

**STUDY OF ACADEMIC AND NON ACADEMIC STUDENTS'
PERFORMANCE BASED ON THEIR DEMOGRAPHIC BACKGROUND:
THE CASE OF UITM PAHANG**

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ABSTRACT

This research is about a Study of Academic and Non Academic Students' Performance Based on Their Demographic Background: the case of UiTM Pahang was conducted internally by using the UiTM Jengka Pahang students as respondents. This research was to determine whether demographic background affected the student performance.

The rationale behind the choosing of UiTM Pahang students was known their academic and non academic performance that are related with the demographic background. This situation is occurs when the many factors influencing the academic and non-academic achievements of students in UiTM Pahang. The objective of this study is to determine the relationship between academic student performance with their demographic background and also to determine the relationship between the non academic student performance with their demographic background.

This is a descriptive research and it also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. The sampling frame is based on the list of number of the final year student from of candidates in UiTM Pahang. The sampling frame used in this study was gathered from data of the final year students result in UiTM Pahang in 2012. There are from Faculty Business Management and Faculty of Accountancy, will included 59 of the students. The unit of analysis is individual with the instrument of Likert Scale question and close ended question. Questionnaire is using to collect the data and correlation analysis is used to analyze the data.

The result of the research shows that the variables are positively correlated with each other. From the analysis, there were a weak and a strong positive relationship. It can be concluded there is a positive relationship between both of the variables. The alternate hypotheses were accepted and this shows that the research is successfully done. This research should make a contribution to the understanding of the factors that relate to the influences of the performance among students at UiTM Pahang. It is also assists in identifying whether the objectives of the research have been achieved or not. This research also was able to emphasize the importance of student's involvement in academic and non academic during the research to know the relationship with their demographic background especially to perform the tasks.

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We hope that this research proposal will be a reference for other students and also become one of the sources of information to other students as a guideline in finishing or making their research. The dedication and commitment from all the people around us, we proceed with our thankful and bless to all of you. Thank you so much

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