A STUDY ON THE FACTORS THAT INFLUENCE STUDENTS’ ACADEMIC PERFORMANCE AT KOLEJ POLY-TECH MARA KOTA BHARU

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JULY 2012
ACKNOWLEDGEMENT

Praise be to Allah for blessings and peace for the Holy Prophet Muhammad SAW, his family, friends, the Tabiin, brothers and sisters who have either gone or even still alive. Alhamdulillah, grateful to Allah The Almighty for giving me the strength, time and endurance to complete this research. Without His Grateful and Mercy, this project paper may not be completed.

On the chance that any of this, I would like to express thank my advisor, PM Mohd Nasir Bin Muda for his valuable guidance and assistance as well as his valuable information and ideas in making this study possible. I am greatly indebted to his for helping me to overcome obstacles in the process of conducting this project paper as well as for her patience. Hopefully, Allah will reward him and bless all the wisdom that poured.

I would also like to express my appreciation and thanks to my second examiner, Puan Hadhifah Fadhлина Binti Ismail. She is very dedicated and tolerant. Thanks for the all staffs at Kolej Poly-Tech Mara Kota Bharu because give me information and valuable guidance. Not forgetting to the UiTM campus library staffs because gives an excellent cooperation by providing many of the books and related articles.

Finally, I wish to express my sincere gratitude to my beloved family for their support, patience, and encouragement in helping me to complete this project paper. May they bless by Allah S.W. Thanks for all my friends who have been distributing ideas, encouragement and advice. Last but not least, I really hope that my masterpiece would be so beneficial to those who are interested in this topic.

Thank you.
ABSTRACT

Education industry needs to face an intense competition. The students’ academic performance plays an important role in producing the best quality of graduates. Students’ academic performance is importance for each institution. Thus, this study has been conducted to ascertain the factors that influence students’ academic performance at Kolej Poly-tech Mara Kota Bharu. A set of questionnaires was distributed to the respondent randomly. Several factors that being discussed in this research are socio-economic factor, psychological factor and environmental factor. The data is analyzed using descriptive analysis, reliability, correlation and regression analysis by using Statistical Package for Social Science (SPSS). Besides that, regression analysis was used to test the hypotheses in this study. In this research, the finding shows that psychological factor and environmental factor are significant to the students’ academic performance. Meanwhile, socio-economic factor was found to be insignificant to the students’ academic performance. Based on the results obtained, there are some suggested recommendations that can help Kolej Poly-tech Mara Kota Bharu to improve students’ academic performance.
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