

**POLITICAL PSYCHOLOGY OF VOTER PREFERENCE: CANDIDATE OR  
MANIFESTO**

**BY :**

**FAIRUZ HIDAYAT MERICAN BIN WAN MERICAN  
NONI HARIANTI BINTI JUNAIDI  
JUNAIIDI @ SAUDI BIN NARANI**

**DISEMBER 2009**



Surat Kami : 600-RMI/SSP/DANA 5/3/Dsp (129/2008)  
Tarikh : 15 September 2008

Fairuz Hidayat Merican b Wan Merican  
Ketua Projek  
Fakulti Sains Pentadbiran & Pengajian Polisi  
UiTM Cawangan Sarawak  
Kampus Samarahan  
Jalan Meranek  
94300 Kota Samarahan  
**SARAWAK**

Junaidi @ Saudi b Narani  
Ahli Projek  
Fakulti Sains Pentadbiran & Pengajian Polisi  
UiTM Cawangan Sarawak  
Kampus Samarahan  
Jalan Meranek  
94300 Kota Samarahan  
**SARAWAK**

Noni Harianti bt Junaidi  
Ahli Projek  
Fakulti Sains Pentadbiran & Pengajian Polisi  
UiTM Cawangan Sarawak  
Kampus Samarahan  
Jalan Meranek  
94300 Kota Samarahan  
**SARAWAK**

Tuan/Puan,

### **TAJUK PROJEK PENYELIDIKAN DANA KECEMERLANGAN: POLITICAL PSYCHOLOGY OF VOTER PREFERENCE; CANDIDATE OR MANIFESTO**

Dengan hormatnya perkara di atas adalah dirujuk.

Sukacita dimaklumkan bahawa Jawatankuasa Bengkel Penyelidikan Dana Kecemerlangan fasa 03/2008 telah meluluskan cadangan penyelidikan yang telah dikemukakan oleh tuan/puan bertajuk di atas dengan syarat-syarat seperti berikut:

- i. Tempoh projek penyelidikan ini ialah 1 tahun, iaitu bermula **15 September 2008** hingga **15 September 2009**.
- ii. Kos yang diluluskan ialah sebanyak **RM4,500.00** sahaja dalam (*Kategori .C*). Tuan/Puan diminta mengemukakan proposal beserta bajet yang baru mengikut kos yang diluluskan sebelum tuan/puan memulakan projek penyelidikan tuan/puan.
- iii. Pembelian peralatan komputer adalah tidak diluluskan.

<b>CONTENTS</b>		<b>PAGE</b>
Muka Surat Tajuk		i
Surat Tawaran Penyelidikan		ii
Surat Penyerahan Laporan		iii
Project Team Members		iv
Acknowledgement		v
Table of Contents		vi
List of Tables		ix
Abstract		xi
Abstrak		xii
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	
1.0	Background	1
1.1	Problem Statement	2
1.3	Research Objectives	3
1.4	Scope of Study	4
1.5	Significance of Study	4
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
2.0	Literature Review	5
2.1	Conceptual Framework	7
2.1.1	Independent variables	8
2.1.1.1	Candidate	8
2.1.1.2	Electoral Manifesto	8

## **Abstract**

Candidate and manifesto are normally the two elements that are actively involved during an election especially the campaigning period. They are short-term factors and thus have an instant impact on voter preference within the election period itself. The objective of this study is to determine which of the two factors, between the candidate and manifesto, influences the voters' preference the most when it comes to deciding who they will vote for. To find the answer a survey was taken among academic and non-academic staff of UiTM Sarawak. The questions were designed to gather information regarding the background of the staff as well as which of the two factors influences them the most. The questionnaire also gained feedback on the respondents' preference based on the characteristics of the candidate and manifesto. Results of the study indicate that there seems to be no difference position-wise in terms of their choice between candidate and manifesto. Analysis also shows that in terms of the candidate, respondents are more influenced by the experience, education and residency of the candidate. As for the manifesto, respondents prefer issues related to education and economy. The scope and methodology of this study has the potential to be expanded and conducted on a wider and larger scale such as determining the preference of various electorates in our society such as the public-private sector voters as well as the rural-urban voters.

# CHAPTER 1

## INTRODUCTION

### 1.0 Background

Elections are an important part of the political processes in any society especially those that practice representative democracy. It is one of the outlets for public opinion where citizens are given the opportunity to express either support for or dissatisfaction with their government. If the people are satisfied with their government, they will show their approval and support by continuing to vote for the incumbent political party. On the other hand, if the people feel that the government has not fulfilled their duties adequately they can show their dissatisfaction by voting for another competing political party. In other words, elections provide the people with some control over the government by making them accountable for their actions.<sup>1</sup> Various elements are involved in elections, each with their own role to play. Among these elements are the political party candidates, the electoral manifesto of the political parties and the voters.

The recent 12<sup>th</sup> General Elections in Malaysia have highlighted the points mentioned above. The outcome of the elections is nothing short of extraordinary. The

---

<sup>1</sup> Abdul Rashid Moten & Syed Serajul Islam, "Election and Electoral System," *Introduction to Political Science*, (Singapore: Thompson Learning, 2005), 345.