
PERSAMPELAN

Dr Shafia Abdul Rahman



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 - ⦿ Contoh: blood sample
 - we draw a small amount in place of testing all the blood in your body.



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TERMINOLOGI

- **POPULASI**
 - all members of a specified group
 - the entire group of people about whom information is needed
- **SAMPEL**
 - a subset of a population
- **SUBJEK**
 - a specific individual participating in a study
- **TEKNIK PERSAMPELAN**
 - the specific method used to select a sample from a population



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PERSAMPELAN

- Tujuan – mengenalpasti peserta kajian untuk mendapatkan maklumat
- Isu
 - Ciri sampel
 - Saiz sampel
 - Kaedah/teknik persampelan



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- Tujuan – mengenalpasti peserta kajian untuk mendapatkan maklumat

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 - Ciri sampel – Saiz sampel – Kaedah/teknik persampelan

CONTOH

- **Populasi** – Semua penduduk di negeri Pulau Pinang.
- **Sampel** – Seramai 150 orang pengguna berdaftar dengan Perbadanan Bekalan Air Pulau Pinang.



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Developing a Sampling Plan

1. Define the Population of Interest
2. Identify a Sampling Frame (if possible)
3. Select a Sampling Method
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Teknik Persampelan

2 jenis teknik yang utama:

- **Teknik Persampelan Rawak** (Probability Sampling)
- **Teknik Persampelan Bukan Rawak** (Non-Probability Sampling)



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Rawak (Non- Probability Sampling)

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Klasifikasi Teknik Persampelan



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Sistematik

Klasifikasi Teknik Persampelan

Kluster

8

Berstrata

Rawak Mudah

Teknik Persampelan Rawak

4 kaedah:

- 1) Persampelan Rawak Mudah (Simple Random Sampling)
- 2) Persampelan Berlapis/Strata (Stratified Sampling)
- 3) Persampelan Kluster (Berkelompok) (Cluster Sampling)
- 4) Persampelan Sistematis (Systematic Sampling)



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Teknik Persampelan Bukan Rawak

4 kaedah:

- 1) Persampelan Berkuota (Quota Sampling)
- 2) Persampelan Bertujuan (Purposive Sampling)
- 3) Persampelan Snowball (Snowball Sampling)
- 4) Persampelan Mudah (Convenience Sampling)



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