

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS THAT CONTRIBUTE TO COGNITIVE  
DEVELOPMENT OF PRESCHOOL CHILDREN :  
A CASE STUDY AT AYER KEROH**

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Project Proposal Submitted in Partial Fulfillment of the Requirements  
for the Degree of  
**BACHELOR OF SCIENCE (HONS.) STATISTICS**

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**JULY 2019**

## **ABSTRACT**

The aim for this study is to determine whether parents' involvement, physical activity and environment is better at predicting the level of cognitive development of preschool children in Ayer Keroh, Melaka. The population of preschool is 13. In order to select a representative sample from the population, cluster sampling is used. Parents of the children from 3 preschools were respondents of the study. The sample of the study consisted of 150 preschool children's parents from 3 preschool in Ayer Keroh. The researcher used multinomial logistic regression to measure the significant difference of the environment, physical activity and parents' involvement to the cognitive development of preschool children. Data analysis revealed that factor physical activities, parents' involvement and environment were significant towards the cognitive development.

## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful  
Alhamdulillah, all praise to Allah for the strength and His blessings in completing this thesis. Special appreciation goes to my supervisor, Madam Hidayah Binti Mohd Razali and co-supervisor, Madam Norani Binti Amit for her supervisions and constant support. Their invaluable help, patience, enthusiasm, insightful comments, invaluable suggestions, helpful information, practical advice and unceasing ideas given has been tremendously.

My sincere thanks to all our friends for their kindness and moral support during our study. Thanks for the friendship and memories. Last but not least, our deepest gratitude goes to our beloved parents and also to our siblings for their endless love, prayers and encouragement. To those who indirectly contributed in this research, your kindness means a lot to us. Thank you very much.

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