

REASONS OF NON-ATTENDANCE AND THE EFFECT ON ACADEMIC  
PERFORMANCE AMONG BM232 & ACC220 STUDENTS IN UiTM JENKKA,  
PAHANG

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## **ABSTRACT**

The main purpose of this study is to identify the reasons of non-attendance and the effect of academic performance among UiTM Jengka Pahang.

The method of this study is Quantitative and the research design is Descriptive research which will be used to describe the reason of non-attendance and the effect of academic performance of students. The sampling frame for this study will be based on the name of BM232 (part 6) and ACC220 (part 5) students of UiTM Jengka Pahang.

The cluster sampling technique is chosen for this study because the unit of individual is selected rather than individual themselves. The researches use cluster sampling because randomly select the group from each faculties. The survey instrument to be used is questionnaire and it will be distributed personally by hand to the respondents.

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