



UNIVERSITI TEKNOLOGI MARA

FINAL YEAR PROJECT REPORT

FACTOR THAT AFFECT THE LOCAL
ACCEPTANCE TOWARDS FOREIGN
WORKERS: A CASE IN KOTA BHARU,
KELANTAN

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ABSTRACT

The research is conducted to study the factors affecting local acceptance towards foreign workers among the residence in Kota Bharu, Kelantan. There are four factors that contribute in this study which are locals' demographic information (gender, age and education level), perception on foreign workers' social behavior, locals' sense of humanity and media influences. By targeting the residents who live around Industrial Area in Pengkalan Chepa as the population, the sample size is 141 as it has been recommended by Raosoft Software. Since it is a primary data source, self-administered questionnaire was used to collect the data from the respondents which were selected by using simple random sampling and convenience sampling. After all the data has been obtained, it was analyzed by performing a descriptive analysis, Chi-Square test and binary logistic regression. In addition, Hosmer and Lemeshow test, classification table and ROC Curve were also carried out in order to check the goodness of fit before obtaining the final model. Based on the result, most of the respondents reject the presence of foreign workers and it is influence by the locals' perception on social behavior of the foreign workers themselves and the reports on foreign workers presented in the media. Therefore, all parties should take action in order to build a positive perception on foreign workers' social behaviour and the media should be more on concern on foreign workers' welfare rather than exaggerating the reports on the foreign workers' wrong doings. Last but not least, it is recommended to carry out the study in companies that hire both local people and foreigners, include other factors that may contribute to the local acceptance towards foreign workers and add more items to each variable in questionnaire.

Keyword: acceptance, foreign workers, behaviour, media, logistic regression