



UNIVERSITI TEKNOLOGI MARA  
(UTM)

A STUDY ON PUBLIC PERCEPTION  
TOWARDS PART-TIME COURSE IN  
POLITEKNIK KOTA KINABALU

GARRIE JOE  
20022216071

BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU

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### INTRODUCTION

#### 1. Background of Study

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#### 1.2 Research Question

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#### 1.3 Perception Toward Services on Distance Learning

Thank you very much.

#### 2.5.2 What is Service?

#### 2.5.3 Customer Perception toward Services

#### 2.6 The Factors Influencing Customers' Selection of Pattern (Services)

#### 2.6.1 Characteristics of Services

#### 2.6.2 The Services Marketing Mix

#### Applying the 4 P's to the research

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## ABSTRACT

A study of public perceptions towards Part-Time Course in Politeknik Kota Kinabalu is an essential to all institution of higher learning. This research is to understand the reasons why public especially working adult's perception influenced them to attend distance learning studies and their perceptions towards distance learning. At the same time, this research is also to evaluate the factors that might influence public decision by applying 4 marketing mix of service. This will help the institution of higher learning to design their strategy in their distance learning programs that would satisfied the needs and the quality of the part-time course programs are according to their future students' expectation.

By using simple frame, sample of 300 respondents were selected. The target populations in this research are the public in the Sepangar area where the Politeknik Kota Kinabalu situated. The selection of the respondent is based on convenience technique, which is the simple random sampling. Towards the end of this study, gather suggestions from the respondents that can be used by institution of higher learning to be consider in improving their part-time course programs in the future to make students feels enrolling in distance learning is value for their money invested besides fulfilling their needs to obtain a higher education qualification.