
The Push and Pull of Diploma in Marketing: Determinants of Gen Z's Enrollment Decisions in Marketing Programs

Sharifah Zalia Latisha¹, Khairyna Ayra², Batrisya Sofea³, Faiznur Iman⁴, Noor Fareeza⁵,
Norliza⁶

¹²³⁴⁵⁶ Marketing Department, Kolej Profesional MARA Seri Iskandar, Perak, Malaysia

E-mail: sharifahzalia0106@gmail.com, ayrakhairy@gmail.com, batrisyasofea07@gmail.com, faiznr.iman@gmail.com,
fareeza.azmi@mara.gov.my

Abstract

The declining interest among Malaysian SPM leavers in pursuing a Diploma in Marketing has raised serious concerns regarding enrollment sustainability. This study examines the core determinants of Generation Z's enrollment decisions by integrating the Theory of Planned Behaviour with the push-pull framework. A quantitative research design was strictly employed, successfully gathering primary data from exactly 300 respondents via an online structured survey questionnaire. While the methodology uses convenience sampling rather than random sampling for operational simplicity, it effectively captured student perspectives. Data analysis was conducted to generate clear descriptive results, specifically focusing on frequency distributions and means score analysis using SPSS. Our findings reveal that Social Media Influence is the most dominant pull factor driving the final enrollment decision, achieving a high means score of 4.36. In terms of frequency, a striking 86.38% of respondents strongly acknowledged its direct impact on their educational choices. Furthermore, Perceived Career Value, Peer and Family Recommendations, and Institutional Digital Marketing all heavily shape this dependent variable. Ultimately, these results underscore the critical necessity for higher education institutions to shift toward peer-led, authentic digital recruitment strategies today.

Keywords : Enrollment Decision; Theory of Planned Behaviour; Generation Z; Quantitative research; Means score; Random sampling; Descriptive results; Frequency.
