



ABSENTEEISM: A STUDY ON BACHELOR IN BUSINESS
ADMINISTRATION (MARKETING) STUDENTS AT
UNIVERSITI TEKNOLOGI MARA, PERAK

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ABSTRACT

This study examined the issues of absenteeism on bachelor students in Business Administration (Marketing) at Faculty of Business Management, UiTM Perak. The problem of this study is to find out the factors why students don't attend class. Out of 40 from 400 bachelor students in Business Administration had been selected for the course constituted the study sample. Beside that, 20 of Business Administration's lectures were also had been chosen as the sample of this study. The objectives of this study are to investigate the factors of student absenteeism in Faculty of Business Management at UiTM Perak, to determine the effect of student absenteeism in their learning, and to formulate recommendation in order to prevent this problem in Faculty of Business Management at UiTM Perak. Furthermore, in order to analyze data, researchers use only percentage and frequency. As a result, the major problem is lack of disciplinary action make the students did not attend for the classes and followed by not feeling well factors. Finally, to reduce that problem, there are some of suggestions. First, the university's rules should work the way that has it in print. Second, the Academic Affair (HEA) of UiTM Perak should restrict the rules to make the students attend class.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

One of the most common areas where classroom practices of individual faculty members differ is the attendance policy. Some faculty requires attendance. Some faculty count attendance positively in grade determination while others count the lack of attendance against the student's grade. Even most faculty who don't require attendance by their students encourages attendance in a variety of ways. Naturally most faculties probably believes that attendance is important in student success but most of us can provide only subjective evidence to support our belief.

Furthermore, an article by Gary Wyatt ("Skipping Class: An Analysis of Absenteeism Among First-Year College Students" *TEACHING SOCIOLOGY*, July, 1992, pp. 201-207) explores the reasons of student's absenteeism. By using correlations and regression analysis, he was able to clarify some of the issues. [In one telling phrase, he says that students often view tuition as an "expensive cover charge that allowed them entrance into an exciting social world – a world that was often apart from learning and class attendance". (p.201)] When he looked at the reasons students gave for missing