

**STUDENTS INVOLVEMENT IN UiTM PROGRAM:  
APPLIED THEORY OF REASONED ACTION**

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## TABLE OF CONTENTS

	Page
ABSTRACT	i
LIST OF TABLES	ii
LIST OF FIGURES	iii
ACKNOWLEDGEMENT	iv
CHAPTER 1	
INTRODUCTION.....	1
Background of the Study .....	2
Statement of the Problem.....	4
Research Objectives.....	4
Research Questions.....	5
Significance of the Study .....	5
Scope of the Study .....	5
Limitations of the Study.....	6
Definition of Terms .....	7
CHAPTER 2	
LITERATURE REVIEW.....	9
Empirical Research .....	10
Intention .....	10
Involvement Intention .....	12
Attitude .....	13
Subjective Norm .....	14
Commitment .....	15
Research Hypothesis .....	17
Conceptual Framework.....	17
CHAPTER 3	
METHODOLOGY .....	19
Research Design .....	20
Sampling Frame .....	20
Population .....	21
Sampling Technique .....	21
Sample Size.....	22
Unit of Analysis .....	24
Data Collection Procedure .....	24
Instrument .....	24
Validity of Instrument.....	29
Data Analysis.....	29

<b>CHAPTER 4</b>	
<b>FINDINGS</b> .....	30
Reliability.....	32
Demographic Factor.....	33
Information of the Program .....	36
Descriptive Statistic .....	39
Attitude .....	40
Influence of Peers .....	42
Commitment .....	43
Involvement Intention .....	44
Comments and Views of the Respondents.....	45
Correlation .....	46
Regression.....	47
Summary .....	49
<b>CHAPTER 5</b>	
<b>CONCLUSIONS AND RECOMMENDATIONS</b> .....	50
Conclusion for Research Questions .....	51
Recommendations.....	52
Recommendation for Future Research.....	53
<b>REFERENCES</b> .....	56
<b>APPENDICES</b>	
Questionnaire .....	
Students List.....	
Agreement .....	

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*Wallahu 'alam*

## ABSTRACT

The purpose of this study to recognize the student involvement in UiTM program and we are applied the Theory Of Reasoned Action. There were three research question consist of is there a relationship between attitude and involvement intention, is there a relationship between influence of peer and involvement intention and is there a relationship between commitment and involvement intention. The scope of this research is limited to students which is diploma level and degree level. In addition, its also include the students of part three until part six and the students from faculty of Accountancy and faculty of Business Management. The methods which is the population in this study consist of the 331 students diploma and degree from accountancy faculty and also business management faculty. We was used the simple random sampling technique. The questionnaire was distributed to students and 173 succesfully returned. The finding of this research can be concluded that the factors which are attitude and influence of peers have a relationship with involvement intention and commitment do not have a relationship with the involvement intention. From the finding and analysis, it can be conclude that attitude and influence of peers have a relationship with involvement intention. It prove that Theory of Reasoned Action is true. The recommendations of this study is our research can help to give information to HEP of UiTM Pahang. The data and information will help HEP to improve their content about a program that they want to organize. It can make the program more interesting and can attract more students to involve in program that they organize. Our research also can be used as revision by UiTM Pahang or another UiTM branches to understand more the factor that contribute students in joining program.