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**A STUDY OF PUBLIC SERVANT VOTING PREFERENCES
AT SIBU MUNICIPAL COUNCIL**

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ABSTRACT

The voting preferences among the public servants are vary from each other as they can be influenced by many factors such as the party represented by the political candidate, race and religion of the candidate, and gender of the candidate. Even though they are working with the government but these factors can still influences their voting preferences. It means that, it is not necessarily they will vote for the government even though they serve them. The random sampling had been used in determining the preferences of 364 staffs in Sibu Municipal Council. Among these staffs, only 112 of them answered the questionnaires distributed to them. Based on the research, the voting preferences of the public servants are mostly influenced by the personality of the candidate. On the other hand, the gender, and the race and religion of the candidates are actually does not have significant influence towards the voting preferences of the public servants. It means that, the public servants voting preferences does not being affected by the differences of the gender, race and religion among the political candidates. Apart from that, there are some approaches which can be taken in order to improve the political system. Among the approaches are to represent the local political party, ethnicity and personality as well as to recommend that the government should always hear the public opinion in their administration.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter focuses on the background of the study which is on the voting preferences. This voting preference is being focus or viewed in the perspectives of the public servants. Section 1.1 discusses the background of the study, Section 1.2 is regarding with the problem statement while Section 1.3 explains about the research question. Section 1.4 focuses on the research objectives. On the other hand, Section 1.5 focuses about the scope of the study, while the significance of the research then being discusses on the Section 1.6 and lastly in Section 1.7 is discussing about the definition or term of the study.

1.2 Problem Statement

Nowadays, the political situation in Malaysian is changing. It has entered a new phase especially due to the advancement of the technology. It means that, the citizen has more platforms to get news and to voice their opinion compared to the few decades before. For instance, during the era of Tun Dr Mahathir Mohamad, the communication occurred in a one way situation. It means that, the government only communicate government programs to the citizen. The citizen may only voice their opinion but in a very limited space. In some views, democratic systems can be considered as not fully being practiced because the power of the citizens was partly denied by the rulers. Due to the advancement of the technology, it gives our current Prime Minister bigger challenges as citizens are more knowledgeable because they can access any information from any sources in the website. Indirectly, this situation actually may influence the preferences of the citizen when it comes to the time of voting their representatives.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter provides a review of literature on public servant and its association towards the public servant voting preferences. Sections 2.1 explain on concept of voting preferences. Sections 2.1.1 explain on race and religion of candidate. Sections 2.1.2 explain on personality of political candidates. Sections 2.1.3 explain on party represented by political candidate. Sections 2.2 provide the conceptual framework. Section 2.2.1 discusses on the independent variables and section 2.2.2 explains on the dependent variable. Finally, section 2.3 identifies the hypothesis of the study.

2.1 Concept of voting preferences

Voting can be defined as a formal expression of preference for a candidate for an office or a proposed resolution of an issue. Preference can be defined as feeling of liking or wanting someone or something more than someone or something else. Preferential voting usually refers to what are known as ranking methods. Reynolds and Reilly explain that preferential voting denotes electoral systems in which voters can rank-order candidates on the ballot paper in order of their choice (Toplak, 2012). Preference voting is also used in parliamentary elections of several post-communist, Latin American and Asian democracies. In 14 of the 32 countries included in the CSES national election study dataset, voters are allowed to cast preference votes for particular candidates within a party group.

Public servant can be defined in a simple word which is the governments' employee. Public servant voting preferences is government servant liking or something the cast for vote. The proportion of respondent that voted for the party was