DEMOGRAPHIC ANALYSIS: THE IMPACT OF 20 YEARS OF EXISTENCE OF UiTM NEGERI SEMBILAN BRANCH ON THE SURROUNDING POPULATION

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Abstract

The study on the impact of the 20-Year existence of Universiti Teknologi MARA (UiTM) Negeri Sembilan Branch, was conducted in collaboration with the Institute of Quality and Knowledge Development (InQKA) Universiti Teknologi MARA and UiTM Negeri Sembilan Branch to assess the extent to which the existence of UiTM Seremban Branch has affected the development of its surroundings and improved the socio-economic status of the population surrounding it. UiTM does not have enough and complete information on the branch campuses in formulating campus development strategies. To achieve excellence, one of the key determinants is proper planning and initiatives in strategizing. Thus, the resulting information from this study will assist UiTM's top management in planning facilities and programs for branch campuses and show the impact of the establishment of UiTM in the socio-economic and environmental sectors. The result and data for the study was based on the analysis of the demographic information gathered from questionnaires administered on the population living around the three (3) campuses; Kuala Pilah, Seremban, and Rembau which together form UiTM Negeri Sembilan Branch. A random stratified sampling method was used to select respondents for the study. Data regarding respondents' background and their socio-economic standing were collected from the population using questionnaire. By analyzing the data, it gave more detailed and in-depth information regarding the description and well-being of residents living around the campus. The results of the study can be used for future reference and other follow-up studies in the same discipline. This analysis is found to be very important because it gives an overview and relevance on decisions made regarding finances by the institution that encourages growth. This analysis is also important to see the relationship in terms of the three forms of economic impact namely primary, secondary, and tertiary.

Keywords: demographic, socio-economic, Universiti Teknologi MARA

Introduction

The impact of the existence of an institution of higher learning is not easy to measure. Most of the previous studies conducted examined the impact of short-term effects and their impact on the economy and social sectors (Ćudić et al., 2022; Jafri et al., 2004; Caffrey & Isaacs, 1971; Leontif, 1986). In 2006, a study on the economic impact of Universiti Teknologi MARA (UiTM) Shah Alam was conducted by the Center for Strategic Planning, UiTM to see the extent of UiTM's contribution to the development of the local community in Shah Alam. The encouraging findings from that institutional research prompted the present study, whereby UiTM decided to be expanded a similar study to other UiTM state branches, including UiTM Negeri Sembilan. UiTM Negeri Sembilan branch has been around close to twenty years; therefore, it is important for UiTM Negeri Sembilan to see the impact of its existence and contribution to the communities in Kuala Pilah, Seremban, and Rembau, especially in the area of socio-economy.

Therefore, a study was conducted in collaboration with the Institute of Quality and Knowledge Development (InQKA), to see the extent of the impact of the existence of UiTM Negeri Sembilan on the surrounding areas in terms of population, employment, living standards, development, and technology as well as economic growth prompted by the activities carried out by the branch campuses, staff, and students. This study adopted the model commonly used to study the impact and trend in similar studies carried out in the United States and Canada but modified to suit the local setting (Harrington et al., 2003). The impact factor measured in this study is divided into three categories, namely primary impact, secondary impact, and tertiary impact (Ahmad et al., 2021; Jannah et al., 2011). The primary impact refers to the effect of the existence of UiTM in terms of expenditure, employment, development and so on that have a directly affected the local communities. Secondary impact is defined as the impact that comes from the primary impact and benefits those from the secondary group. It is more towards the impact on business and service activities where there is a demand for the needs of goods and services offered by those in the primary sector. Meanwhile, tertiary impact is translated as the spillover of activities as a result of the primary impact and the secondary impact. The tertiary impact is the result of competition in the economic activities that came about due to the increase level of competitiveness among business and services offered. This impact will also lead to higher increase in employment opportunities, income value, production and even added value to other sectors (Anna & John, 2019).

In this study, the University's financial inducement such as emoluments, property, and savings through its sources of income is categorized as primary impact. The secondary impact involves those who benefit from the primary impact expenditure, namely the staff and students of UiTM Negeri Sembilan. Proceeds from the expenses and activities of staff and students to the development of business activities and the local community are categorized as tertiary impact. However, the present study will only focus on the primary and secondary impacts gathered from the analysis of population demographic gathered using a questionnaire

Methodology

The quantitative research used a questionnaire to gather information for the study. It was distributed to 100 respondents, and 81 completed questionnaires were returned to the researchers. The sample for the study were namely people from different backgrounds who were randomly selected, the samples lived around the three campuses, namely UiTM Negeri Sembilan, Kuala Pilah, Seremban, and Rembau campuses. The research instrument; the questionnaire distributed to the respondents contains two parts, Part A elicited information on the background of the respondents, while Part B of the questionnaire gathered information on the impact of UiTM's existence on social and economic sectors. The questions were general and not specific to gather more input from the respondents. The results of the study were descriptive.

Results and Discussion

Demographic Distribution of Respondents
Table 1 shows the distribution of respondents based on gender. This study involved a total of 81 respondents. Of the total, 43 (53.1%) were male respondents, and 38 female respondents (46.9%).

Table 1. Demographic distribution of respondents based on gender

Gender	Number	Percentage (%)
Male	43	53.1
Female	38	46.9

Table 2 shows the distribution of respondents according to marital status. A total of 65 respondents (80.2%) were married, while 13 (16%) were single, while 3 (9.3%) respondents were categorized as widower / widow.

Table 2. Demographic Distribution Based on Marital Status

Status	Number	Percentage (%)
Married	65	80.2
Single	13	16.0
Widower/Widow	3	3.7

Table shows the distribution of respondents based on religion (Table 3) and ethnicity (Table 4) of the 81 residents living around the three campuses of Kuala Pilah, Seremban and Rembau. 65 respondents (80.2%) were Muslims, 9 (11.1%) were Buddhists, 6 (7.5%) were Hindus and one (1.2%) was categorized under other religion. As for ethnicity, the Malays were the highest with 63 respondents (77.8%), followed by China 12 (14.8%) and India 6 (7.4%) respondents.

Table 3. Demographic distribution based on religion

Religion	Number	Percentage (%)
Islam	65	80.2
Buddha	9	11.1
Hindu	6	7.5
Others	1	1.2

Table 4. Demographic distribution based on ethnicity

Ethnicity	Number	Percentage (%)
Malays	63	77.8
Chinese	12	14.8
Indians	6	7.4

Figure 1 shows the distribution based on educational status of the respondents. The results show, the largest percentage of 55.6%, which is 45 respondents were graduates of institutions of higher learning. A total of 26 people (32%) were high school graduates. While 9 people (11%) were primary school graduates and one who did not get any formal education.
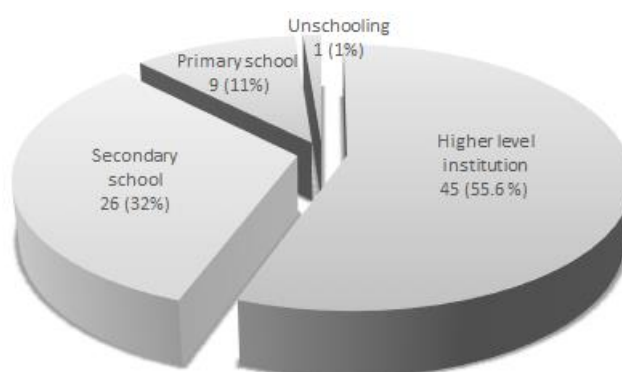

Figure 1. Educational status of respondents

Figure 2 (pie and histogram) shows the employment distribution of respondents. 64 of the respondents were employed while 17 were unemployed. Of the 64 people who were employed, 17 (26.5%) worked for private sectors, 24 (37.6%) were self-employed and 23 (35.9%) worked as civil servants.
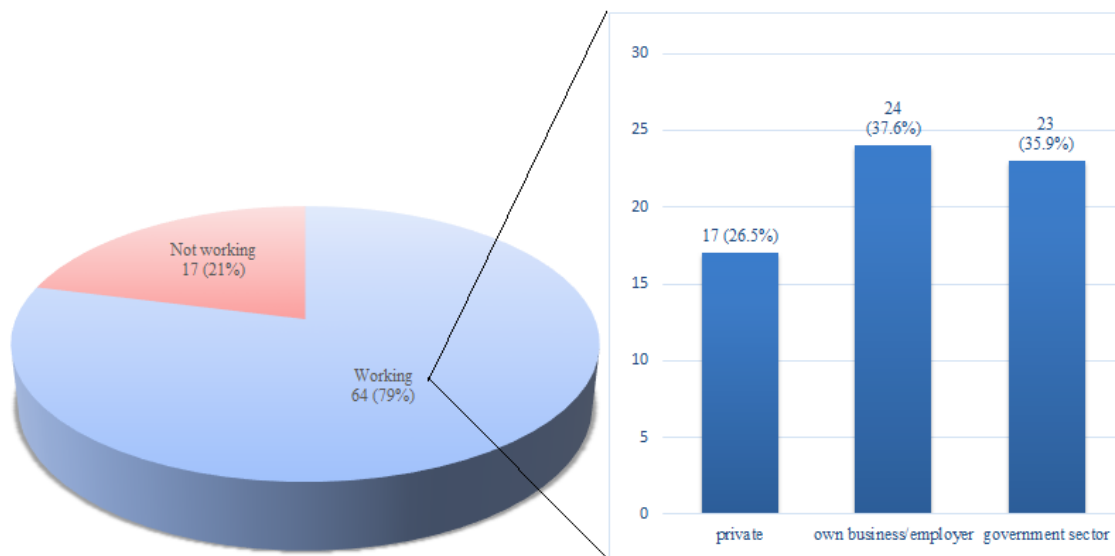

Figure 2. Employment category

Of the total number of respondents employed, the nature of their work is as shown in Figure 3 (histogram). The highest number accounted to nine (9) respondents working as traders, followed by eight (8) as lecturers. There were also respondents who were self-employed and did not clearly state their nature of work, this numbered at seven (7) respondents. There are various other types of jobs performed by the respondents such as managers, drivers, teachers, engineers, administrative assistants and others.
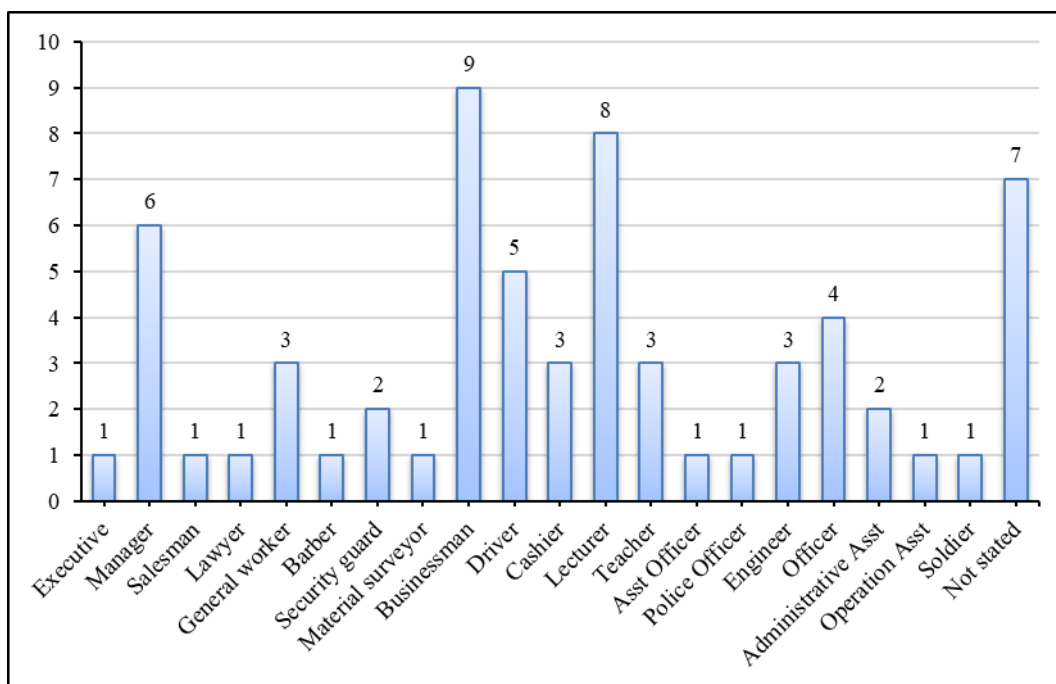

Figure 3. Types of employment

Figure 4 shows the estimated income (RM) of the population for the present study. The analysis found that the highest distribution of income fell in the bracket of RM 1001 - RM 3000 (37– 45.6%). These were mostly respondents from Kuala Pilah and Rembau who carried out businesses and services in campuses. However, there are also those who earn up to RM 15 000 and some RM 30 000. These were respondents working as traders and owned thriving business in the city or professionals who had a strong financial background.
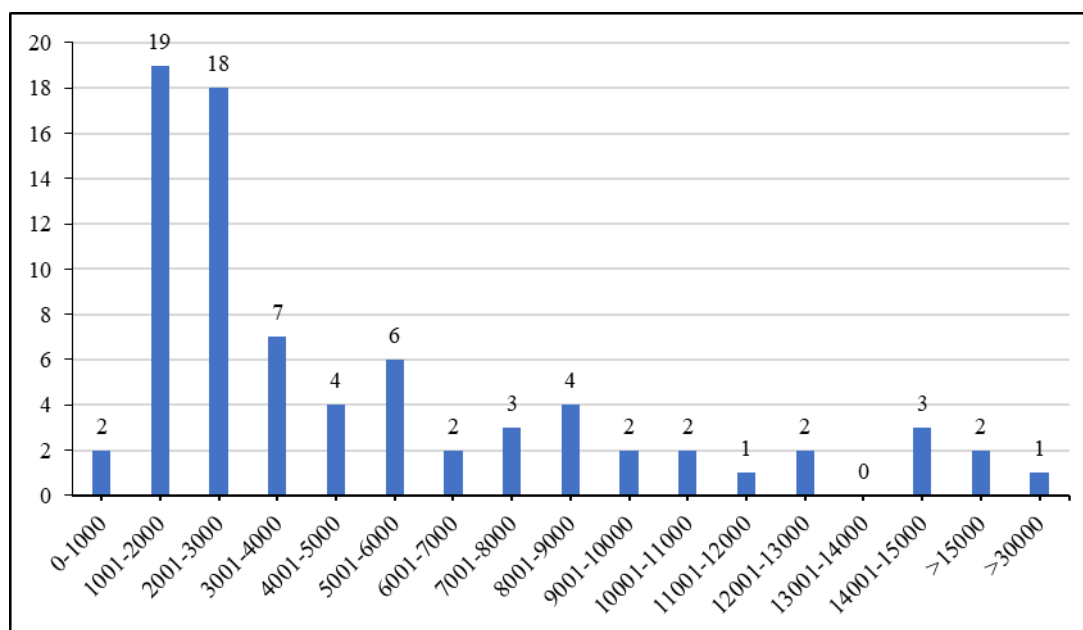

Figure 4. Estimated income in RM

The next section of the questionnaire required a Yes / No respond. As illustrated in Figure 5, it was found that most of the residents (54%) were originally living around UiTM Negeri Sembilan even before it was built. As many as 15% of the respondents were also UiTM staff. It was also found that 13% of the respondents also have their family members who were serving in UiTM. The results of the questionnaire also found a total of 47 respondents (58%) who were or have family members studying at UiTM. Table 5 shows the analysis for question 3. Of the 81 respondents, 13 of them were staff serving at UiTM, with the majority (61.5%) working at UiTM Seremban campus.

Table 5. Responds to question 3 (Are any of your immediate family member working with UiTM?)

Campus	Number	Percentage (%)
Seremban	8	61.5
Rembau	1	7.7
Segamat	1	7.7
Kuala Pilah	2	15.4
Shah Alam	1	7.7

1. Are you from this district/ area / place?
2. Are you a staff of UiTM?
3. Are any of your immediate family member working with UiTM?
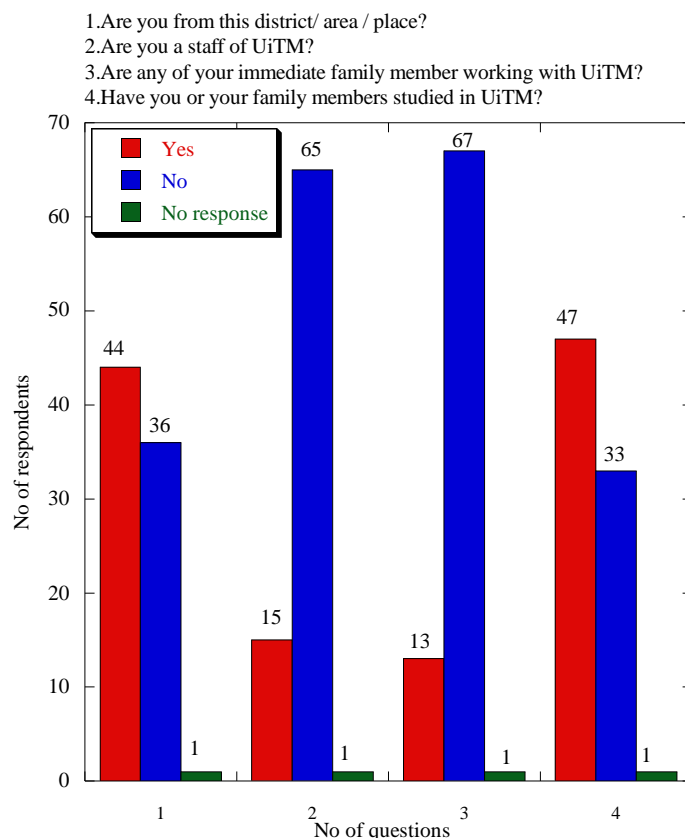4. Have you or your family members studied in UiTM?

Figure 5. Feedback for question 1-4

For question 4, the breakdown of respondents who had studied at UiTM is shown in the histogram in Figure 6 below. This analysis shows that the highest number is 23 people out of 81 respondents who have studied at UiTM Shah Alam and the rest are all branch campuses in peninsular Malaysia. These results show the influence of UiTM as one of the major institutions of higher learning for Bumiputera ethnic group.
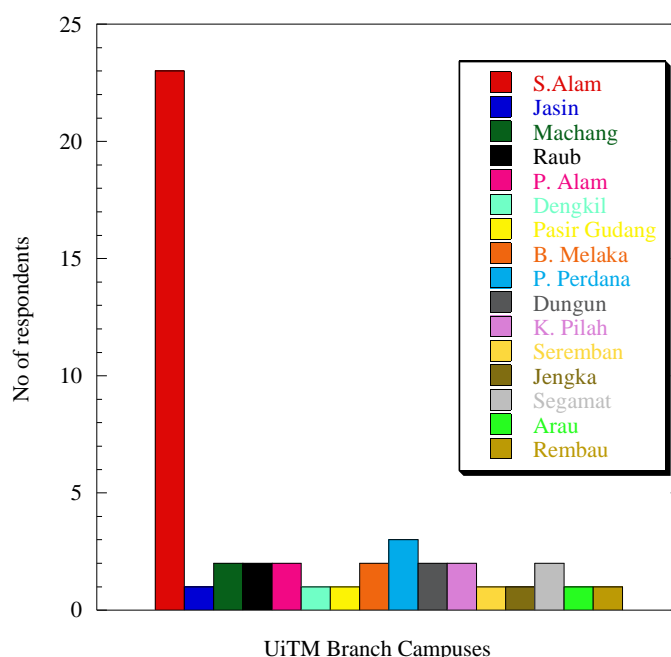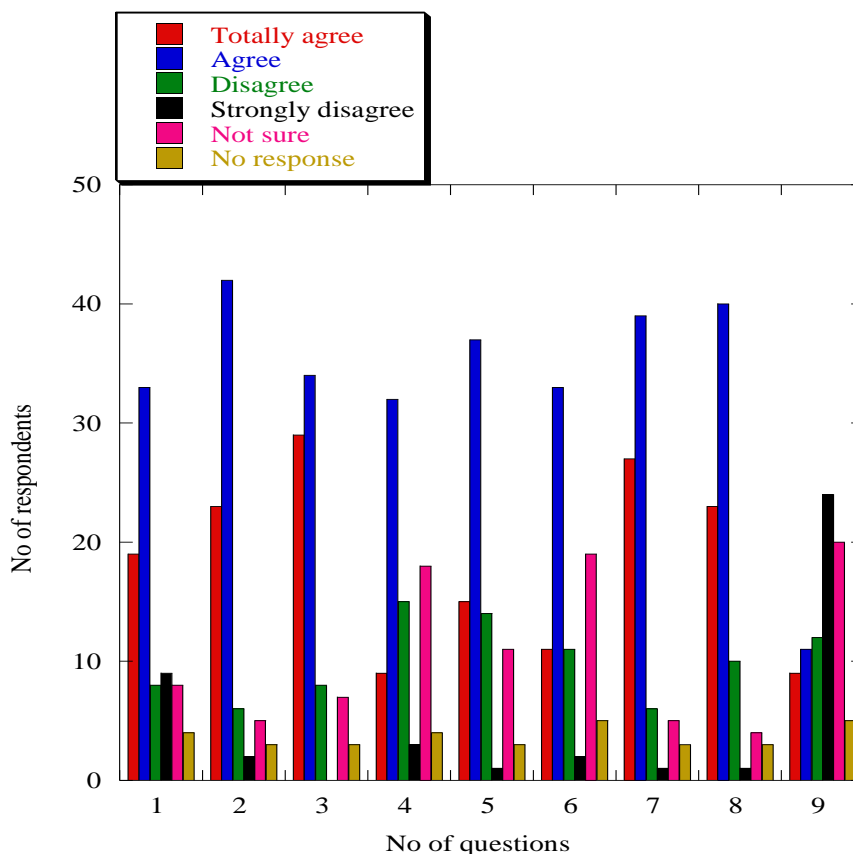

Figure 6. Responds to question 4 (Have you or your family members studied in UiTM?)

Questions 1 to 8 (Part B) elicited responds on the impact of UiTM Negeri Sembilan's existence on the local communities. The findings to Questions 1 to 8 are shown in Figure 7. As shown in the histogram below, the existence of UiTM has a positive impact on environmental development, business and the local economy. The number of respondents who responded strongly agreed and agreed to support the statement is the highest for all the questions. As for the 9th question, regarding social problems, the majority of respondents (36, 45%) strongly disagreed and disagreed with the statement that UiTM students did not contributed to social problems in their area of dwelling. The results of this questionnaire indicate a positive outlook of the local community to the existence of UiTM Negeri Sembilan Branch.

1) Your opinion on the impact of the existence of UiTM in the area of your residential location according to scale.

2) The existence of UiTM has influenced development around the campus.

3) More businesses and services are opened to meet the needs of UiTM citizens.

4) The public facilities have been improved to facilitate the local population.

5) The growth of business (commercial) around residential areas, depended heavily on the existence of UiTM.

6) The existence of UiTM has increased the tendency of teenagers / youths in the surrounding area to increase   knowledge.

7) The existence of UiTM has increased the income of the population.

8) The existence of UiTM has increased employment opportunities.

9) Social problems that occur in this area are mostly due to UiTM students.

Figure 7. Analysis of the question of the impact of UiTM's existence on the local economy and society

Conclusion

In conclusion, the existence and growth of UiTM Negeri Sembilan Branch has influenced the development of the surroundings areas and encouraged positively the growth of the socio-economic sectors of the local community. This study aimed to identify the socioeconomic impact that has resulted from the existence of UiTM Negeri Sembilan Branch starting from 1999 until now. The three forms of economic impact that were looked into were the primary, secondary and tertiary impacts. The analysis

of the questionnaire provided descriptive input on the primary and secondary impact in particular and other impacts in general. Although the population for the study was rather small compared to the overall number of people's lives affected by UiTM Negeri Sembilan, the results of the study found that the existence of UiTM Negeri Sembilan has positively impacted the socio-economic sector of the local communities. This study can be utilized as a platform to study aspects of improvement that UiTM can contribute to the development of strong human and socio-economic capital of the local communities. One specific area that we can focus on for future studies is on what is the call back for capital growth by people who have invested in businesses; big or small in UiTM Negeri Sembilan Branch. The call for bigger returns of their capital so that both UiTM Negeri Branch and the investors can grow through profitable business activity, thus helping UiTM Negeri Sembilan Branch policymakers to develop the right mix of rules, incentives, and public services needed to maximize business contribution and profit sharing.

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