

**UNIVERSITI TEKNOLOGI MARA**  
**FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI**



**PUBLIC ACCEPTANCE TOWARD RENEWABLE ENERGY**

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## **ABSTRACT**

The research paper titled "Public Acceptance toward Renewable Energy" is undertaken in the faculty of administrative science and policy at University Teknologi Mara. 384 respondents have involved in this survey which was conducted for four weeks and the data from the questionnaire were analyzed. Reliability analysis, validity analysis, correlation of coefficient and multiple regression were used to test the important dimension of public concern, knowledge, and belief. The research was found that belief is has strongest impact on public acceptance. The finding of research can be used as guidance for government bodies, policy makers, renewable energy investors and personnel bill payers specifically to the developing countries in Malaysia.

Keywords: Renewable energy, Acceptance toward renewable energy.

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## **Chapter One: Introduction**

### **1.0 Introduction**

This chapter focuses on the background of the study which is on public and renewable energy issues. -This chapter also will discuss on the problem statement, research questions and research objectives, scope and limitations of the study, significance of the study as well as the definition of the terms or concepts.

### **1.1 Background of study**

Civilization and energy are connected to one another. Energy is necessary for the pleasant coexistence of humans with the environment and for economic development. Many studies have shown the importance of energy in socio-economic development, for instance, Earl Cook (Cook, 1971) has written a very interesting account of the flow of energy in an industrial society and he pointed out that *“man’s use of energy increased more than 100-fold since the days of the hunter-gatherer societies”*.

According to BP Statistics (BP Statistics, 2011), the total world primary energy consumption was about 12 billion tons of oil equivalent in 2010, of which approximately 88% was provided from fossil fuels and less than 2% from renewable energy excluding biomass and big hydro. In addition, for the next 20