Behavioral Patterns of SPM Graduates in Choosing a Marketing Diploma: A Comprehensive Analysis of Kolej Profesional MARA Seri Iskandar

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Abstract

The Malaysian marketing and business sectors are currently undergoing a rapid transformation from digital branding and entrepreneurship, which has created a high demand for skilled young professionals. Despite this industry growth, Kolej Profesional MARA Seri Iskandar (KPMSI) faces a persistent challenge where Sijil Pelajaran Malaysia (SPM) graduates are increasingly discarding specialized marketing diplomas in favor of alternative academic paths or direct entry into the labor market. This study aims to investigate the underlying factors contributing to this low enrollment and evaluate how students perceive the program's value. Specifically, the research objectives include examining the influence of career expectations, industry awareness, and personal interests on the decision-making patterns of school leavers. Through an adopted descriptive research design, data was collected through an online survey with 310 respondents from SPM graduates. The results revealed that Family Influence (Mean = 3.77) was the only factor reaching a high level of agreement while other variables remained moderate. This indicated that family validation is the primary driver of student choice. The study concluded that KPMSI must recalibrate it's marketing to target the family unit, specifically highlighting the professional security and prestige associated with the CPM (Asia) designation to build parental trust.

Keywords: *Behavior of SPM Graduates; Business sector; Diploma in Marketing; Marketing; SPM Graduates*