



UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE
AND POLICY STUDIES BACHELOR OF
ADMINISTRATIVE SCIENCE (HONS.)

A RESEARCH ON STUDENT PERSPECTIVES TOWARDS
FACTORS CONTRIBUTING TO THE UNITY OF PEOPLE
IN SABAH : THE CASE OF BACHELOR OF
ADMINISTRATIVE SCIENCE (BASc)
STUDENTS UiTM SABAH

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ABSTRACT

The aim of this study was to identify on the association of student perspective and factors contributing to the unity of people in Sabah which specifically based on the Bachelor of Administrative Science (BASc) course students, UiTM Sabah. In this study, there were 153 Bachelor of Administrative Science students involve as respondent. There were four factors that associated on contributing to the unity of people in Sabah which include culture, media, perception and political influences. The results show the relationship between students perspective and factors contributed to the unity of people in Sabah and also the ranks from the most to least popular factor contribute to the unity of people in Sabah based on student perspectives.

CONTENTS

Chapter I: Introduction

| | |
|------------------------------------------|-----|
| 1.1 Introduction | 1-3 |
| 1.2 Problem Statement | 3-4 |
| 1.3 Research Question | 4 |
| 1.4 Research Objective | 4-5 |
| 1.5 Scope of the Research | 5 |
| 1.6 Significant of the Research | 6 |
| 1.7 Definition of The Terms And Concepts | 6-7 |

Chapter II: Literature Review & Conceptual Framework

| | |
|------------------------------------------------------------------------------------------|-------|
| 2.1 Introduction | 8 |
| 2.2 Definitions | 8-12 |
| 2.3 Culture As Factors That Contribute To The Unity Of People In Sabah | 12-15 |
| 2.4 Perceptions As Factor That Contribute To The Unity Of The People In Sabah | 16-18 |
| 2.5 Media As A Factors That Contribute To The Unity Of People In Sabah | 19-20 |
| 2.6 Political Influence As Factor That Contribute To The Unity Of The People In Sabah | 20-22 |
| 2.7 Conceptual Framework | 23 |

Chapter III: Research Methodology

| | |
|-----------------------------|-------|
| 3.1 Research Design | 24 |
| 3.2 Population and Sampling | 24 |
| 3.2.1 Sampling Technique | 24-25 |
| 3.2.2. Sample size | 25 |

| | |
|-------------------------------------------------------------|-------|
| 3.3 Instrumentation and Measurement | 25-26 |
| 3.4 Unit of analysis | 26-27 |
| 3.5 Data Collection | 27 |
| 3.5.1 Primary Data | 27-28 |
| 3.5.2 Secondary Data | 28 |
| 3.6 Data analysis | 28 |
| Chapter IV: Data Analysis and Findings | 4.1 |
| Introduction | 29 |
| 4.2 Descriptive Tables | 30-43 |
| 4.3 Inferential Tables | 44-45 |
| Chapter V: Discussion, Recommendation and Conclusion | |
| 5.1 Introduction | 46-47 |
| 5.2 Summary Of major Findings | 47-52 |
| 5.3 Discussion | 52-56 |
| 5.4 Recommendation Of The Research | 56-57 |
| 5.5 Conclusion | 58-59 |
| 6.0References | 60-62 |
| 7.0 Appendix: | 63-66 |