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A STUDY ON FACTORS THAT INFLUENCING INTERNET ADDICTION AMONG PUBLIC UNIVERSITY STUDENTS IN MALAYSIA

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FEBRUARY 2022

ACKNOWLEDGEMENT

First and foremost, praises and thank to the God, for his showers of blessing throughout our research that was a challenging in order to complete research proposal successfully.

We would like to express our sincere gratitude towards many parties that involves in this project successfully although in the difficulties situation right now. Without them, our research proposal could not finish in the time given. All of the parties involve has led us to keep motivated even though this is our first time carried this research proposal.

We are extremely grateful towards our supervisor Miss Nur Aida Kamal who never tired to teach and assist us and always sharing her knowledge with us. She has taught us in detail until we understand every part in this research proposal. Thank you, Miss Nur Aida Kamal, for the support, guidance throughout this research.

Finally, we also wanted to say thank you for our family our backbones that never stop supporting us in this journey and always encourage us to stay positive and motivated when we were going to feel despair. This piece of victory is dedicated to our family who never doubting us from the beginning until now. Thank you.

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ABSTRACT

The aim of the study is to identify the factors that influence internet addiction among public university students in Malaysia by examining the relationship between personal and psychological factor, family related factor, and perceived internet characteristic with internet addiction. To test the hypothesis of the study, a quantitative method and cluster sampling was used by distributing online questionnaires to public university students in Malaysia and a total of 370 responses were received. The results suggested that there is a significant positive relationship between the personal and psychological factor, family related factor, and perceived internet characteristics with internet addiction. Hence, it shows that the three independent variables identified in the study are influencing internet addiction among public university students in Malaysia. This study gives a better understanding of internet addiction and what factors that may lead to internet addiction among university students.

Keywords: Factors that influence internet addiction, public university, relationship

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