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I-CReST 2025:028-020 – Harnessing Extrinsic Motivation for Sustainable Education: Pathways to Empowerment in Education for Sustainable Development among Pre-University Students in Kuantan, Pahang

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ABSTRACT

Education for Sustainable Development (ESD) plays a critical role in equipping students with the knowledge and motivation needed to address global sustainability challenges. This study explores the relationship between extrinsic motivation on fostering sustainable education among pre-university students in Kuantan, Pahang. Using a quantitative research approach, data were collected through a close-ended questionnaire from a sample of 127 students. The responses were analyzed using SPSS to identify key factors influencing students' engagement with ESD. The findings highlight the significant role of extrinsic motivation such as rewards, recognition, and external encouragement in enhancing students' commitment to sustainable education. This study contributes valuable insights for educators, policymakers, and curriculum developers by emphasizing the need for strategically designed motivational frameworks to promote ESD. The results provide a foundation for further research and practical applications in shaping effective sustainability education strategies.

Keywords: Education for sustainable development; Extrinsic motivation