ASSESSING THE ROLE OF MOTIVATION TOWARDS ACADEMIC ACHIEVEMENT IN HIGHER EDUCATION

Submitted By

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ABSTRACT

Motivation is very important to many organizations especially for the students. Good level of motivation can make someone become more achievable and successful not only for their studies but also for their future. This project paper is to evaluate the level of motivation as to achieve the high level of education. The objective of this research is to identify the factors of motivation in influencing the student in academic achievement in higher education.

In getting relevant data, 195 questionnaires were distributed to the students at the UUM (Universiti Utara Malaysia) campus. The respondents were chosen randomly in class. Data collected were analyzed by using Statistical Package for Social Science (SPSS) program. The analysis includes the frequency distribution, reliability and Correlation. Several limitations were faced in completing in this study. It is because, to obtain the correct sample size may required more time and effort which is beyond the researcher’s capabilities and time frame given. Thus, recommendations are included in this project paper in order to help students and lecturers to increase the level of motivation in term of accessing the higher level of education.
ACKNOWLEDGEMENT

In The Name of ALLAH the most merciful and Most Compassionate

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LIST OF ABBREVIATIONS

Et al “and other”
SPSS Statistical package for social science
CHAPTER ONE

1.0 PHILOSOPHY OF MOTIVATION

"Nature has placed mankind under the governance of two sovereign masters, pain, and pleasure.

It is for them alone to point out what we ought to do,

as well as to determine what we shall do"

(Bentham 1789).

1.1 INTRODUCTION

Nowadays, with the changes of the latest technologies and also with the unstable economy, a person's mind can also be changed. The mind or behavior of a person can be changed through an education the past experience. Education is the largest sense in any act or experience that has a formative effect on the mind, character or physical ability of an individual. In its technical sense, education is the process by which society deliberately transmits its accumulated knowledge, skills and values from one generation to another.

Education can also motivate a person. In other in learning process someone need to discipline himself to make the learning a successful one. In any level of
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