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FACTORS INFLUENCING ENROLMENT TO MAJLIS AMANAH RAKYAT (MARA) HIGHER EDUCATION INSTITUTIONS DURING COVID-19 PANDEMIC

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ABSTRACT

MARA is a Malaysian government agency responsible for economic and social development in rural areas through education, training, and financial aid. Since the nationwide Movement Control Order (MCO) imposed by the Government of Malaysia, the enrolment to MARA-owned higher education institutions (MHEI) in Malaysia has declined. It is integral for MHEI to understand priorities and concerns of students when choosing their tertiary education institution to redirect their focus in line with the priorities of their potential customers. Through an extensive literature review, this study will propose a conceptual framework that explain factors influencing students' choice of college when pursuing their tertiary education at MHEI. Findings showed that all undergraduates put the highest emphasis on the ability to obtain financial aid. However, the studies showed equivocal results for other factors according to student demographics. Therefore, it is integral for MHEI to address the concerns of different student demographics in order to properly position themselves in the market.

Keywords: University choice, Private Higher Education, Student Enrollment, Marketing