APPLICATION OF THE ANALYTIC HIERARCHY (AHP) PROCESS FOR EVALUATING STUDENT REPRESENTATIVE COMMITTEE (SRC) LEADERSHIP CRITERIA

Nurashikin Saaludin*

Technical Foundation Section
Universiti Kuala Lumpur Malaysian Institute of Information Technology (UniKL MIIT)
Malaysia
nurashikin@unikl.edu.my

Mohd Hafizul Ismail

Student Development Section
Universiti Kuala Lumpur Malaysian Institute of Information Technology
Malaysia
mhafizul@unikl.edu.my

Ira Syazwani Zainal Abidin

Student Development Section
Universiti Kuala Lumpur Malaysian Institute of Information Technology
Malaysia
syazwani@unikl.edu.my

Basyirah Che Mat

Technical Foundation Section
Universiti Kuala Lumpur Malaysian Institute of Information Technology
Malaysia
basyirah@unikl.edu.my

*Corresponding author’s Email: nurashikin@unikl.edu.my

Peer-review under responsibility of 5th Asia International Conference 2019 Scientific Committee
http://connectingasia.org/scientific-committee/
© 2019 Published by Readers Insight Publisher,
lat 306 Savoy Residencia, Block 3 F11/1, 44000 Islamabad. Pakistan,
editor@readersinsight.net

This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).
Abstract

The higher learning institutions are responsible for producing future talents as they do equip not only the students with knowledge but also inculcate value-added skills such as leadership skills. The skills are needed to prepare themselves in overcoming challenges after graduation. The involvement as a Student Representative Committee (SRC) is a good kick start for producing future leaders as students get involved in various activities and decision-making processes. The SRC will always represent students community voice, particularly within the matter of their rights, welfare and activities. Thus, the right selection of SRC is important as it will reflect universities’ good governance. This study wishes to gather the perception of students community towards SRC leadership criteria and look into the dominant criteria through the Analytic Hierarchy Process (AHP) method. The study was conducted at Universiti Kuala Lumpur. The results revealed that the students community hoped for the SRC members who have leadership talents like being excellent in Communication and Work In-team, Creative and Visionary thinking and always Committed, Well-organised and Passionate in work. After the expert has done the evaluation process, these three criteria namely Committed, Well-organised and Passionate carried the highest weightage in which it has indicated that those criteria are deemed essential for the SRC selection process.

Research Highlights

This study provides some new insights on the new election process of SRC in UniKL, in filtering the SRC candidates; in which it propose additional requirements in it by applying the AHP method to rank those leadership criteria. The data collected from several focused group discussions have been gathered to obtain the students’ community point of views on the representations of SRC. This study under the context of leadership has found a significant method that could be applied in the filtering process of SRC candidate; hence, it helps in reviewing the existing curricular with regards to the overall representation of the SRC members. Next, our results displayed inverted leadership criteria, in which these three criteria; Commitment, Passionate, and Well-organised scored among the highest criteria weightage compared to the other leadership criteria. This indicated that these three criteria must be prioritised during the SRC candidates selection.
Graphical Abstract

Research Objectives

This research is aimed at:

1) To survey the impression of students community towards SRC.
2) To suggest new leadership criteria for SRC selection.
3) To improve on the current practice of SRC selection by introducing the AHP method in identifying the dominant leadership criteria.

The current practice of SRC candidates selection is the candidates will be accepted to join the election if they obtained CGPA greater or equals than 2.5, not expose to legitimate activity, enlist at slightest 2 semesters and have 3 semesters left in the study. The results will improve the current selection process, in which we propose the dominant leadership criteria to be included as part of the requirement in SRC candidates selection. As cited by Muhisn et al. (2015), a team needs an excellent group leader to manage the organisation in achieving the same goals. This research is expected to provide a better approach for selecting SRC candidates by proposing additional requirement to filter the candidates before the election process.
Methodology
The methodology can be simplified into four steps. First, propose to add several requirements for filtering the SRC candidates before the election process. Second, conduct focus group discussion. Third, classify the criteria and the last is rank the leadership criteria. The leadership criteria of the candidates will be evaluated from the curriculum vitae and manifesto plan.

Focused group discussions have been organised to gather the students community perceptions towards SRC. The perceptions were classified according to the leadership criteria related. The panel of experts has been chosen to verify the criteria classifications as the team was responsible for designing the Election Standard Operating Procedure. The panel of experts consists of Deputy Directors of UniKL Centre of Student Development and Campus Lifestyle (SDCL) and Deputy Deans of SDCL from UniKL campuses.

In AHP implementation, the experts were requested to evaluate the criteria to determine the dominant leadership criteria. In the evaluation process, each pair of criteria were compared according to the Relative Importance Scale by Saaty (Saaty, 2008). The criteria comparison was then converted to the pairwise comparison matrix. After the normalisation of the matrix, the weightage for each criterion was calculated based on the average of each row of the matrix. The result was validated by using the Consistency Ratio (CR).

Results
This study showed that Commitment, Passionate and Well-organised criteria are dominant leadership criteria over the others. These three criteria are recommended to be prioritised during the selection of SRC candidates. The results reported that Commitment has the highest value (22.01%). The second highest is Passionate (21.66%) followed by Well-organised (19.18%). The remaining criteria including Communication, Team Player, Creative, Visionary and Advocates, shaped a parity of 37.15% which implies each criterion had lower than 10% in the criteria assessment. To assess the consistency of the results, CR has been calculated and the CR value obtained is 0.0893 (<0.1). It signifies that the judgement by the panel of experts was reliable as per stated by Saaty (2008). So, the criteria weightage produced by the panel of experts were viewed as valid and parallel with past researches done by Saaludin et al. (2019) and Talib, Rahman, & Qureshi (2011).

Findings
The AHP application in identifying the dominant leadership criteria can improve the selection procedure of SRC applicants in UniKL. The results revealed that Commitment, Passionate and Well-organised are the most predominant criteria compared to other criteria. However, it
contradicted the findings by Lutra & Dahiya (2015), which indicated that Communication is the most important criteria that contribute to effective leadership attributes. The limitation of this study is the students community and panel of experts were from selected UniKL campuses. This study is hoped to bring a noteworthy effect to leadership advancement among UniKL future leaders.

Acknowledgement
The authors would like to express their appreciation to UniKL for granting Conference Grant to present this paper.

References


Author’s Biography
Nurashikin Saaludin is a Senior Lecturer at UniKL MIIT. She has experience in teaching Mathematics and Statistics courses since the year 2000. She received Master and Bachelor Degree in Statistics from Universiti Kebangsaan Malaysia. She actively published research papers and journals, book chapters and newspaper articles. Her research interests include Applied Statistics and Data Science. She has participated in a few projects under the UniKL Short Term Research Grant (STRG) and MARA Research and Innovation Scheme Grant (SGPIM). Currently, she has been awarded with Fundamental Research Grant Scheme (FRGS) for her PhD studies.

Copyright © 2019 Authors. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.
Mohd Hafizul Ismail is a Lecturer at UniKL MIIT. He received MBA Engineering Management from UniMAP, Perlis and Bsc. Mechanical Engineering from Korea University, South Korea. Currently he is teaching Physics and Korean Language. His research interest are Korean Language, Engineering Management and Applied Statistics.

Ira Syazwani Zainal Abidin is an English lecturer at UniKL MIIT. She had successfully completed her masters degree in Linguistics and English Language Studies at University Science of Malaysia. With her knowledge in lecturing, she is currently handling subjects like Professional English and Communication English courses. She also has vast experience in teaching preparatory courses like IELTS, CAE, LEP and also actively involved in providing training for ESL short courses to international students. Her research interests are in the area of Language and Communication in the Workplace, and Language for Specific Purposes.

Basyirah Che Mat is a Lecturer at UniKL MIIT teaching Mathematics’ subjects. She has received Master of Science in Information Technology and Quantitative Sciences majoring in Financial Mathematics and Bachelor of Science (Honours) Mathematics from Universiti Teknologi MARA (UiTM). She has keen interest in doing research and publish research paper in mathematical and statistical fields.