

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



STUDENTS' PREFERENCE TOWARDS ONLINE
RESOURCE OR PRINTED MATERIAL: CASE STUDY IN
UNIVERSITY TECHNOLOGY MARA SABAH AND
UNIVERSITY MALAYSIA SABAH

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CHAPTER I

ABSTRACT

The purpose of this study is to identify which factors in term of money matter, peer pressure and trend that leads to students' preference, to identify which reference that most prefer by the student and to determine the frequency of reading book between male and female. The analysis has been carried out by analyzing the main factors toward students' preference for online resource and printed material. The method that been used throughout this case studies is a quantitative method which by distributed a questionnaire to the students from the selected university which is UiTM Sabah and UMS. The result that been obtained from this study is the majority of gender that frequent reading a book comes from male based on the mean rank and students' preference does not determined by the three factors which are money matter, peer pressure and trend because there is no significant relationship. To conclude, the preference of students between online resource and printed material is not associated by each of the factors and students' preference is not engaged on only one source of reference, it could be both of printed material and online resource.