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FACTORS AFFECTING VOTING BEHAVIOR

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THE DECLARATION

DECLARATION

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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Abstract

Population in Malaysia is growing every day and playing a major role in democracy especially during the general election. According to the Election Commission (EC), an increase in registered voters has been recorded since the last 12 general elections. During the election, citizens or voter will vote based on factors that give impact to them. Thus, this study examines the factors affecting voting behavior during the last general election (PRU-14). Simple random sampling was used to the voters who voted at the Voting Center of MRSM Merbok. The result on last general election shows that there have been changes in ruling party at Merbok Parliamentary. This study discusses the factor affecting voting behavior through quantitative study design, which used questionnaires to the voter at research area. The 260 respondents from the age of 21 years old and above from various ethnicity was selected to answer the questionnaire. The findings summarize ethnicity is the main factor that contributed to voting behavior during the last general election. On the other hand, influence of media and political party is not dominant factor that contributed to the voting behavior among voters. Further analysis and recommendations are discussed.