
Factors Shaping Students' Interest in Diploma in Marketing Programmes: A Behavioural Perspective

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Abstract

In today's competitive and digital-driven era, marketing education serves a important role in preparing students with skills in social media, analytics, branding, and consumer behaviour. However, the demand for enrolment in the Diploma in Marketing at Kolej Profesional MARA Seri Iskandar has declined for marketing professionals. Guided by the Theory of Planned Behaviour (TPB), this study titled Factors Shaping Students' Interest in Diploma in Marketing Programmes: A Behavioural Perspective aims to examine the factors influencing students' programme interest intention. Specifically, it studies the impact of perceived career opportunities, programme reputation or institutional image, personal interest in marketing subjects, and social elements on enrolment intention. A descriptive quantitative research design was used using a structured 5-point Likert scale questionnaire distributed to 302 respondents through convenience sampling, mainly consisting of SPM leavers and pre-university students. Data were analysed using descriptive statistics, particularly mean scores and frequency analysis, with the assistance of Excel/SPSS. The findings show that perceived career opportunities, programme reputation, and social influence recorded the highest mean score (3.92), while community factors displayed the highest frequency (38.40%), showing their strong influence on students' intention to enroll. The study delivers useful insights for improving recruitment plans and strengthening the durability and competitiveness of the programme.

Keywords:

Diploma in Marketing; Perceived Career Opportunities; Programme Interest Intention; Programme Reputation, Social Influence; Theory of Planned Behaviour (TPB)
