



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

BACHELOR OF ADMINISTRATIVE SCIENCE (AM228)

**RECYCLING BEHAVIOUR AMONG UNIVERSITY STUDENT:
THE DETERMINING FACTORS**

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FEBRUARY 2022

ACKNOWLEDGEMENT

First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my research work to complete this research successfully. Completing this research is quite challenging mental and physically. With the effort and hardwork all planned will follow as planned.

We would like to express my deep and sincere gratitude to my research supervisor, Dr. Mahazril 'Aini Yaacob for giving me the opportunity to do research and providing invaluable guidance throughout this research. His dynamism, vision, sincerity and motivation have deeply inspired me. She spends a lot of time teaching us the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance. We would also like to thank him for his friendship, empathy, and great sense of humor. We also want to apologize for any misunderstanding during the discussion we had with her on research work

Next, we gave special thanks to the management of UiTM Kampus Seremban 3 who had provided us with information and assistance in doing this research.

Lastly, we are extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing us for our future. We also praised having a very supportive family in giving us motivation to finish the research. Also we express our blessings and big thanks for our friend and all involved in this research.

ABSTRACT

This study conducted among the university students to understand their behaviour in recycling activity and investigate more on the determinant factors influencing their behaviour. Malaysia recycling practices are still at low stages even though the government has initiated many recycling programs to increase citizens' awareness of solid waste management. Population of the young generation is quite significant in defining the future of solid waste management. It is vital to know the recycling behaviour among them and their awareness towards recycling activities. The researchers found a gap from the previous study as little studies were conducted to examine incentive as another independent variable. Thus, the determinant factors in this study were adopted from the Theory of Planned Behaviour (Attitudes, Subjective norms and Perceived Behavioural Control) and also incentives. To answer the research question, a quantitative method was employed whereby a total of 400 university students from Universiti Teknologi Mara Kampus Seremban 3 and Universiti Sultan Zainal Abidin Kampus Gong Badak were involved. The research design of this study is cross-sectional design where the one-shot questionnaire was distributed online. Finding of this study shows that (95.5%) university students are aware about the importance of recycling. There is no difference in recycling behaviour among university students based on type of university ($p=0.679$, $p>0.05$) and age ($p=0.992$, $p>0.05$). All variables, attitudes ($r=0.502, p=0.00$), subjective norms ($r=0.664$, $p=0.00$), perceived behavioural control ($r=0.557, p=0.00$) and incentives ($r=0.242, p=0.00$) have a significant relationship with the recycling behaviour among the university students. Subjective norm is the main determinant factor influence on the recycling behaviour of university students ($\beta = 0.421$, $p = 0.000$). Based on the discussion on the findings, this study proposed several recommendations such as universities implementing the recycling campaign, the government to make some improvement in the current recycling program and campaign, universities to implement the incentive program and lastly to provide more recycling bins in the university area and public area.

Keywords: recycling behaviour, Theory of Planned Behaviour, incentives, university students

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