



**Faculty of Administrative Science
And Policy Studies
Universiti Teknologi MARA**

**“PERCEPTION OF RECYCLING AMONG UNDERGRADUATE STUDENTS IN KOTA
KINABALU”**

CENLEPAH BINTI MAJURIN (2009679392)

JANETTY EYVONE SAIBIN (2009636554)

Faculty of Administrative Science
Universiti Teknologi MARA
Sabah

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Our research is based on the perception of factors affecting recycling behavior among undergraduate university students in Kota Kinabalu, regarding on the main factors that encourage the students participate and get involves in order to success the recycle program. Our research is conducted among undergraduate university students by choosing University Malaysia Sabah (UMS), University Technology Mara (UiTM), and University Tun Abdul Razak (UNITAR) as respondents. We choose undergraduate university students because we would like to study about their perception towards recycling behavior activity as implemented by the government, on what that makes them interested the most by participating in recycle program. Apart from that, we also wants to find out whether the participation among students in recycling program influenced by the government policy, monetary reward, habit, facilities distance and social influences. The level of education, age, gender, marital status, religion and occupation are also part of demographic profile that we used in order to relate with the factors that affecting the recycling behavior.

What is actually recycling means to us? Some people know and understand what is recycling and some of them are not, because they only knew about recycling program via mass media, suggestion or supportive from other people but they never get involves in recycling activities, because lack of exposure from the government or failure in disseminating the information of recycling program to the public. According to Wikipedia sources, recycling is processing used material that is waste and turned into new products to prevent waste of