

THE PREDICTORS OF YOUTH VOTING INCLINATION

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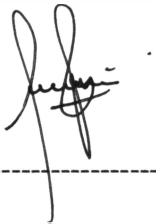
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THE ABSTRACT

Abstract

Youth is the rising population in Malaysia and play a major role in democracy especially during general election. According to Election Commission, the number of registered voters has gradually increased over the years. During election, youth will cast their votes based on their inclination nevertheless there was lack of studies which particularly focused on youth voting inclination especially among scholars. This study examines the factors towards youth voting inclination in the upcoming general election. A cluster sample was chosen within DUN Bakar Arang which was Taman Sejati Indah. According to Election Commission, the statistics of youth in Taman Sejati Indah is high among the other vicinity. This study discusses the predictors of youth voting inclination through quantitative research design which used questionnaires in Taman Sejati Indah. The total of 74 respondents from the age of 21-40 years old from various ethnics was selected in Taman Sejati Indah to answer the questionnaires. The findings summarize ethnicity of the political candidates is the primary factor that contributed to youth voting inclination. On the other hand, the personality attributes of political candidates and media influences were not dominant factors to youth inclination. Further analysis and recommendations are discussed.

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