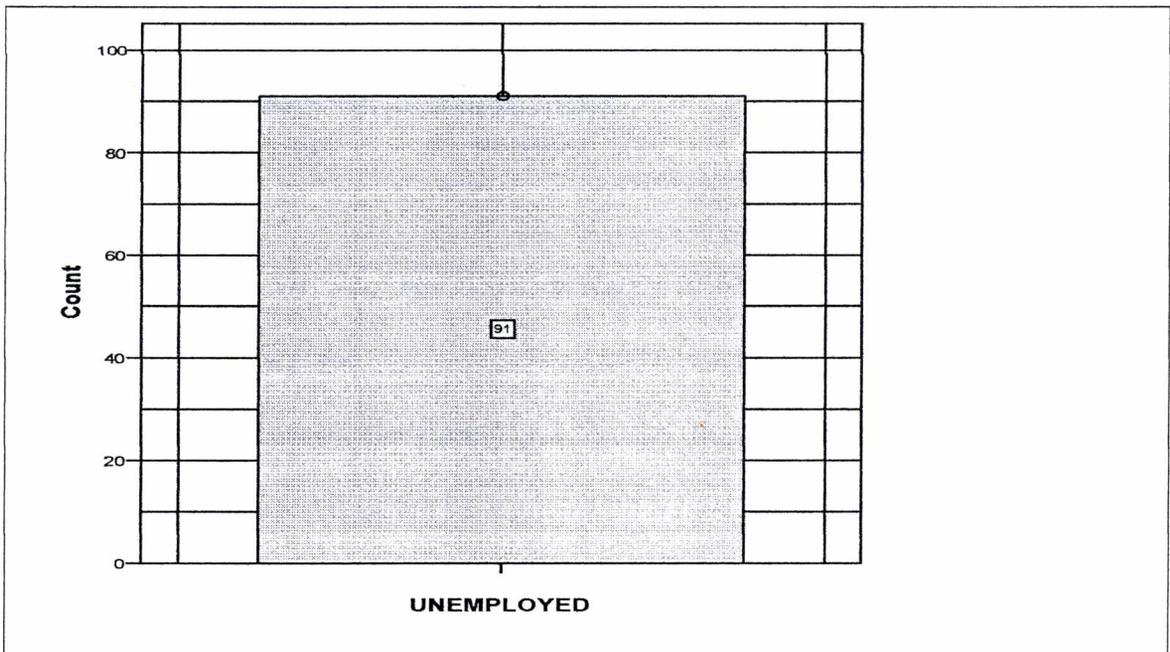
Figure 4.6 - Respondents' Response Based on Age

#### 4.2.5 Respondents' Age

With regards to age, Table 4.6 shows 46 (52.9%) of the respondents were in the age range of 17 to 20 years, 21 (24%) respondents were between the age of 21 to 24 years and 20 or 23% are those between the age of 25 years and above. Those respondents with form 5 certificates might not be successful in being selected for further studies in the other public higher learning institutions and thus joining PPKS College to take industrial courses.

**Table 4.7**  
**Respondents' Based on Employment**

Frequency	Percent	Valid Percent	Cumulative Percent
91	100.0	100.0	100.0



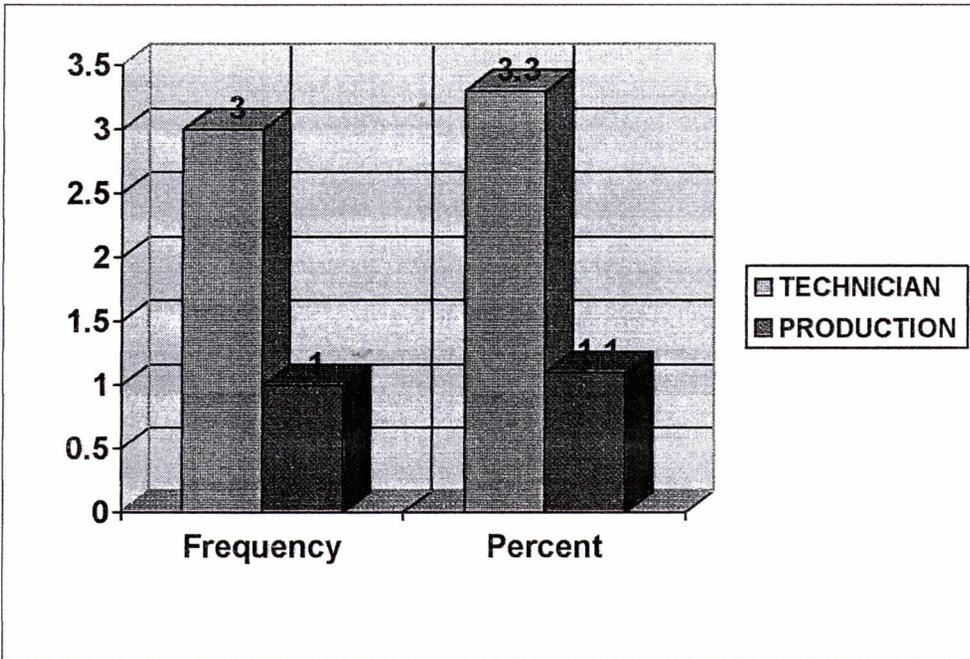
*Figure 4.7 - Respondents' Response Based on Employment*

#### 4.2.6 Respondents' Employment

Table 4.7 classified that none out of the 91 respondents specify that they are working. It could be true because these are full time students or either they do not want to specify this part of the questionnaires.

**Table 4.8**  
*Respondents' Nature of Works*

Job	Frequency	Percent	Valid Percent	Cumulative Percent
TECHNICIAN	3	3.3	60.0	60.0
PRODUCTION	1	1.1	20.0	40.0
Total	4	5.5	100.0	100.00
Missing System	87	94.5		
Total	91	100.0		



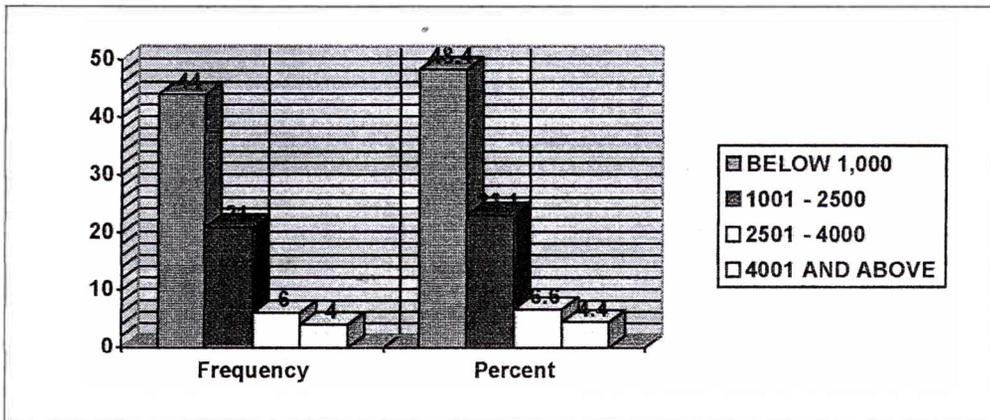
*Figure 4.8 - Respondents' Response Based on Nature of Job*

**4.2.7 Respondents' Job**

Regard to job classifications, there are 4 or 5.5% specified they are employed and this indicates that these respondents are having job with the nature of works as stipulated in Table 4.8. It could be happened that these respondents are being sponsored by their industrial firms employer to do industrial course to enhance their skill of competencies that relates to the nature of their task, and these posts are common in any industrial firms now a days.

**Table 4.9**  
*Respondents' Parent Income per Month*

	Income	Frequency	Percent	Valid Percent	Cumulative Percent
	BELOW 1,000	44	48.4	58.7	58.7
	1001 - 2500	21	23.1	28.0	86.7
	2501 - 4000	6	6.6	8.0	94.7
	4001 AND ABOVE	4	4.4	5.3	100.0
	Total	75	82.4	100.0	
Missing	System	16	17.6		
Total		91	100.0		



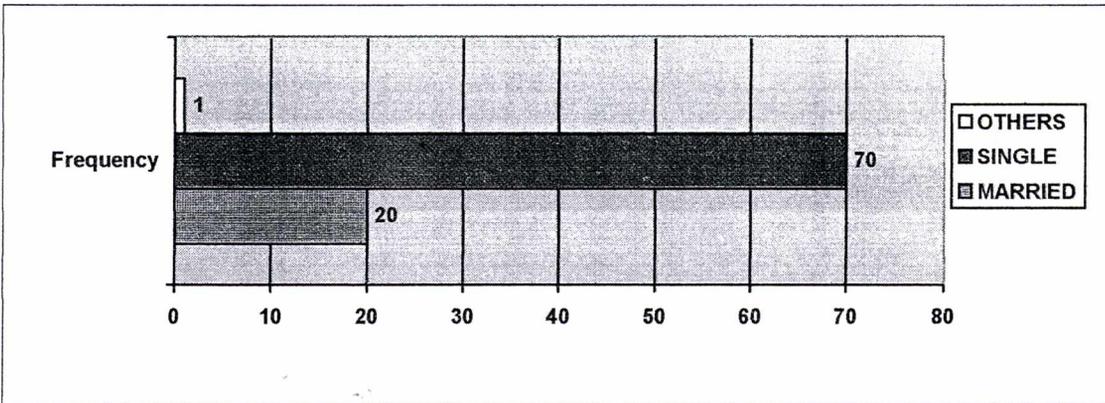
*Figure 4.9 - Respondents' Response Based on Parent Income per Month*

#### 4.2.8 Respondents' Parents Income

As shown in Table 4.9, majority of the respondents' parent income are below RM1000 a month that are 44 (48.4%) respondents followed by 21 (23.1%) respondents RM1001 to RM2500, 6 or 6.6% respondents RM2501 to RM4000 and 4 (4.4%) of the respondents' parent income of RM 4001 and above that made up the total of 75 respondents. This might indicates the range of commitment or affordable of those parents. Sending their sons or daughters to enter public institute needs better results and unaffordable is another one aspect. The minority are those parents with higher income that their other sons or daughter could be studying at other university and left the majority to fill the gaps. It is also analyzed; that there are 16 respondents (17.6%) did not specify their parents' income.

**Table 4.10**  
*Respondents' Based on Marital Status*

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
MARRIED	20	22.0	22.0	22.0
SINGLE	70	76.9	76.9	98.9
OTHERS	1	1.1	1.1	100.0
Total	91	100.0	100.0	



*Figure 4.10 - Respondents' Response Based on Marital Status*

**4.2.9 Respondents' Marital Status**

It is shown in Table 4.10, majority of the respondents are single that is 70 or 76.9%, and the 20 (22%) are married respondents and the extra 1 or 1.1% could be a divorcee or widower. PPKS allowed or extended their offer to any body as long as they are willing to study but the findings indicates that the majority are the single respondents. Single trainees are more convenience than those married trainees except they are more equivalents in nature in term of deriving knowledge for their future.

**Table 4.11**  
*Respondents' Status as Student*

Students Status	Frequency	Percent	Valid Percent	Cumulative Percent
FULL TIME	78	85.7	98.7	98.7
PART TIME	1	1.1	1.3	100.0
Total	79	86.8	100.0	
Missing	System	12	13.2	
Total	91	100.0		

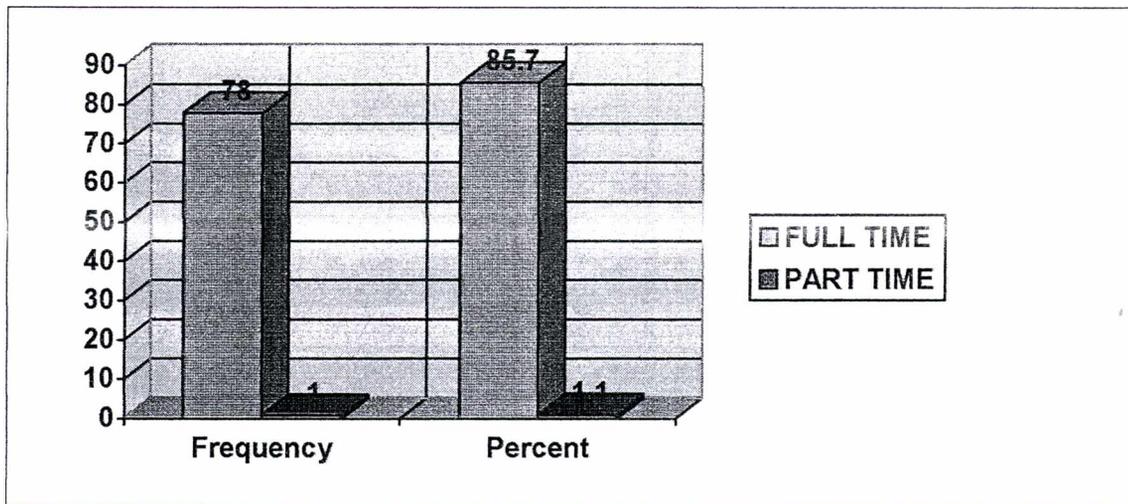


Figure 4.11 - Respondents' Response Based on Status as Student

#### 4.2.10 Respondents' Status

As per specified, Table 4.11 shows that 78 respondents (85.7%) are full time student and only 1 respondent is part time student that stated the total of 79 respondents with 12 respondents (13.2%) did not specify their status as student of PPKS. As a full time student, its more expediency than doing as part time, and this part time trainee may be a full time employed and self sponsored.

**Table 4.12**  
**Respondents' Source of Financing**

Financing		Frequency	Percent	Valid Percent	Cumulative Percent
	PPTN	8	8.8	11.4	11.4
	TPK	13	14.3	18.6	30.0
	YAYASAN SARAWAK	6	6.6	8.6	38.6
	MARA	1	1.1	1.4	40.0
	BANK LOAN	1	1.1	1.4	41.4
	PARENT SUPPORT	18	19.8	25.7	67.1
	GOVERNMENT MINISTRY	23	25.3	32.9	100.0
	Total	70	76.9	100.0	
Missing	System	21	23.1		
Total		91	100.0		

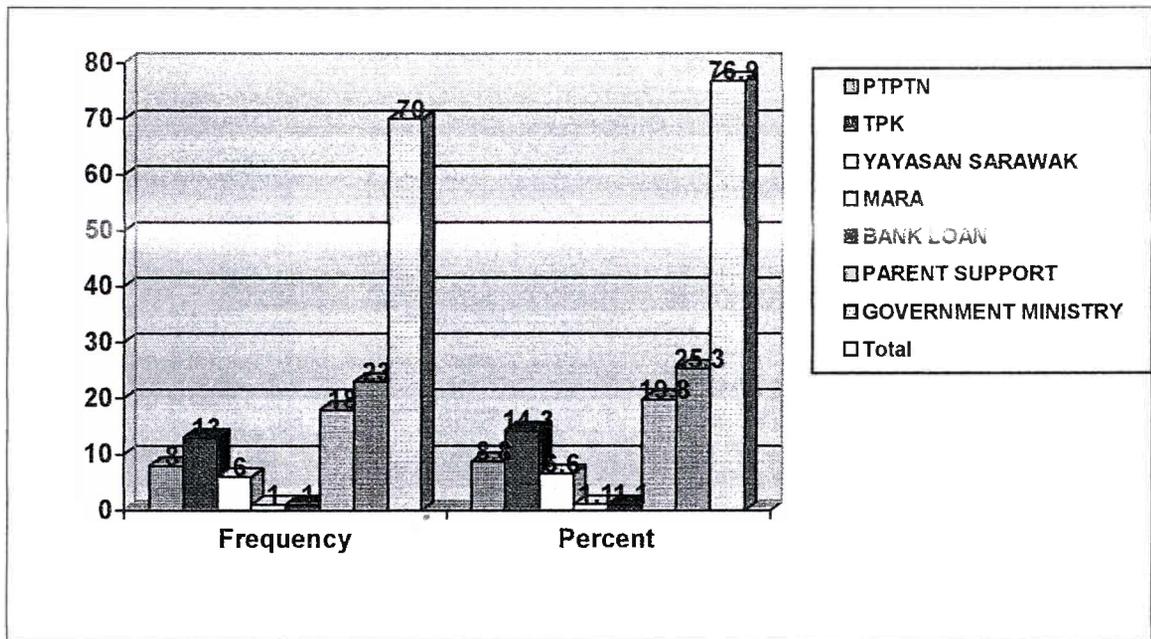


Figure 4.12 - Respondents' Response Based on Source of Financing

#### 4.2.11 Respondents' Source of Financing

Students studying at PPKS are with fees imposed to them, thus for those who are unable to get sources of financing or unaffordable in term of financial may be unable to be as trainees. Table 4.12 illustrates that there are 23 respondents (25.3%) on government ministry financial aids, 18 or 19.8% respondents are parent support, 13 (14.3%) respondents are supported by Tabung Pembangunan Kemahiran (TPK), get supported by PTPTN 8 respondents (8.8%), 6 respondents by Yayasan Sarawak (6.6%), Mara and bank loan 1 each respondent.

**Table 4.13**  
*Respondents' Source of Information on PPKS*

Source of Information	Frequency	Percent	Valid Percent	Cumulative Percent
LOCAL NEWSPAPER	19	20.9	21.3	21.3
PPKS PERSONNEL	34	37.4	38.2	59.6
FORMER SCHOOL AUTHORITY	10	11.0	11.2	70.8
FORMER PPKS TRAINEE	26	28.6	29.2	100.0
Total	89	97.8	100.0	
Missing System	2	2.2		

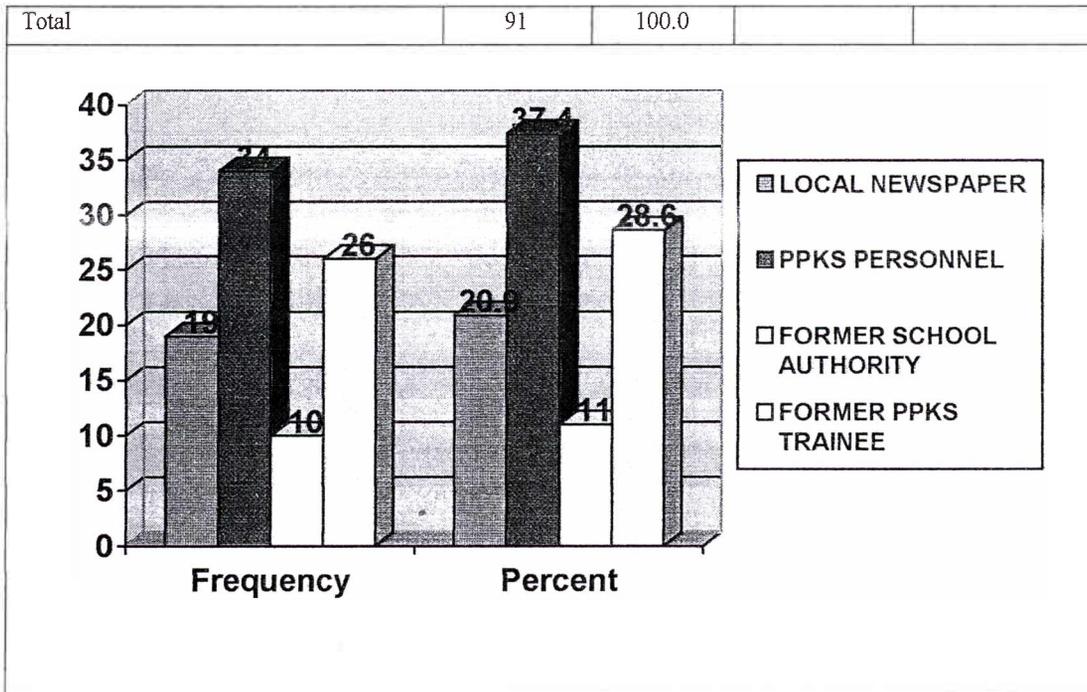


Figure 4.13 - Respondents' Response Based on Source of Information on PPKS

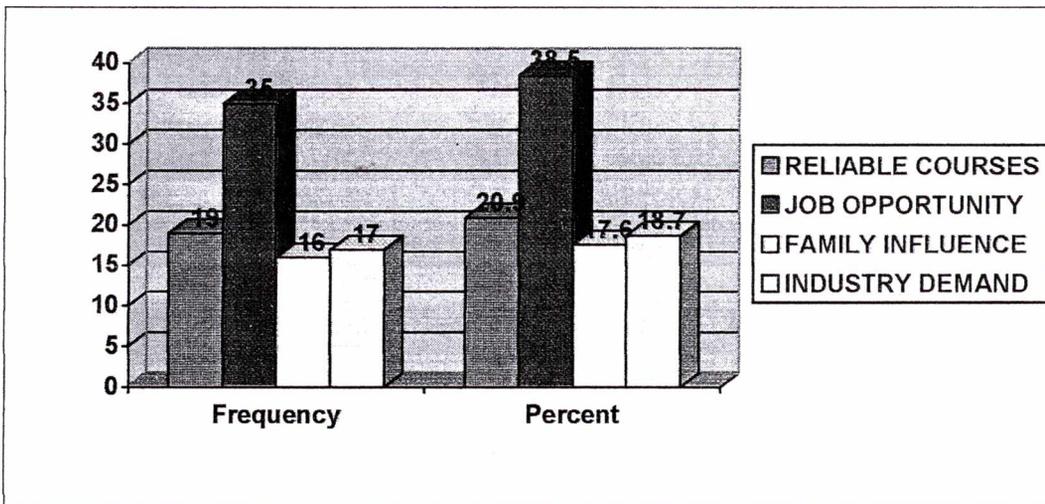
#### 4.2.12 Respondents' Information on PPKS

Respondents are asked to specify their source of information about PPKS before enrolment as trainee. The reliable sources that the respondents derive could encourage them in one way or another to join PPKS before enrolment. Table 4.13 stated that 34 (37.4%) respondents get to know PPKS College from PPKS Personnel, 26 from former PPKS trainees, 19 from newspaper and 10 respondents from former school authority despite 2 respondents are unable to specify. It could be spontaneous or their truly effort and indeed want to know regarding PPKS College, and used their credibility to make those knowledge available.

### 4.3 Section 2 - Current Respondents' Perception towards PPKS Prior to Enrolment

**Table 4.14**  
*Respondents' Perception towards PPKS Prior to Enrolment*

Perception Factors		Frequency	Percent	Valid Percent	Cumulative Percent
	RELIABLE COURSES	19	20.9	21.8	21.8
	JOB OPPORTUNITY	35	38.5	40.2	62.1
	FAMILY INFLUENCE	16	17.6	18.4	80.5
	INDUSTRY DEMAND	17	18.7	19.5	100.0
	Total	87	95.6	100.0	
Missing	System	4	4.4		
Total		91	100.0		



*Figure 4.14 - Respondents' Current Responses based on Perception Prior to Enrolment*

#### 4.3.1 Respondents' Perception Prior to Enrolment

The respondents are asked to identify their perception towards PPKS prior to their enrolment before. Table 4.14 elaborates that 35 (38.5%) of the respondents perception is of better job opportunity in the industry market, 19 of the respondents perception as being understood to offer reliable course relates to industrial technical works (20.9%), 17 or (18.7%) perceived that the course offered by PPKS are relates to industry market demand that the trend of recruitments are always rely on technical workers to boost productions, 16 (17.6%) respondents perception is based on family influences. The respondents' family wants them to do on technical courses that are now available in

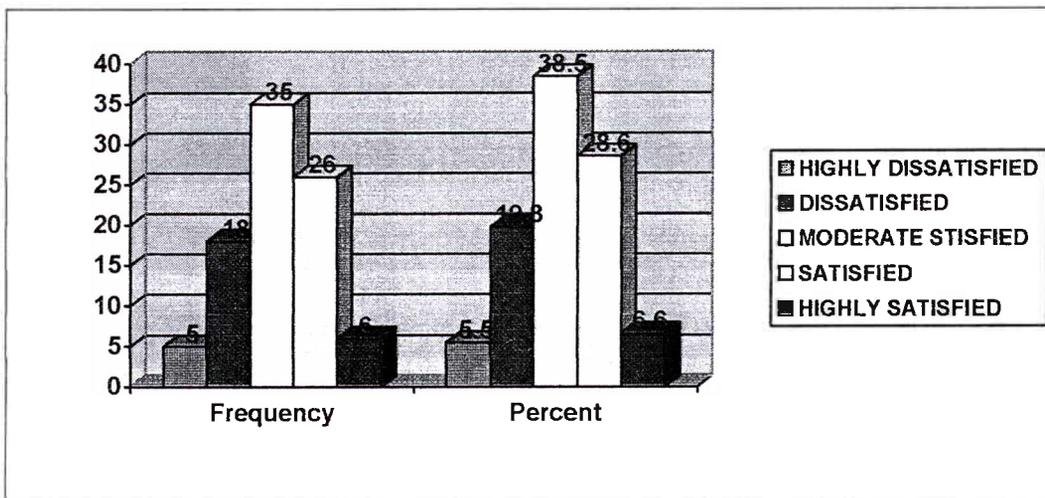
PPKS. Any way, there are also 4 of the respondents who are unable to specify their perception towards PPKS (4.4%) only and it's unpredictable. After all in the actual facts that PPKS is a college available now offer to those who are interested to get technical knowledge equivalents to their level of qualification.

#### 4.4 Section 3 - Respondents' Level of Satisfaction towards PPKS

**Table 4.15**

*Respondents' Response on Environment Cleanliness*

Satisfaction		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	5	5.5	5.6	5.6
	DISSATISFIED	18	19.8	20.0	25.6
	MODERATE STISFIED	35	38.5	38.9	64.4
	SATISFIED	26	28.6	28.9	93.3
	HIGHLY SATISFIED	6	6.6	6.7	100.0
	Total	90	98.9	100.0	
Missing	System	1	1.1		
Total		91	100.0		



*Figure 4.15 - Respondents' Response on Environment Cleanliness*

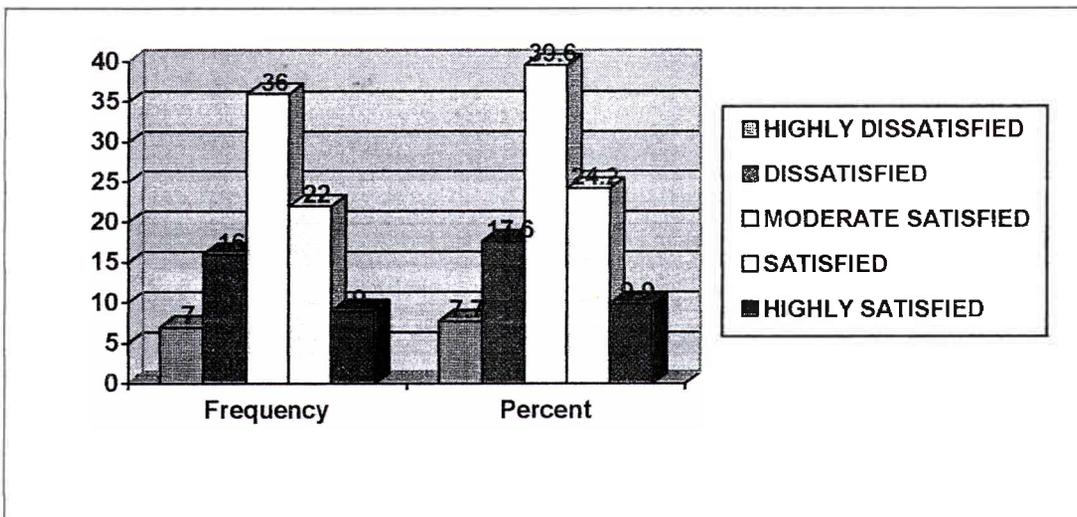
##### 4.4.1 Respondents' Satisfaction on Cleanliness Environment

According to Table 4.15, 35 or 38.5% respondents specify moderate satisfied, 26 respondents perceived satisfied (28.6%), 18 (19.8%) respondents shows dissatisfied, 6 respondents indicate highly satisfied (6.6%) despite 5 respondents are highly dissatisfied. Among the respondents, only 1 did not specify regarding PPKS cleanliness environment. Based on the level of satisfactions specified by the respondents, PPKS has

something's to do with the responses feedback referred to the table to enhance satisfactions and to minimize respondents' dissatisfaction.

**Table 4.16**  
*Respondents' Response Based on Campus Location*

Suitable Campus Location		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	7	7.7	7.8	7.8
	DISSATISFIED	16	17.6	17.8	25.6
	MODERATE SATISFIED	36	39.6	40.0	65.6
	SATISFIED	22	24.2	24.4	90.0
	HIGHLY SATISFIED	9	9.9	10.0	100.0
	Total	90	98.9	100.0	
Missing	System	1	1.1		
Total		91	100.0		



*Figure 4.16 - Respondents' Response on Campus Location*

#### 4.4.2 Respondents' Response on Campus Location

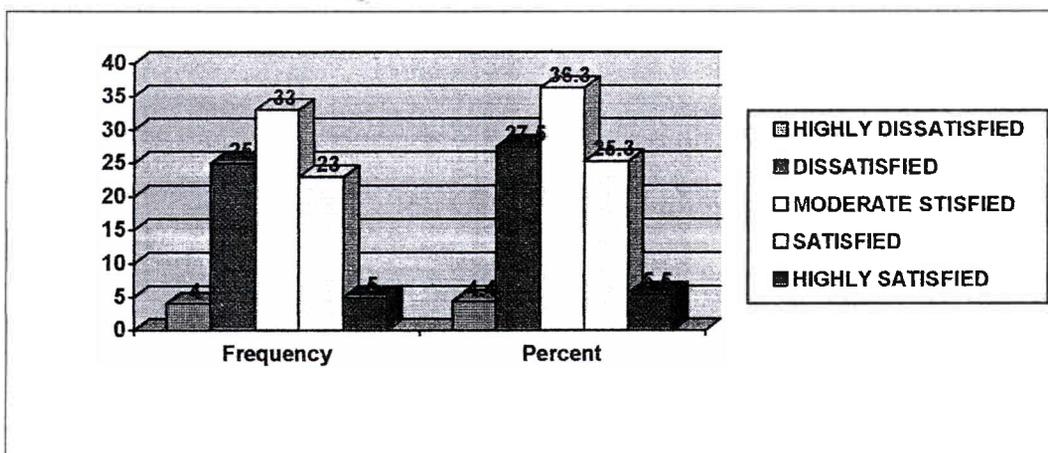
Based on campus location, Table 4.16 shows that only 9 (9.9%) respondents are highly satisfied with the campus location compared to 7 respondents are highly dissatisfied (7.7%). It is found that 36 or 39.9% respondents are moderate satisfied, 22 respondents perceived satisfied (24.2%) compared to 16 respondents are dissatisfied with the location and only 1 respondent specify nothing. In an actual fact, the campus is already at its location to day and its the matter of whether the respondents like it or not nothing much could be done to suit to every respondents but to this point, PPKS needs

to have something's visible and to works on this to show to the trainees that the location of the campus is convincing to maximize their satisfaction.

**Table 4.17**

***Respondents' Response Based on Management Staff Wise***

Management Staff		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	4	4.4	4.4	4.4
	DISSATISFIED	25	27.5	27.8	32.2
	MODERATE STISFIED	33	36.3	36.7	68.9
	SATISFIED	23	25.3	25.6	94.4
	HIGHLY SATISFIED	5	5.5	5.6	100.0
	Total	90	98.9	100.0	
Missing	System	1	1.1		
Total		91	100.0		



*Figure 4.17 - Respondents' Response on Management Staff*

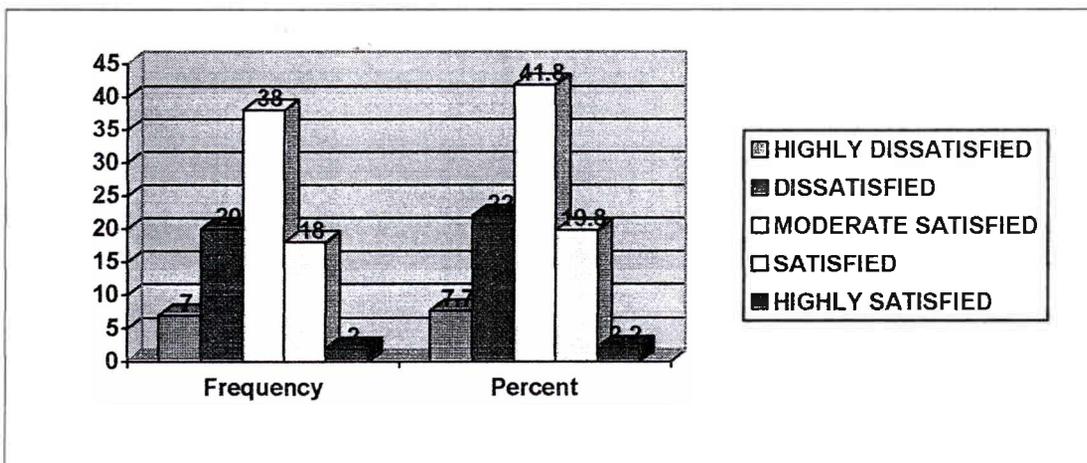
**4.4.3 Respondents' Response on Management Staff**

As stipulated in Table 4.17, only 5 (5.5%) respondents perceived highly satisfied against 4 or 4.4% of the respondents perceived highly dissatisfied. Moderate satisfied was specified by 33 respondents (36.3%), 23 respondents (25.3%) are satisfied against 25 respondents are dissatisfied with the management staff, and I is not available for comment. It is unidentifiable in nature to measure some one perception on others, but it is the right time for individuals to improve themselves if not for the respondents at least

to enhance PPKS to position it self dominantly to be as International College of Advanced Technology Sarawak (ICATS) by its name for global market.

**Table 4.18**  
*Respondents' Response Based on Students Welfare*

Student Welfare		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	7	7.7	8.2	8.2
	DISSATISFIED	20	22.0	23.5	31.8
	MODERATE SATISFIED	38	41.8	44.7	76.5
	SATISFIED	18	19.8	21.2	97.6
	HIGHLY SATISFIED	2	2.2	2.4	100.0
	Total	85	93.4	100.0	
Missing	System	6	6.6		
Total		91	100.0		



*Figure 4.18 - Respondents' Response on Students Welfare*

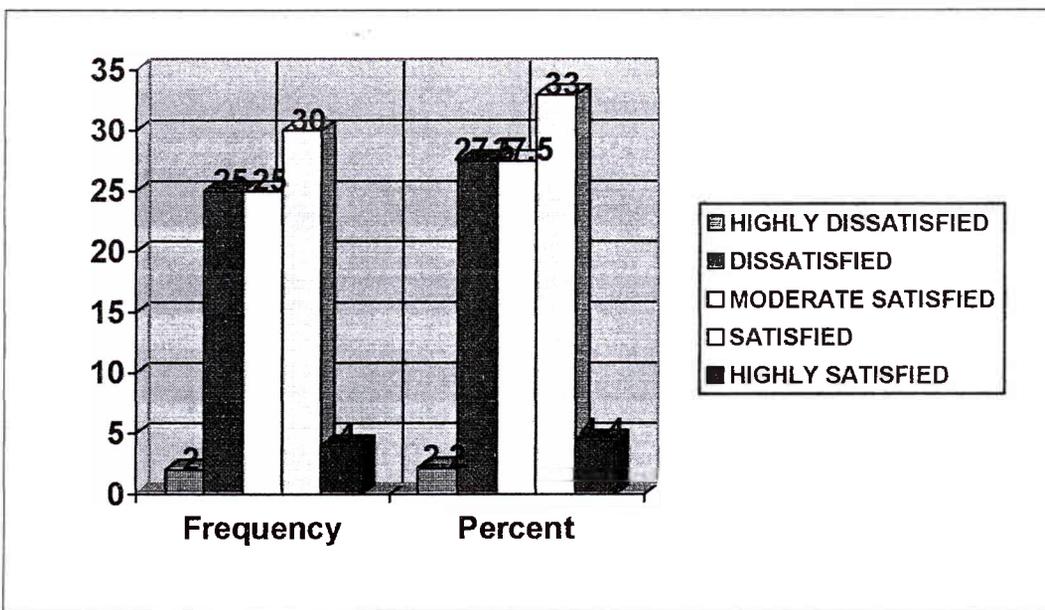
#### 4.4.4 Respondents' Welfare

Table 4.18 illustrates, responses regarding PPKS student welfare shows only 2 of the respondents (2.2%) specified highly satisfied against 7 (7.7%) respondents perceived highly dissatisfied. Majority of the respondents' are moderate satisfied that is 38 or 41.8%. The 22% or 20 respondents are dissatisfied against 18 respondents who indicate satisfied (19.8%) and 6 respondents or 6.6% to choose no comment. To certain extent, it may does not give any implications but in order to treat the students as customers that would give encouragement support in return, it is worth for PPKS to offer expected reliable services to all their existing customers to minimize

dissatisfactions and to restore better welfare of the respondents visibly at all time when needed.

**Table 4.19**  
*Respondents' Response Based on Academic Personnel*

		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	2	2.2	2.3	2.3
	DISSATISFIED	25	27.5	29.1	31.4
	MODERATE SATISFIED	25	27.5	29.1	60.5
	SATISFIED	30	33.0	34.9	95.3
	HIGHLY SATISFIED	4	4.4	4.7	100.0
	Total	86	94.5	100.0	
Missing	System	5	5.5		
Total		91	100.0		



**Figure 4.19 - Respondents' Response on Academic Personnel**

#### 4.4.5 Respondents' Response on Academic Personnel

Based on Table 4.19, it shows 4 (4.4%) of the respondents illustrate highly satisfied regarding PPKS academic personnel and only 2 respondents (2.2%) who perceived highly dissatisfied. There are 30 or 33% respondents who specify satisfied, 25 (27.5%) respondents stated moderate satisfied and dissatisfied respectively equal in responses.

It is accepted in nature that peoples are not always the same in perceiving others and

even contra in decisions. To the respondents, there are some lacks of better approach to create a friendly environment to let the students' really feel ease to attend classes and respected. Based on the illustrations, there are tenses and gaps that need to be covered by encouraging mixed well around and sincerity situations practiced.

**Table 4.20**  
*Respondents' Response Based on Teaching Application*

		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	3	3.3	3.4	3.4
	DISSATISFIED	13	14.3	14.8	18.2
	MODERATE SATISFIED	22	24.2	25.0	43.2
	SATISFIED	38	41.8	43.2	86.4
	HIGHLY SATISFIED	12	13.2	13.6	100.0
	Total	88	96.7	100.0	
Missing	System	3	3.3		
Total		91	100.0		

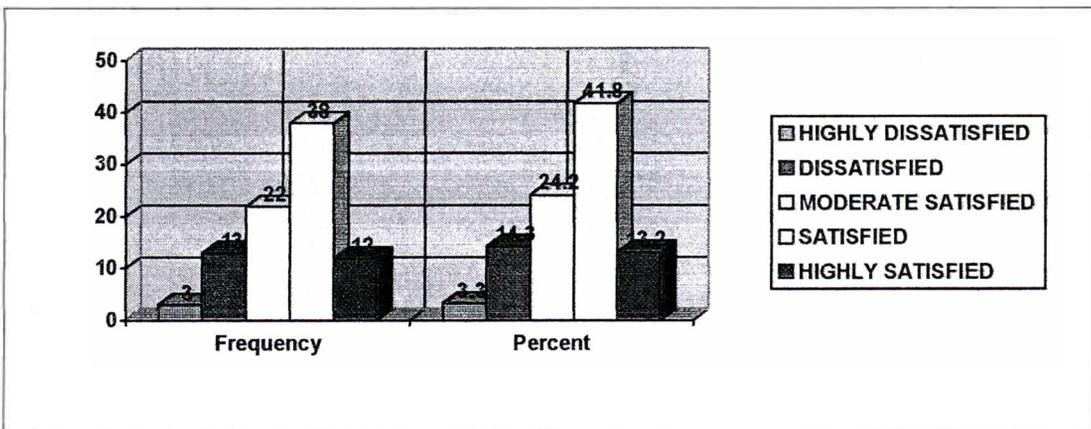


Figure 4.20 - Respondents' Response on Teaching Application

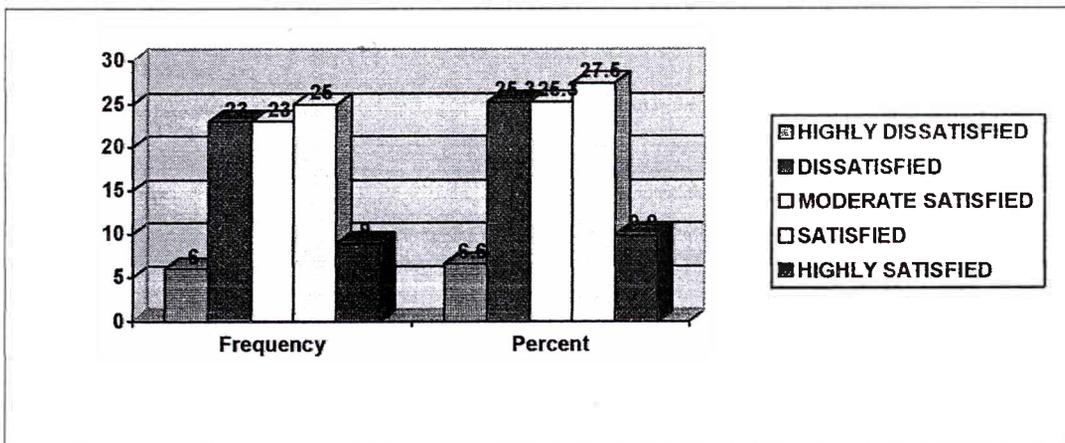
#### 4.4.6 Respondents' Response on Teaching Approach

Respondents' responses on teaching application or mode of teaching, 38 or 41.8% respondents satisfied, 22 (24.2%) indicates moderate satisfied, and the Table 4.20 shows 14.3% or 13 respondents who perceived dissatisfied. According to the table, it is notified that 12 (13.2%) are highly satisfied, and 3 respondents (3.3%) who shows highly dissatisfied. It is also shown that 3 or 3.3% respondents did not specify their perception on PPKS academic personnel mode of teaching. The findings ruled that, it's

more towards need and want of the respondents. To this extent even it's not proven scientifically, there seemed affordances approach need to be emphasized satisfactorily in order the service meets respondents' expectation.

**Table 4.21**  
*Respondents' Response Based on Classroom*

Classroom		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	6	6.6	7.0	7.0
	DISSATISFIED	23	25.3	26.7	33.7
	MODERATE SATISFIED	23	25.3	26.7	60.5
	SATISFIED	25	27.5	29.1	89.5
	HIGHLY SATISFIED	9	9.9	10.5	100.0
	Total	86	94.5	100.0	
Missing	System	5	5.5		
Total		91	100.0		



*Figure 4.21 - Respondents' Response Based on Classroom Environments*

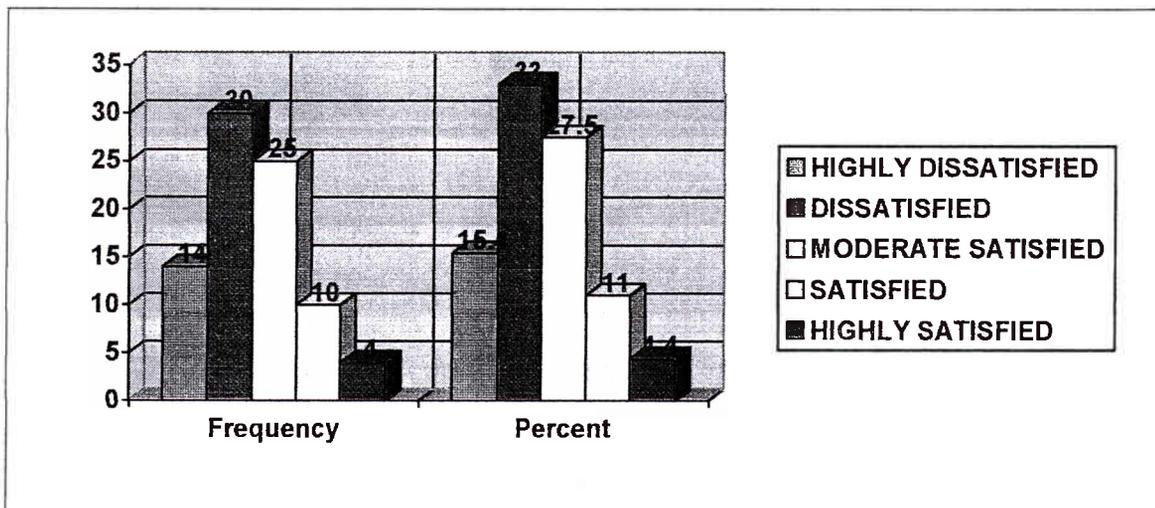
#### 4.4.7 Respondents' Response on Classroom

With regards to classroom, Table 4.21 illustrates 9 respondents or 9.9% are highly satisfied in spite of 6 (6.6%) respondents are highly dissatisfied. The two variables seemed to contra but it has to seen on to the negative aspect for improvement. The highly satisfied aspect needs enhancement despite of the highly dissatisfied must solved to suit the conditions. It is also specified that 23 respondents (25.3%) shows moderate satisfied that it would not gives much negative implications but there are also 23 respondents whose indicates their dissatisfaction that might caused demoralization to others and need to be looked into seriously. Only 5.5% or 5 of the respondents are

unable to specify. The responses indicate that the negative part needs favor improvement besides enhancement on positive aspect for PPKS to travel along the way to achieve successful objectives. In actual fact, classrooms need not to be congested and if possible all the respondents ease enough to be in its environment.

**Table 4.22**  
*Respondents' Response Based on Reference Library*

Library		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	14	15.4	16.9	16.9
	DISSATISFIED	30	33.0	36.1	53.0
	MODERATE SATISFIED	25	27.5	30.1	83.1
	SATISFIED	10	11.0	12.0	95.2
	HIGHLY SATISFIED	4	4.4	4.8	100.0
	Total	83	91.2	100.0	
Missing	System	8	8.8		
Total		91	100.0		



*Figure 4.22 – Respondents' Response on Reference Library*

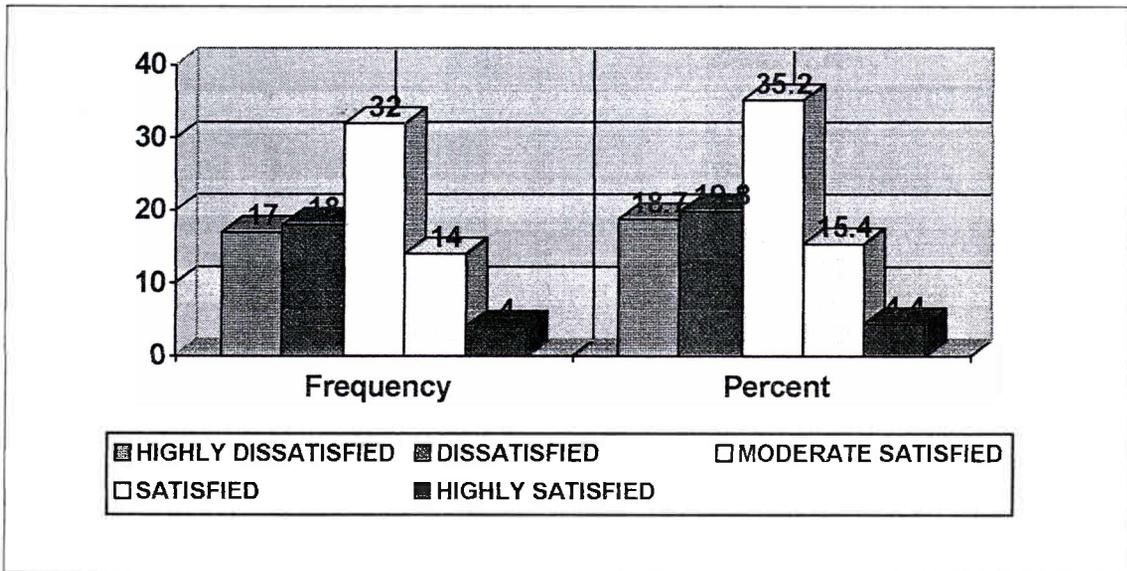
#### 4.4.8 Respondents' Response on Reference Library

The findings based on reference library as per Table 4.22 illustrates respondents' satisfaction. Out of the total respondents, 4 perceived highly satisfied against 14 respondents that perceived highly dissatisfied. Compared to 10 respondents who perceived satisfied, there are a total number of 30 respondents who perceived

dissatisfied. Out of 83 respondents who respond, there are 8 respondents who are unable to specify their satisfaction.

**Table 4.23**  
*Respondents' Response Based on Computer Laboratory*

Computer Laboratory		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	17	18.7	20.0	20.0
	DISSATISFIED	18	19.8	21.2	41.2
	MODERATE SATISFIED	32	35.2	37.6	78.8
	SATISFIED	14	15.4	16.5	95.3
	HIGHLY SATISFIED	4	4.4	4.7	100.0
	Total	85	93.4	100.0	
Missing	System	6	6.6		
Total		91	100.0		



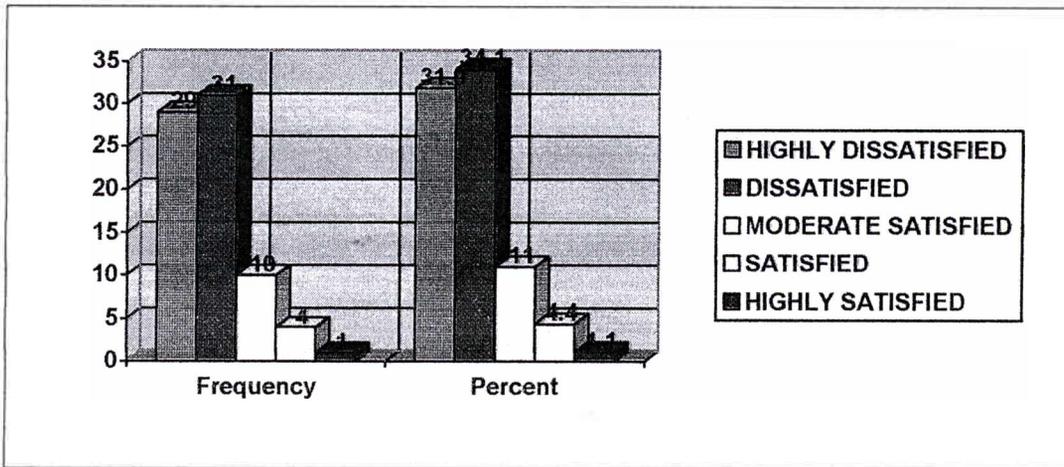
*Figure 4.23 - Respondents' Response on Computer Laboratory*

**4.4.9** *Respondents' Response on Computer Laboratory*

Table 4.23 displays the findings on computer laboratory. It shows 4 respondents (4.4%) specified highly satisfied, 17 or 18.7% are highly dissatisfied. Its indicate 14 (15.4%) satisfied and 18 or 19.8% respondents dissatisfied. In the table indicates 32 respondents (35.2%) perceived moderate satisfied with 6 (6.6%) are not available to specify.

**Table 4.24**  
*Respondents' Response Based on Hostel*

Hostel		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	29	31.9	38.7	38.7
	DISSATISFIED	31	34.1	41.3	80.0
	MODERATE SATISFIED	10	11.0	13.3	93.3
	SATISFIED	4	4.4	5.3	98.7
	HIGHLY SATISFIED	1	1.1	1.3	100.0
	Total	75	82.4	100.0	
Missing	System	16	17.6		
Total		91	100.0		



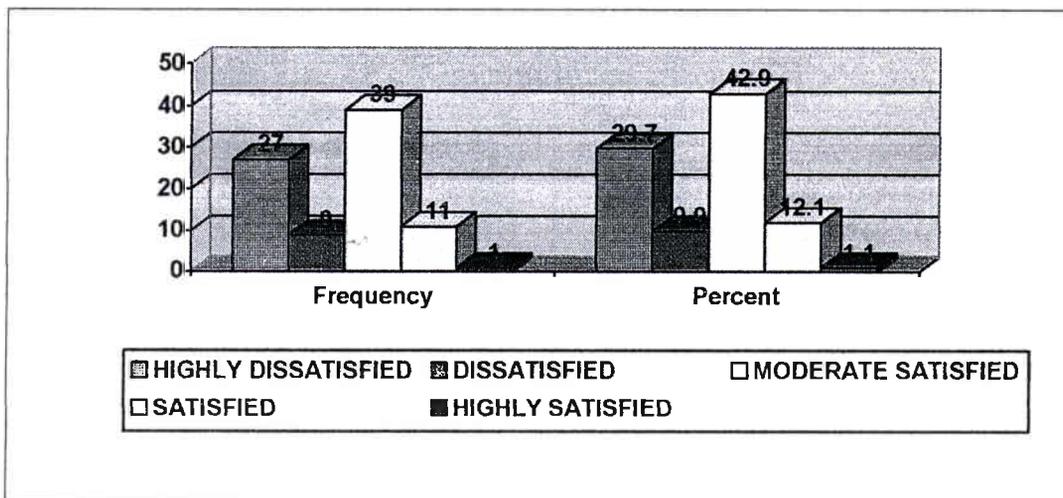
*Figure 4.24 - Respondents' Response on PPKS Hostel*

#### 4.4.10 Respondents Response on PPKS Hostel

As per elaborated, Table 4.24 identifies only 1 respondent is highly satisfied as compared to 29 respondents (31.9%) perceived highly dissatisfied follows by 31 (34.1%) dissatisfied, 4 or 4.4% respondents specify satisfied, and 10 (11%) responses moderate satisfied beside 16 respondents did not specify. These perceptions have direct impact on hostel conditions as level of satisfaction specified by those respondents who stay there. The management has to do something regarding it in order to attract more trainees to stay at the campus or to attract more out station to enroll with PPKS.

**Table 4.25**  
*Respondents' Response Based on Campus Toilet*

Campus Toilet		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	27	29.7	30.7	30.7
	DISSATISFIED	9	9.9	10.2	40.9
	MODERATE SATISFIED	39	42.9	44.3	85.2
	SATISFIED	11	12.1	12.5	97.7
	HIGHLY SATISFIED	1	1.1	1.1	98.9
	Total	87	96.7	100.0	
Missing	System	4	4.4		
	Total	91	100.0		



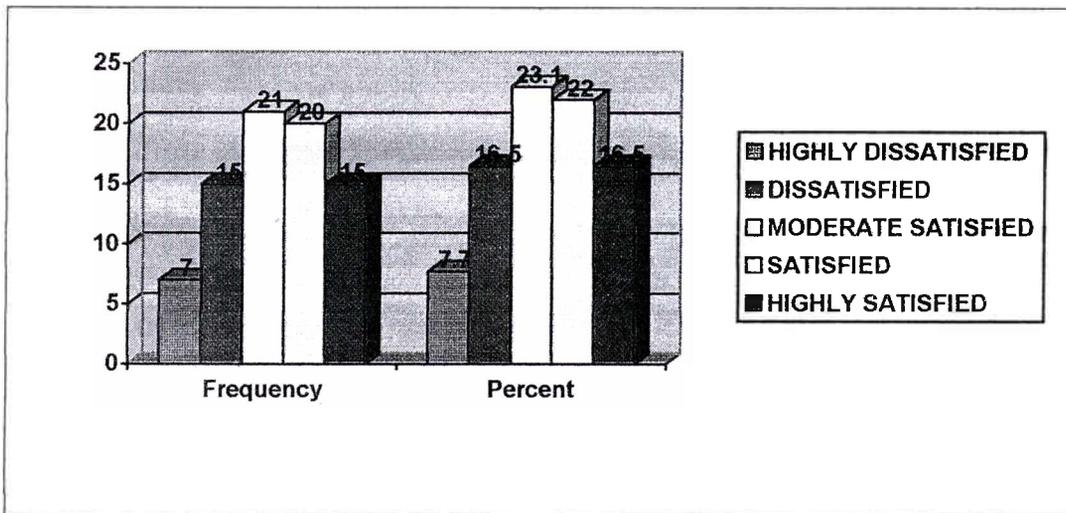
*Figure 4.25 - Respondents' Response Based on Campus Toilet*

#### 4.4.11 Respondents' Response on Toilet

Table 4.25 shows the response frequencies on PPKS campus toilet. In the table stated only 1 respondent highly satisfied compares to 27 or 29.7% who stipulates highly dissatisfied. 39 respondents are moderate satisfied, and 11 (12.1%) respondents identify satisfied compared to 9 who perceived dissatisfied with 4 (4.4%) comment nothing. This implications may denote towards unhealthy environment that insist PPKS should put extra effort to attain on the subject even though it does not really reflects the learning system but just to start up to furnish towards healthy environment as promised by the green marketing ethics.

**Table 4.26**  
**Respondents' Response Based on Safety Environment**

Safety environment		Frequency	Percent	Valid Percent	Cumulative Percent
	HIGHLY DISSATISFIED	7	7.7	9.0	9.0
	DISSATISFIED	15	16.5	19.2	28.2
	MODERATE SATISFIED	21	23.1	26.9	55.1
	SATISFIED	20	22.0	25.6	80.8
	HIGHLY SATISFIED	15	16.5	19.2	100.0
	Total	78	85.7	100.0	
Missing	System	13	14.3		
Total		91	100.0		



*Figure 4.26 - Respondents' Response on Students Safety Environment*

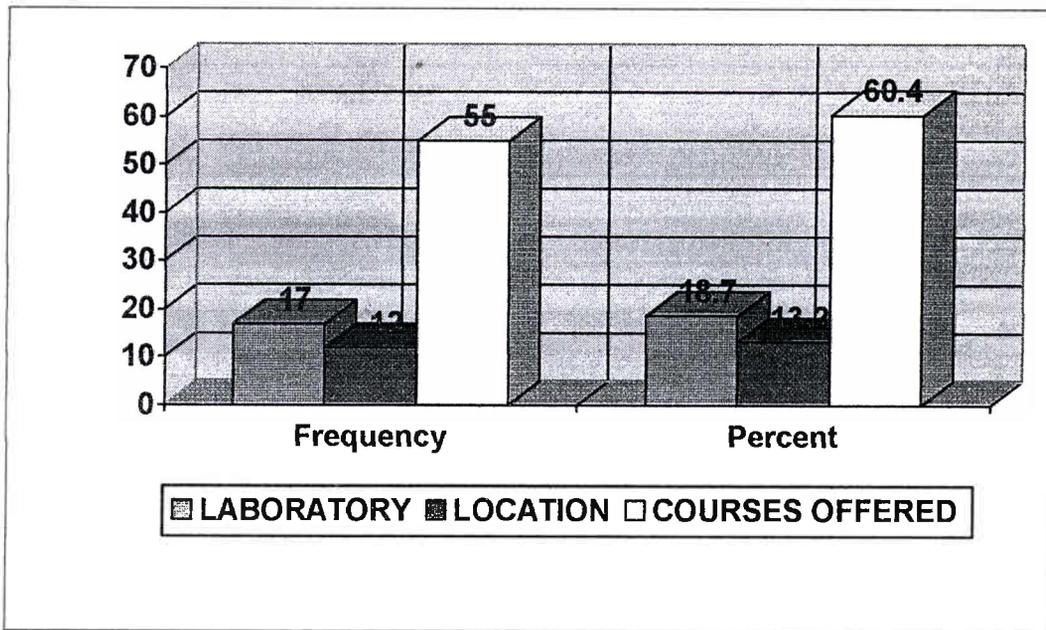
#### 4.4.12 Respondents' Safety Environment

As spelt out in Table 4.26, the total number of 15 respondents (16.5%) are highly satisfied against 7 respondents stated highly dissatisfied. 21 or 23.1% respondents give moderate satisfied, 20 (22%) perceive satisfied with 15 respondents (16.5%) stipulate dissatisfied besides 13 respondents did not indicate. The responses on student safety environment refer to the guard systems that need tight control, immoral practices totally not allowed, and to watch out irresponsible outsiders besides other factors devote to disturb students safety environment. The findings need PPKS to bestow towards a healthy trend environment in order every body in the surroundings are safe.

**Table 4.27**

***Respondents' Based on Other Factors Affecting Their Satisfaction***

Other Factors		Frequency	Percent	Valid Percent	Cumulative Percent
	LABORATORY	17	18.7	20.2	20.2
	LOCATION	12	13.2	14.3	34.5
	COURSES OFFERED	55	60.4	65.5	100.0
	Total	84	92.3	100.0	
Missing	System	7	7.7		
Total		91	100.0		



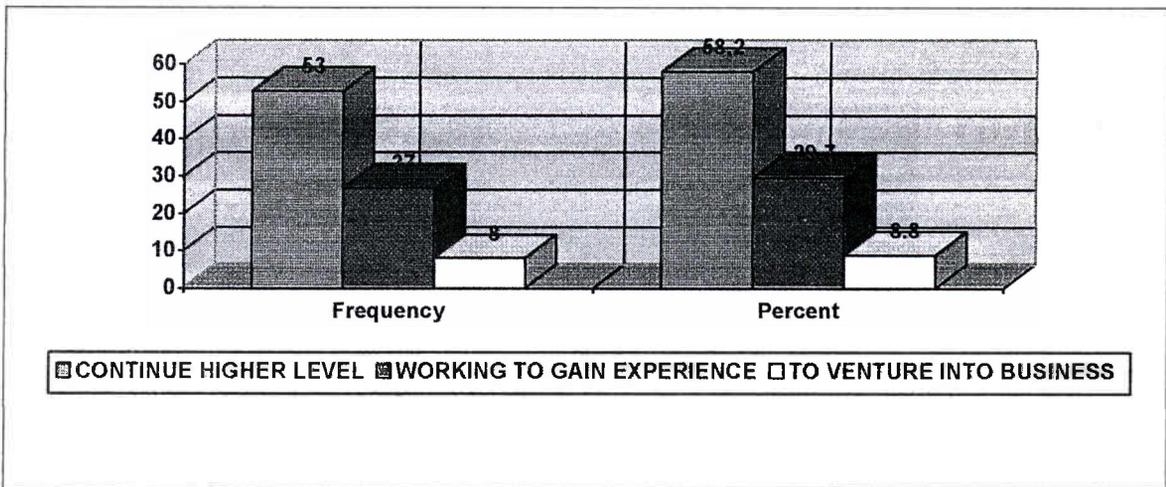
*Figure 4.27 - Respondents' Response on Other Factors Affecting Their Satisfaction*

**4.4.13 Other Factors Affecting Respondents' Satisfaction**

Table 4.27 illustrates other factors affecting respondents' satisfaction. The findings denote 55 respondents (60.4%) satisfied with the courses offered. This shows that the courses offered confer meaningful knowledge and hand on experiences to the respondents, 17 (18.7%) respondents satisfied with PPKS laboratory that also shows PPKS laboratory equip with modern equipments for practical session that is equivalent to industrial knowledge needs. 12 respondents (13.2%) satisfied with the campus location that stipulate conveniences to the respondents. There are 7 respondents (7.7%) specified nothing and this could means respondents' weak awareness' about the campus environment or just nice to let so.

**Table 4.28**  
**Respondents' Intention after Completing Studies**

Future Planning		Frequency	Percent	Valid Percent	Cumulative Percent
	CONTINUE HIGHER LEVEL	53	58.2	60.2	60.2
	WORKING TO GAIN EXPERIENCE	27	29.7	30.7	90.9
	TO VENTURE INTO BUSINESS	8	8.8	9.1	100.0
	Total	88	96.7	100.0	
Missing	System	3	3.3		
Total		91	100.0		



*Figure 4.28 - Respondents' Response on Intention after Completing Studies*

**4.4.14 Respondents' Intention Responses**

According to Table 4.28, it indicates 53 respondents (58.2%) will continue to further their studies at PPKS which means good to the college itself or it simplifies the knowledge gain is worth enough and even more better to get higher level. 29.7% or 27 respondents specify that they wish to find job to gain experiences, and regarding this aspect PPKS should bear in mind that they are going to lose those student. This indicates that either those who stop after completed the lower level are really satisfied with the achievement or do other factors attract them to works. 8 respondents (8.8%) intended to do business with the knowledge they have and 3 respondents did not know what to do in future. For those who think of doing business, they are among those have confidence and ability with the knowledge the gain from PPKS. It is understandable

that every semester PPKS have to let go couple a numbers of trainees, and to recruit more new trainees needs on going process seriously in their marketing activities.

**Table 4.29**  
*Respondents' Based on Place of Accommodation*

Place of Stay		Frequency	Percent	Valid Percent	Cumulative Percent
	HOSTEL	14	15.4	16.1	16.1
	RENTAL OUTSIDE	18	19.8	20.7	36.8
	DAILY FROM HOME	55	60.4	63.2	100.0
	Total	87	95.6	100.0	
Missing	System	4	4.4		
Total		91	100.0		

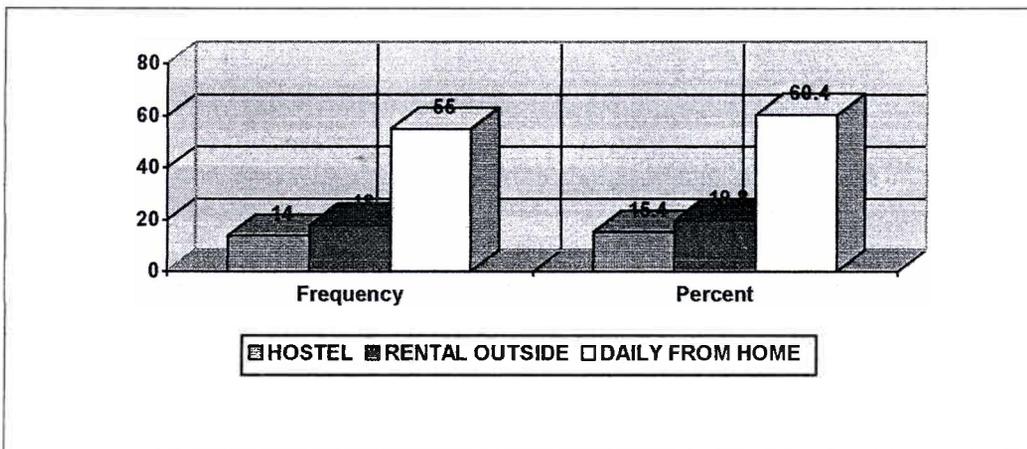


Figure 4.29 - Respondents' Response on Place of Stay

#### 4.4.15 Respondents' Accommodation

Table 4.29 stipulates 55 or 60.4% respondents specify they are daily from home. It shows that their place of stay could be around Kuching. 18 respondents (19.8%) rented outside, the fact that they want to be more privacy or because they afford to do so, and 14 respondents (15.4%) stay at PPKS hostel with 4 (4.4%) respondents chose not to specify. For those who stay at hostel could be due to their place is far from campus or might be influenced by their own interests that they experience conveniences to come to class.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

There are several conclusions that will be established based on the findings and the study simplifies more towards respondents' satisfaction on PPKS. The courses offered are relevant to industrial market needs and more towards technical subject.

Majority of the respondents are Malays, followed by Iban, Bidayuh and Chinese, and are mostly from Kuching. Out of the whole respondents, male signify the greater part and generally the respondents' range of age are between 17 to 24 years old. PPKS also offered course to working personnel as part time trainees or full time and the findings indicates that only 4 respondents are with job probably industrial firm employees sponsored by their employer. The findings stipulate that the majority comprising full time and daily student respondents with source of financial aids.

The larger part of the respondents gets to know PPKS from PPKS personnel. The majority specify moderate satisfied on the campus location, management staff, on students' welfare, satisfied with academic personnel attitude and teaching approaches. The classroom, computer laboratory, campus toilet, and safety environment are being perceived moderate satisfied, despite dissatisfied on reference library and hostel.

The findings reveal that, the courses offered attract the respondents and confer satisfaction on it. Most of the respondents indicate to pursue further studies at PPKS and this shows that the course they are taken is of valuable to them to search for job in the industry market.

The larger part of the respondents perceived PPKS offered reliable courses that fit the industry market job and their intention to further the studies are relate to these situation despites some are highly dissatisfied respondents regarding PPKS surrounding and cleanliness environment.

Since most of the respondents are from Kuching, this will gives PPKS implication to concentrates on recruiting more out station customers in the next future.

PPKS is in the process of marketing its product towards global market and used International College of Advance Technology Sarawak (ICATS) names to cater for their customers. To meets these demand, PPKS must accomplished successfully the demand of local and international customers in order to sustain the global competitors.

This study was conducted to find out the customers satisfaction on PPKS College of Technology in Kuching, Sarawak. The population of the students in PPKS College of Technology is around 700 of them. The researcher distributes 100 questionnaires to the students and concentrates on these samples that are representing the population of the student.

The conclusion and recommendation is based on the findings of this research as per analyzed in Chapter 4. As illustrates in the findings, PPKS should be able to determine the area that needs improvement and full attentions for the betterment of their undertaking towards attracting more students to enroll.

From this research, the recommendations likely are to be adopted by PPKS for their services marketing activities enhancement refers to the area that needs to be worked out beside to seek reliable approaches towards increasing students enrolment every semesters and wish it satisfy the needs and expectation of their customers.

## 5.2 Recommendation

5.2.1 Customers' satisfaction always becomes the main agendas to certain organization, thus PPKS are recommended to confer full attention and priority towards the needs of their customers in order to meet its objective as successful private institution in the state prior to cater towards global customers.

It's essential to PPKS to move towards with their marketing strategy that can magnetize more customers. To meets the target in increasing their number of students enrolment, PPKS should adhere more on to their consumer needs and want in their promotion activities and reflects such reliabilities of PPKS College, hoping that those potentials out there feels eager to join PPKS as Trainee.

With the recommendations, the researcher hopes that PPKS has visible aspect to be taken as a start in order to meets a golden opportunity of success that would await them in the near future and hope PPKS striving towards to be well known to the entire public successfully.

5.2.2 In view of the facts, most of the trainees get to know PPKS from PPKS personnel; therefore it's liable to suggest that they should look from this point of view on how to reach the target groups. To this extent, PPKS should strive to make use of their personnel as their media to promote PPKS.

It is in good favor that Chief Executive Director of PPKS Encik Baharudin announced in the PPKS bulletin that PPKS would strive to improve its image to suits its development and progress. The new name ICATS that known by International College of Advanced Technology Sarawak should be able to predict it future and this new name and image as a re-branding to PPKS would be one of the factors that

influence and could attract student to further their study. It's seemed that PPKS would make use of this ICATS name to attract global market. A wider scope of research is recommended for the global market and be conducted concisely using any reliable *research institutions*.

5.2.3 Satisfaction aspect needs not to be overlooked. Those areas confers high range frequencies of dissatisfied such as all aspect stipulated in the tables previously in Chapter 4 desires serious attention before it becomes unhealthy trend. Towards consistent and successful those related constrain must be given priorities.

5.2.4 To enhance PPKS marketing activities road shows and exhibition should be conducted frequently to reach the target audience successfully. It can be conducted at every end of the semester for the conveniences of the team and let those activities be treated as trademark of its main task.

5.2.5 It's not doubtful that some of the staff and management at PPKS have provided quality services besides being given slightly dissatisfied impression by the respondents. As human being, we cannot satisfy all the customers but at least we can provide the service that meets their satisfactions and expectation.

Training is a good approach obtainable to PPKS staff to enhance their competencies based on individual field. The training must be ongoing, thus the competence of PPKS personnel will be justified by customers and hope to influence the customers perception towards the value of services rendered as well as to award recognitions to the staff that to the management really preserved the quality services.

5.2.6 PPKS is among one of the technical institutes available in the state. Towards enhanced and reliable management, it's recommended that PPKS to have other mode

of system to get instant feedbacks, such as install suggestion box at strategic places in the campus and entrance, where other customers, students or staff can give their extra opinions or recommendations to what they think are valuable or good for PPKS approaches. This will help PPKS speedier on any process towards further improvement and enhancement of services and other aspects related to PPKS maximizing customers' satisfaction.

5.2.7 PPKS towards global market must prepare itself to meet local and international market successfully. In marketing, when ever the product is still well known to the customers at local market, it is suggested that they should concentrate on it keep on improving their service to them unless there are unable to sustain strong competitors. Any way, it's good for PPKS to lead to markets it product globally than to concentrate on local market before others do.

5.2.8 The research focus on satisfaction study and based on these initial findings, it may be some of the information's are reliable and useful to PPKS, especially the areas that has been specified by the respondents via questionnaires.

5.2.9 The marketing program to attract trainees' needs to be extended to remote areas all over the state in order to reach various ethnic groups who ever qualified to join the college or all this while they never heard of PPKS.

5.2.10 Maintain the fees imposed to the course as per feedback from the respondents. The fees at the moment according to them are considered low. Include in the activities the mode of financing that are available to-day that would possibly assist the parents financing problem for those of lower in-come groups.

5.2.11 Attract and educate parents at the time of PIBG meetings or via Secondary School Higher Authority.

5.2.12 The campus environment required attention related to the areas that the students are highly dissatisfied especially on tidy and cleanliness surroundings.

5.2.13 Some of the respondents are highly dissatisfied with the management staff. This serious aspect needs to be ascertained because it tends to creates unhealthy trend in future. These situations need a friendly environment or create a win-win situation in order to have both satisfactions.

- i. The welfare of the student needs to be taken care of because they are the customers of the college if referring to marketing aspect.
- ii. Academic personnel need to impose a friendly environment to get more amusing to foster both side satisfactions.

5.2.14 To help PPKS reached the target audience, advertised as much information and activities through all sorts of media.

5.2.15 Do improve the areas that are not satisfied by the respondents such as:-

- i. Hostel rooms and campus toilets
- ii. PPKS entrance needs to be guarded strictly to outsiders
- iii. Classroom needs fine ventilation and odors environment
- iv. Identify the fact and areas that the respondents are not satisfied
- v. Respondents beg from the management that they do not want to be treated like school children. They want humorous and friendly environment.

5.2.16 Majority of the respondents want to pursue their further studies at PPKS, thus the management required to assist them as much as possible to ensure these students to enroll.

5.2.17 Generally PPKS needs to justify the information's illustrated from Table 4.2 until Table 4.29 would consider providing a lot of feedbacks that tend to help PPKS much to minimize unsatisfied factors and to enhance existing satisfied factors in PPKS.

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**MARA UNIVERSITY OF TECHNOLOGY  
SAMARAHAN CAMPUS  
SARAWAK**

**CUSTOMERS SATISFACTION STUDY: STUDENT PERCEPTIONS AND  
SATISFACTIONS LEVEL TOWARDS *PPKS* COLLEGE KUCHING  
SARAWAK**

I am a final year student of MARA University of Technology (UiTM), Samarahan Campus and conducting a research on 'Awareness Perspective Customers Survey on PPKS College'. The objective of this survey is to determine the customers' perception and satisfaction on PPKS. All the information obtained is confidential and to be used for academic purpose only. Your contribution is very much appreciated please.

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SAMARAHAN CAMPUS**

## QUESTIONNAIRE

### CUSTOMERS SATISFACTION STUDY: STUDENT PERCEPTIONS AND SATISFACTIONS LEVEL TOWARDS *PPKS* COLLEGE KUCHUNG SARAWAK

All information gathered is merely for academic purpose only. Your sincere cooperation is very much required and appreciated. Thank you for your time.

#### SECTION 1: RESPONDENTS PROFILE

Faculty Program: Please specify the course that you are attending (/).

- |  |                          |
|--|--------------------------|
| (i) Pre-employment (Fast-Track) Programs       | <input type="checkbox"/> |
| (ii) Skills Upgrading and Enhancement Programs | <input type="checkbox"/> |
| (iii) BTEC Higher National Diploma Programs    | <input type="checkbox"/> |
| (iv) Diploma Level                             | <input type="checkbox"/> |
| (v) Career Advancement                         | <input type="checkbox"/> |

1. Home Town: \_\_\_\_\_

2. Race: Please specify - \_\_\_\_\_

Please tick your answer in the specified box (/)

3. Sex: Female  Male

4. Age: 17-20  21-24  25 and above

5. Monthly income (if employed): \_\_\_\_\_

5.1 Nature of industry: \_\_\_\_\_

6. Parents income per month.

- |  |  |
|--|--|
| <input type="checkbox"/> 1,000 – Below | <input type="checkbox"/> 1,001 – 2,500 |
| <input type="checkbox"/> 2,501 – 4,000 | <input type="checkbox"/> 4,001 - above |

7. Marital Status: Married  Single  Others \_\_\_\_\_

8. Student Status: Full Time  Please specify: a) Stay at PPKS Hostel

b) Self rented out side

c) Daily from home

8.1. Part Time

9. Source of Financing

PTPTN  TPK  Yayasan Sarawak  Mara  Bank loan

Parent support  Government ministry

10. From where did you get to know PPKS?

Source of Information:

Local newspaper  PPKS personnel  Television

Former school authority  Former PPKS students  Radio

## SECTION 2: PERCEPTION OF CURRENT STUDENTS TOWARDS PPKS PROIR TO ENROLMENT

1. Factor that attract you before entering PPKS College.

a. Understood to offer reliable courses as per advertised in printed media

b. Better job opportunity as from reliable word of mouth communications

c. Family reference group influences

d. Industry market demand

**SECTION 3: SATISFACTION LEVEL ON PPKS FACILITIES AND ENVIRONMENT**

**1. Instruction:** Please assess your level of satisfaction against the following ranging from 1 to 5 as per specified below.

No	Facilities	Highly dissatisfied 1	Dissatisfied 2	Moderate satisfied 3	Satisfied 4	Highly satisfied 5
1	Clean and tidy environment					
2	Suitable campus location					
3	Management staff wise					
4	Students welfare					
5	Academic personnel					
6	Teaching application					
7	Classroom accommodate					
8	Reference library					
9	Computer laboratory					
10	Hostel					
11	Canteen					
12	Toilet					
13	Students safety environment (Entrance guarded at all times)					

Indicators: 1 - Highly dissatisfied, 2 - Dissatisfied, 3 – Moderate satisfied, 4 – Satisfied, 5 – Highly satisfied

2. In your opinion, what is the other factors affecting your satisfaction towards PPKS College?

You can tick (/) more than one.

- Equipped with modern laboratory
- Location accessible to public transport
- Courses offered/studied is relevant to market demand

3. After completing the study at the entire level and with the knowledge available to you, do you intend to pursue your further study at another higher level at PPKS College?

- Continue to higher level       I intend to work first to gain experience
- I intend to do business with the knowledge I gain.

4. In your opinion, what are the differences of PPKS College with others?

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~End of questions~

**SKILLS UPGRADING AND ENHANCEMENT PROGRAMS****i) Printing Technology**

The printing technology comprises of Pre-Press Level One and Two, and Press Level One and Two with the duration of 6 months to 3 years. The Sijil Kemahiran Malaysia (SKM) from Majlis Latihan Vokasional Kebangsaan (MLVK) will be awarded to the Trainees.

**ii) Layout Artist and Designer**

This course comprising SKM Level One to Level Three and the course is on visual communication such as graphic design. It is more to advertising, printing and multimedia industries nature of work.

**iii) Mechatronic – Manufacturing Technician**

This course consist of three combination fields namely Mechanical Technology, Electronics Technology and Computer Technology and the field of Mechatronics is often known as Industrial Automation. Upon completion of the course, the Trainees will be awarded the Sijil Kemahiran Malaysia (SKM) form Majlis Latihan Vokasional Malaysia (MLVK).

**iv) Information Technology**

This course is more to information technology with three level of course syllabus and computer system also with three levels of course syllabus. The certificate is awarded by SKM from MLVK.

## **PRE-EMPLOYMENT (FAST-TRACK) PROGRAMS**

### **i) Computer Aided Drafting (CADD)**

This program is special fast-track program created by University Technology Malaysia (UTM) to provide aided design knowledge to youth and industrial-grade workers with duration of three months intensive program that provide a sufficient exposure within the industry. Trainees fulfilling all the practical and evaluation requirements will be awarded a certificate from University Technology Malaysia in addition to an attendance certificate each from Autodesk Singapore and PPKS. The entrance requirement is just completed form 5 or it equivalent with the fees of RM1, 950.00 only.

### **ii) Computer Repair and Maintenance**

The entrance requirement is completed form 5 or equivalent and the course fees is RM3, 000.00. This course taught trainees to detect and repair computer faults and operational problems. The program is specially designed by University Technology Malaysia and conducted at PPKS. The duration of the course is 3 months and upon completion, certificate will be awarded.

### **iii) Certificate in Videography**

This course is an introduction to the broadcasting industry in Malaysia with a comprehensive hands-on training that gives trainees experience or opportunity to write, produce, direct a production crew on a shoot and edit a series of short documentaries. The topics include TV production, video documentary

production, remote drama production and post-production process. The duration of the course is 3 months and the certificate will be awarded upon completion by Malaysian Institute of Integrative Media (MIIM) and PPKS. The Requirement of entrance is completed form 5 with RM2, 500 course fees only.

**iv) Certificate in Integrated Journalism**

It is for those interested in the multi-media industries as journalists and print journalism. This is a collaborative program between Sarawak Skills Development Centre and Malaysian Institute of Integrative Media (MIIM), formerly known as Academy TV 3 and for those complete the certificate level can further their studies to diploma level in Kuala Lumpur. The duration of the course is 4 months with entrance requirement of completed form 5 and the course fees is RM2, 500. The certificate will be awarded by MIIM and PPKS upon completed the course.

**v) Wireman Grade 2**

This course is a collaborative program between PPKS and Sarawak Electricity Supply Corporation (SESCO). The duration of the course is 3 months and upon completion of the course the trainees will be awarded certificate by SESCO and PPKS. The objective of the course are to exposed Trainees on how to install domestic electrical wiring and eligible to apply for licensing and registered as Electrical Contractor of SESCO. The entrance requirement is completed form 5 and course fee is RM2, 000 only.

**vi) Welding**

The duration of the course is 5 months and the course fee is RM2, 800.00 only. The course is a collaboration program between PPKS and Brooke Dockyard and Engineering Works Corporation. In this course, the trainees will undergo practical training at the Brooke Dockyard and Engineering Works Corporation and the end of the course, the trainees are required to sit for welding examination conducted by Lloyd's Register U.K and for those who pass the test will be awarded the certificate by Lloyd's Registered U.K., Brooke Dockyard and Engineering Works Corporation and PPKS.

**vii) Certificate in Plantation Practice**

It is a certificate program collaborating program between PPKS and Incorporated Society of Planters (ISP) Kuala Lumpur. The entrance requirement is SPM certificate and the course fee is RM5, 300 only. This is a 12 month program, whereby the trainees will undergo 8 months of intensive classroom lecturers and tutorial before attending 4 months of industrial training at actual plantations. Upon successful of 12 months fulfilling all the examination and practical requirement of the program will be awarded the Certificate in Plantation Practice by Incorporated Society of Planters (ISP).

**BTEC HIGHER NATIONAL DIPLOMA (HND)**

BTEC is Edexcel Foundation of United Kingdom is one of the leading examination and award bodies in the U.K. and throughout the world, providing of vocational qualifications.

BTEC Higher National Diploma (HND) in Electrical & Electronics Engineering is an internationally recognized qualification and alternatively, they have the option to pursue higher education at degree level with direct entry into final year at universities in the United Kingdom or another 1 ½ years at British Malaysian Institute (BMI). Minimum entry requirement is SPM with credit in English and Mathematics. PPKS students who passed the Pre-Technology program and those with relevant SKM Level II are eligible for Diploma in Electrical & Electronics Engineering. IKM/ILP/UTM and other IPTA certificate holders can gain direct entry into the second semester of Diploma Program which allows them to go to the HND after 6 months. Applicants with STPM/A-Level (Science Stream), relevant Polytechnic Certificate or working adult with relevant qualifications are eligible to enter directly into the Higher National Diploma program. Duration of the course is 3 years (6 semesters) and the tuition fee is RM2, 300 per semester.

PPKS also conducted **Pre-Technology Program** to prepare students who do not have the necessary academic qualifications to obtain direct entry into the HND program. The minimum entry requirement is SPM, SPVM or equivalent qualification with passes in English, Mathematics and a science subject (a credit from Art stream students). For those with relevant SKM Level are also eligible. The medium of instruction at all level is English. The duration of the course is 6 months (1 semester)

and the tuition fee is RM1, 300 only. The intake for this course is January and July every year.

PPKS also offered Higher National Diploma (HND) in engineering a collaboration program between PPKS and British Malaysian Institute (BMI). BMI is jointly established by MARA and British government to produce highly skilled technically oriented human resource to meet the ever-growing needs of industry. On the Malaysian side, MARA provides the infrastructure, resources and the staff; the British government supports staff development, technical assistance and expertise from its industries and universities. This HND, upon completion will have option to pursue degree level with direct entry into the final year at universities in the U.K. or another 2 years at UTM or 1 ½ years at BMI. For the Higher National Diploma tuition fee of semester 1&2 is RM3, 400 per semester, and for semester 3, 4 & 5 the tuition fee is RM3, 600 per semester. The enrolment fee is RM190 and all fees are to be paid on registration day but there is payment by installments to be considered on case to case basis. Sponsorship for eligible students may apply for MARA Loan.

### **DIPLOMA IN INFORMATION TECHNOLOGY**

ICT skilled workforce is in demand in our job market. PPKS is offering this course to meet this demand. The lectures will be conducted in English. This is an approved program by National Accreditation Board (LAN). Students after completed the diploma level have the option to further their study to degree level. The duration of the course is 2 ½ years (5 semesters). The tuition fee for this course is RM1, 850 per semester followed by miscellaneous fees RM190 per semester.

**CAREER ADVANCEMENT PROGRAMS****i) Master of Science in Engineering Business Management**

This course consist of 12 modules and an in-company project by dissertation spread over 24 – 36 months and each module consists of 40 hours lecture and team learning. The M.Sc degree will be awarded by the University of Warwick, U.K., to a candidate who has successfully attended all post-modules assignments and has satisfied the Board of Examiners in not less than 9 modules and a satisfactorily completed in-company projects. The entry requirement is Bachelor Degree with honours from a recognized university or a Professional Qualification plus 2 years working experience. The course fee is totaling RM33, 000 and PPKS also given an interest-free installment to assist candidates to better financially plan for RM8, 250 X 4 payments.

**ii) Engineering Doctorate in Engineering Business Management**

This Eng.D is alternative to the Ph.D. by having a broader focus to meet the industry's needs. The essence of the Engineering is to develop the habit of thinking in-depth whilst tackling real industrial problems and continuing broadening by gaining and applying new knowledge. The entry requirement is master degree with 2 years working experience. The fee varies from RM35, 00 to RM 60, 00 depending on the number of modules taken and the awarding university. The Eng.D candidate need to pay equal 6-months payments determined from the expected duration to complete i.e number of modules to be taken and the project work duration. Companies contributing to the human Resource Development Fund (HRDF) may claim rebates from the modules sponsorship through the Human Resource Development Fund when they are sponsoring an employee to attend the M.Sc or Eng.D program. According to PPKS,

by taking any one of these postgraduate programs will help to achieve true potential. Being intensive and personally demanding programs, an individual requires significant commitment from himself and from the sponsoring company in order to enjoy the rewards:

- Immediate application of concepts and tools
- Improved on the job performance during the program
- Development of company's intellectual capital
- Acquisition of transferable knowledge and skills
- Continuing professional development
- Career motivation and enhancement.