
Factors of Perception Influencing Low Student Enrollment in The Diploma in Marketing at Kolej Profesional MARA Seri Iskandar (KPMSI)

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Abstract

Declining enrolment in business-related diploma programmes, particularly in marketing, has emerged as a critical concern despite the increasing demand for marketing and digital competencies in today's labour market. This issue is notably evident at Kolej Profesional MARA Seri Iskandar (KPMSI), where the Diploma in Marketing programme continues to experience low student intake among SPM school leavers. This mismatch between industry demand and student enrolment raises important questions about how prospective students perceive marketing education and its value. Therefore, this study aims to examine the influence of students' perceptions on their intention to enrol in the Diploma in Marketing, guided by the Theory of Planned Behaviour. Specifically, the study investigates four key perceptual factors: perceived job market alignment, perceived skill relevance, perceived credential value, and perceived fairness of assessment. These factors are hypothesised to play a significant role in shaping students' attitudes and behavioural intentions towards selecting the programme. A quantitative research design was employed, using a structured survey distributed to 300 SPM school leavers to ensure data reliability and generalisability. Responses were measured using a five-point Likert scale to capture the degree of agreement on each construct. By providing empirical evidence on how these perceptions influence decision-making, this study offers meaningful insights into the underlying reasons behind low enrolment in marketing programmes. The findings are expected to support education providers in developing more targeted and student-centred strategies, including improving curriculum relevance, enhancing assessment transparency, and strengthening programme positioning in alignment with industry needs. Ultimately, this study contributes to bridging the gap between educational offerings and labour market expectations, while also providing practical implications for increasing student enrolment in the Diploma in Marketing programme and strengthening the future pipeline of marketing professionals.

Keywords : *Diploma in Marketing; Job market alignment; Skill relevance; SPM school leavers; Theory of Planned Behaviour*
