

**READING HABITS AMONG UiTM PAHANG
BACHELOR'S DEGREE STUDENT'S**

**Prepared for:
MADAM ZURIA AKMAL BT SAAD**

**Prepared by:
NUR SYAIRAH BT MOHAMED YUSOFF
NUR HAZWANI BT SHAMSUDIN
SHAKILLA BT BAHARUDIN
BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS MANAGEMENT**

July 2012

ABSTRACT

This research emphasizes on reading habit among UiTM Pahang Bachelor's Degree Students. The research was done in UiTM Pahang, Jengka. Studies are made to understand, maintain, and control the results that may be acquired later. Study results will be used to find solutions to promote reading habit. Respondents selected a total of 75 bachelor's degree students from four courses offered in UiTM Pahang, which it is Accountancy (AC220), Office Management (BM232), Science Furniture Technology (AS227) and Science Plantation and Agrotechnology (AT220) by semester of study, such as 3, 4, 5 and 6. Survey instrument was conducted in the form of questionnaires and Likert scale observations will begin each analyzed the data obtained. Samples obtained through the research methods Convenience Sampling of randomly selected samples or coincidence. The importance of this research is that it gives a clear picture of students' reading habit. This is a good indicator for the university to enhance and foster the reading habit among its students and pave the way to an excellent reading culture.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim...

First and foremost, we, Nur Syairah bt Mohamed Yusoff, Nur Hazwani bt Shamsudin and Shakilla bt Baharudin, would like to express our deepest gratitude and appreciation for the following individuals who contributed valuable assistance and knowledge to accomplish this proposal in order to fulfill the requirements of Research Method (OSM601) course.

We thank Allah, for giving us the strength, courage, guidance and faith that this proposal would be successful. We would like to express our grateful thanks to our Research Method (OSM601) lecturer, Haji Abd Razak bin Said, and our supervisor Madam Zuria Akmal bt Saad, thanks for all the time, help, guide and excellent supervision that more than words can describe for us to completing this proposal.

Next, we would like to say thanks to our friends for all the support that there had given to us for completing this proposal. We also would like to thanks our classmates for giving us some idea to make sure our proposal finished according to the plan.

Lastly, we would like to thanks our sibling for giving us some information and brilliant opinion that we really need. This proposal is also a dedication to our beloved parents for their support, prayers and loves. The success of this proposal is due to commitment and hard work from all people that already help us for completing this proposal. Thank you very much.

TABLE OF CONTENTS

	PAGE
LIST OF TABLES.....	iv
LIST OF FIGURES.....	v
CHAPTER 1	
INTRODUCTION.....	1
Background of the Study.....	1
Statement of the Problem.....	2
Research Objectives.....	3
Research Questions.....	3
Significance of the Study.....	3
Limitation of the Study.....	4
Definition of terms.....	4
CHAPTER 2	
LITERATURE REVIEW.....	6
Definition of Terms.....	6
CHAPTER 3	
METHODOLOGY.....	17
Research Design.....	17
Sampling Frame.....	17
Population.....	18
Sampling Technique.....	18
Sample Size.....	18
Unit of Analysis.....	18
Survey Instrument.....	18
Validity of Instrument.....	19
Data Collection Procedures.....	19
CHAPTER 4	
FINDINGS.....	21
Profile of Respondent.....	21
CHAPTER 5	
CONCLUSIONS AND RECOMMENDATIONS.....	32
Conclusion.....	32
Recommendations.....	34
REFERENCES.....	36
APPENDICES.....	41
A Cover Letter.....	41
B Questionnaire.....	42
C Data Analysis.....	49
D Total of Bachelor Degree Students.....	58

LIST OF TABLES

	PAGE
Table	
3.1 Reliability test for pilot test and current research paper.....	19
3.2 Plan for data analysis.....	20
4.1 Gender of respondents.....	21
4.2 Course code of respondent.....	22
4.3 Semester of respondent.....	22
4.4 Times spent in a week on reading.....	24
4.5 Main sources of reading material.....	25
4.6 Primary purpose of reading.....	26
4.7 Reading materials often read.....	27
4.8 Topic frequent read.....	28
4.9 Attitudes towards reading.....	30