

**THE TENDENCY AMONG UNIVERSITY STUDENTS IN
CHOOSING MULTILEVEL MARKETING AS A CAREER
OPTION: MODERATING ROLE OF SOCIALLY
UNDESIRABLE**

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**UNIVERSITI UTARA MALAYSIA
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MODERATING ROLE OF SOCIALLY UNDESIRABLE

By

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Abstract

This study focuses on the factors that influence the tendency among university students in choosing multilevel marketing (MLM) for a career option. This study was conducted in Indonesian universities in Jakarta. Specifically, this study examines the following factors: stable income, flexible time, entrepreneurial spirit, tendency among university students in choosing MLM as a career option and a moderator, socially undesirable.

A quantitative methodology with a survey technique was used in this study. The survey was conducted at selected universities in Jakarta, Indonesia; with a total of 570 respondents. Linier regression analysis was employed to test the proposed hypotheses.

This study found that stable income, flexible time and entrepreneurial spirit have a significant influence to the tendency among university student in choosing MLM as a career option. Moreover, the moderating was also found to be significant.

This study contributes in understanding more about the way university students see MLM industry. As the number of graduates among increases steadily, MLM should be seen as an employment opportunity rather than embarrassment.

Keywords: *stable income, flexible time, entrepreneurial spirit, university student, socially undesirable*

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Chapter 1: Introduction

1.1 Introduction

This chapter outlines the research problem, research questions, objectives of the research, contributions of the study, research methodology and thesis outlines.

1.2 Problem statement

Increasing total population in Indonesia has made employment opportunities become limited. As higher learning institutions (i.e. universities, specialized colleges and polytechnics) are reaching rapidly and the graduates are struggling to get a decent job.

Potentially, multilevel marketing businesses are rapidly increasing (Taloo, 2007) therefore could be an interesting career option. Multilevel marketing offers flexible working time and training for new recruit. Besides, multilevel marketing allows the students to earn two sources of income, based on primary job and secondary job (Sparks and Schenk, 2000). Psychologically, having a job at young age can make a student feel special mentally and physically (Giddens, 2000).

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APPENDIX I: Questionnaire English version



UNIVERSITI UTARA MALAYSIA

06010 Sintok, Kedah

Phn : 04-9283904

Fax : 04-9285220

Dear respondents,

Multilevel Marketing (MLM) as Career Option

The general purpose of this research is to discover the tendency among university student in choosing multilevel marketing (MLM) as career option

Your response will be kept as **STRICTLY CONFIDENTIAL** and for the purpose of academic research only; the data from this research will be coded and reported only in the aggregate. Your cooperation and generosity in completing the attached questionnaire is very much welcomed in advance. Please do not hesitate to contact if you have any queries about the questionnaire to r.annisa@hotmail.com.

Thank you for your time and kind cooperation.

Yours sincerely,
Annisa Ramaniya
813169

Master Candidate
Majoring: International Business
UUM – College of Law, Government and International Studies

**please tick in suitable box.*

Section A – Stable earning

The following statement relates to the tendency of *stable earning* toward your decision to choose MLM as career option.

1 2 3 4 5
Strongly disagree Disagree Neutral Agree Strongly agree

No	Statement	1	2	3	4	5
A1	<i>Money is a symbol of success</i>					
A2	<i>I do financial planning for the future</i>					
A3	<i>Money is a great motivator</i>					
A4	<i>Money represents one's achievement</i>					
A5	<i>Full time employees tended to be older and have higher education.</i>					
A6	<i>Part time workers tend to earn lower income than full time employees</i>					
A7	<i>I would consider MLM as a full-time career prospect</i>					
A8	<i>I consider MLM as a supplementary income prospect</i>					
A9	<i>I consider MLM as a good income prospect</i>					

Section B - Entrepreneurial spirit

The following statement relates to the tendency of *Entrepreneurial spirit* toward your decision to choose MLM for career option.

1 2 3 4 5
 Strongly disagree Disagree Neutral Agree Strongly agree

No	Statement	1	2	3	4	5
B1	<i>MLM allows me to work wherever I want-including from home</i>					
B2	<i>MLM builds entrepreneurial spirit by allowing freedom in decisions and ideas</i>					
B3	<i>I want to be my own boss</i>					
B4	<i>I love to influence people</i>					
B5	<i>I would consider MLM as a reputable career prospect</i>					
B6	<i>MLM produces many successful businessman</i>					
B7	<i>A person who involves in MLM has a high sense of self-confidence</i>					
B8	<i>Entrepreneur stands up for his/her believes</i>					

Section C – Flexible time

The following section pursues the tendency of *flexible time* toward your decision to choose MLM as career option.

1 2 3 4 5
 Strongly disagree Disagree Neutral Agree Strongly agree

No	Statement	1	2	3	4	5
C1	<i>Time is an important resource in my life</i>					
C2	<i>Productive use of time is a key value in choosing a career</i>					

<i>C3</i>	<i>MLM has offered time flexibility</i>					
<i>C4</i>	<i>MLM are operationally stable</i>					

Section D – MLM as a career option

The following section seeks to understand if MLM is a suitable career option.

1 2 3 4 5
Strongly disagree Disagree Neutral Agree Strongly agree

No	Statement	1	2	3	4	5
<i>D1</i>	<i>I would consider MLM as a full-time career prospect</i>					
<i>D2</i>	<i>MLM provides training that enable me to operate my own network marketing business</i>					
<i>D3</i>	<i>MLM training enrich my knowledge about network marketing</i>					
<i>D4</i>	<i>I consider MLM as a good income prospect</i>					
<i>D5</i>	<i>A career in MLM would provide me a long-term sustainable living</i>					
<i>D6</i>	<i>A career in MLM would support my lifestyle choices</i>					

Section E – Socially undesirable

The following statement relates to the *socially undesirable* toward your decision to choose MLM for career option.

1 2 3 4 5
Strongly disagree Disagree Neutral Agree Strongly agree

No	Statement	1	2	3	4	5
<i>E1</i>	<i>I never bother to find information about MLM</i>					

E2	<i>I hate working as a salesperson</i>					
E3	<i>MLM salesperson is not trustable</i>					
E4	<i>MLM makes my emotion unstable</i>					
E5	<i>MLM is my last option as a career</i>					

Section F - Demographic information

The following section relates to your demographic profile.

F1. Gender:

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

F2. Age:

Below 20	21-25	26-30	Above 30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

F3. Education:

- ☐ Diploma ☐ Masters
☐ Bachelors ☐ Doctoral

F4. School year:

- ☐ 1st year ☐ 3rd year
☐ 2nd year ☐ above 4th year

F5. Monthly earning in Rupiah (IDR):

- ☐ less than 1.000.000 ☐ 3.000.001 – 4.000.000
☐ 1.000.001 – 2.000.000 ☐ above 4.000.000
☐ 2.000.001 – 3.000.000

APPENDIX II: Questionnaire Indonesia version



UNIVERSITI UTARA MALAYSIA

06010 Sintok, Kedah

Phn : 04-9283904

Fax : 04-9285220

Responden Yth,

Multilevel Marketing (MLM) sebagai Pilihan Karier

Tujuan penelitian adalah untuk mengetahui *kecenderungan terhadap mahasiswa/i dalam memilih MLM sebagai pilihan karier di masa depan.*

Jawaban Anda adalah **RAHASIA** dan hanya ditujukan untuk kepentingan penelitian. Kerjasama Anda dalam mengisi kuesioner sangatlah dihargai. Mohon untuk menghubungi saya jika ada pertanyaan atas kuesioner ini ke *e-mail* r.annisa@hotmail.com

Terima kasih untuk waktu dan kerjasamanya.

Salam hormat,
Annisa Ramaniya
813169

Mahasiswi program Master
International Business
UUM – College of Law, Government and International Studies

****beri tanda checklist dalam kolom.***

Bagian A – Pendapatan tetap

Pernyataan ini berkaitan dengan kecenderungan akan instrument *pendapatan tetap* yang diperoleh dalam memilih MLM sebagai pilihan karier.

1 2 3 4 5
Sangat tidak setuju Tidak setuju Netral Setuju Sangat setuju

No	Pernyataan	1	2	3	4	5
A1	<i>Uang sebagai simbol kesuksesan</i>					
A2	<i>Saya merencanakan keuangan untuk masa depan</i>					
A3	<i>Uang sebagai motivasi hidup</i>					
A4	<i>Uang sebagai simbol suatu keberhasilan</i>					
A5	<i>Pekerja purna waktu (full-time)pada umumnya lebih tua dan punya pendidikan tinggi</i>					
A6	<i>Pekerja paruh waktu (part-time) pada umumnya mendapatkan penghasilan lebih sedikit daripada pekerja purna waktu (full-time)</i>					
A7	<i>Saya menganggap MLM sebagai prospek kerja purna waktu (full-time job)</i>					
A8	<i>Saya menganggap MLM sebagai pekerjaan sampingan</i>					
A9	<i>Saya menganggap MLM sebagai prospek kerja yang luar biasa</i>					

Bagian B – Semangat kewirausahaan

Pernyataan ini berkaitan dengan kecenderungan instrumen *semangat kewirausahaan* terhadap memilih MLM sebagai pilihan karier.

1 2 3 4 5
Sangat tidak setuju Tidak setuju Netral Setuju Sangat setuju

No	Pernyataan	1	2	3	4	5
B1	<i>MLM mendukung saya bekerja dimanapun saya berada termasuk dirumah sekalipun</i>					
B2	<i>MLM membangun semangat wirausaha dengan kebebasan keputusan dan ide</i>					
B3	<i>Saya suka menjadi pemimpin/ boss</i>					
B4	<i>Saya suka memengaruhi orang</i>					
B5	<i>Saya menganggap MLM sebagai prospek karier yang baik</i>					
B6	<i>MLM mencetak banyak orang sukses</i>					
B7	<i>Seseorang yang terlibat dalam MLM memiliki rasa percaya diri yang tinggi</i>					
B8	<i>Seorang wirausaha itu mandiri dan yakin terhadap diri mereka</i>					

Bagian C – Keseimbangan Waktu

Pernyataan dibawah ini berkaitan dengan kecenderungan instrumen *keseimbangan waktu* dalam memilih MLM sebagai pilihan karier.

1 2 3 4 5
Sangat tidak setuju Tidak setuju Netral Setuju Sangat Setuju

No	Pernyataan	1	2	3	4	5
C1	<i>Waktu penting bagi kehidupan saya</i>					
C2	<i>Keseimbangan waktu adalah alasan utama dalam memilih karier</i>					
C3	<i>MLM menawarkan waktu yang fleksibel</i>					
C4	<i>Waktu bekerja di MLM sangat stabil</i>					

Bagian D – MLM sebagai pilihan karier

Pernyataan dibawah ini berkaitan dengan pengertian instrumen *MLM sebagai pilihan karier*.

1 2 3 4 5
Sangat tidak setuju Tidak Setuju Netral Setuju Sangat setuju

No	Pernyataan	1	2	3	4	5
D1	<i>Saya menganggap MLM sebagai prospek kerja purna waktu (full-time)</i>					
D2	<i>MLM menyediakan pelatihan untuk memudahkan saya bekerja dalam bisnis ini</i>					
D3	<i>Pelatihan MLM dapat memperkaya pengetahuan saya tentang jaringan pemasaran</i>					
D4	<i>Saya menganggap MLM sebagai prospek pendapatan yang baik</i>					
D5	<i>Karier di MLM menyediakan kehidupan berkelanjutan dalam waktu jangka panjang</i>					
D6	<i>Karier di MLM mendukung gaya hidup saya</i>					

Bagian E – Rasa *ketidakinginan* terhadap lingkungan sosial

Pernyataan dibawah berkaitan dengan instrumen *rasa ketidakinginan* didalam lingkungan sosial terhadap MLM sebagai pilihan karier.

1 2 3 4 5
Sangat tidak setuju Tidak setuju Netral Setuju Sangat setuju

No	Pernyataan	1	2	3	4	5
E1	<i>Saya tidak pernah terganggu dalam mencari informasi tentang MLM</i>					
E2	<i>Saya tidak suka pekerjaan sebagai penjual (salesperson)</i>					
E3	<i>Penjual (salesperson) MLM tidak dapat dipercaya</i>					
E4	<i>MLM membuat emosi saya tidak stabil</i>					
E5	<i>MLM menjadi pilihan karier terakhir saya</i>					

Bagian F – Informasi demografis

Bagian dibawah ini mengenai informasi personal Anda.

F1. Jenis kelamin:

()	Laki-laki
()	Perempuan

F2. Umur:

dibawah20	21-25	26-30	diatas 30
()	()	()	()

F3. Pendidikan:

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> D3/ Diploma | <input type="checkbox"/> S2/ Pasca sarjana |
| <input type="checkbox"/> S1/ Sarjana | <input type="checkbox"/> S3/ Doktoral |

F4. Tahun angkatan:

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Tahun ke-1 | <input type="checkbox"/> Tahun ke-3 |
| <input type="checkbox"/> Tahun ke-2 | <input type="checkbox"/> diatas tahun ke-4 |

F5. Uang bulanan dalam Rupiah (IDR):

- | | |
|--|--|
| <input type="checkbox"/> dibawah 1.000.000 | <input type="checkbox"/> 3.000.001 – 4.000.000 |
| <input type="checkbox"/> 1.000.001 – 2.000.000 | <input type="checkbox"/> diatas 4.000.000 |
| <input type="checkbox"/> 2.000.001 – 3.000.000 | |