## Private Higher Education in Malaysia: students' satisfaction levels and strategic implications

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**Abstract**: The main objective of this paper is to examine the satisfaction levels of students pursuing private higher education in Malaysia. A brief introduction on the marketing orientation of higher education and a review of related literature is undertaken. A discussion of the market-sensitive higher education system follows. The paper presents conclusions from a survey that shows country preference of overseas universities among Malaysian students, the problems perceived by them, student views on teaching faculty and sources of information about overseas programmes. The paper concludes by identifying key strategic implications.

## Key words:

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