

ABSTRACT

This study analyses the factors that determine the quality in private institutions of higher learning from students' perspectives. Literature review has shown that there are five (5) factors that influence the quality in private institutions of higher learning. These are academic service, administration service, physical aspects, institutions' reputation, and the gap between students' experience and expectations. Respondents come from 5 institutions in Subang Jaya, Malaysia. These are INTI College Subang Jaya, Monash University Malaysia, Taylor's University College, Sunway University College and Metropolitan College.

The objective of the study is to analyze the five (5) factors which shape the quality of private institutions of higher learning in Malaysia as perceived by students. Furthermore, it examines if there is any difference between Malaysian and international students' perception of the five (5) factors.

Data was collected in two ways, which are semi-structured interview and survey through questionnaire. Purposive sampling was used in determining the unit sample of semi-structured interview. The survey was carried out with a questionnaire which was distributed in two ways: through convenience sampling, and through Friendster's website of each institution.

Non-parametric test was used to analyze the data. A Mann-Whitney U test using SPSS 15th version was carried out to study the difference between Malaysian and international students' opinions about the five (5) factors.

The findings show that both Malaysian and international students rank academic service as the most important factor in determining the quality of private institutions of higher learning in Malaysia. For Malaysian students, institutions' reputation and the gap between students' experience and expectations were found to be the second- and third-most important. For international students, the gap between students' expectations and the experience and administration service, come in the second and third place.