

## **A study on psychological and personal factors influencing achievement motivation of agricultural students**

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With the development of more diverse markets in agriculture, competence workforces are required to improve agricultural production, processing and marketing of products. On the other hand, students' performance is significant in producing the best quality graduates who will become proficient manpower. High achievement motivation can play an important role in students' excellent performance in universities and their future career. Considering the importance of achievement motivation, it is imperative to investigate agricultural students' achievement motivation and the factors that are related to student motivation to learn. So, the domains that we focused on include: agricultural students' achievement motivation, personal factors related to achievement motivation, and psychological factors related to achievement motivation. A sample of 273 students was selected by using random sampling method. A questionnaire was used for data collection. Data were analyzed descriptively and inferentially using SPSS/win software. The results showed that students had both differences and similarities regarding their achievement motivation. In addition, both psychological factor and personal factor were related to students' achievement motivation. Accordingly, the discussions and recommendations were put forth.

**Key Words:** achievement motivation, agricultural students, university, psychological factor.