

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS AFFECTING THE SPM LEAVERS TO  
CHOOSE PRIVATE HIGHER EDUCATION  
INSTITUTIONS: A CASE STUDY OF  
UNIVERSITY COLLEGE OF YAYASAN PAHANG  
IN KUANTAN, PAHANG**

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# CHAPTER 1

## INTRODUCTION

### 1.1 Chapter Overview

The chapter elaborates the research study in a whole surface. It discusses on the background of the study topic, the problem statement that leads this topic to be studied and analyzed, the objectives of research study, research questions to be answered, significant of the study and limitation of the study.

In between of the discussion, this chapter also includes the background of private higher education institution that is chosen as the study area in this research. It is the University College of Yayasan Pahang, which has provided the targeted population for the research study. At the end of this chapter, it provides the definition of terms section.

### 1.2 Background of the Study

National education through its history has made various efforts and implementation of the education strategic plans to raise the dignity of nation-state education since the beginning of Malaysia's independence. Apart from establishing public universities, Malaysia also needs the establishment of private higher education institutions to support and ensure that the country's strategic education plan is implemented effectively as well as reaching the target of the country's progress agenda to align with other developed countries. Malaysia has begun the early stage of education development focused much on early education in primary and secondary level. Malaysia then recognized the need for advanced education at tertiary level by opening up opportunities for young people to further their Malaysia's direction once again changed to the local education with world-class standard when the cost of overseas education getting higher. As the Prime Minister Tun Dr. Mahathir bin Mohamad has said in 2001:

*“In our pursuit towards developing the K-economy, knowledge has to replace labour and capital as key factors of production in our economy. The challenge for Malaysia is to develop this knowledge amongst our citizens so that our success will be*