

**FACTORS AFFECTING CAREER CHOICE AMONG
UNDERGRADUATE STUDENTS IN UNIVERSITI UTARA
MALAYSIA, SINTOK, KEDAH**

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By

AFIDATUL ASMA BINTI HASSAN

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Fulfillment of the Requirement for the Master of Science (Management)**

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ABSTRAK

Pilihan kerjaya telah menjadi salah satu aspek kritikal dalam kehidupan individu iaitu kerjaya yang dipilih akan menentukan corak peranan yang perlu dimainkan oleh individu dalam masyarakat pada masa akan datang dan pilihan kerjaya adalah salah satu proses penting dalam hidup seseorang. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pilihan kerjaya pelajar. Kajian ini memberi tumpuan kepada pelajar sarjana muda di Universiti Utara Malaysia, Sintok, Kedah. Pelajar ijazah dipilih kerana selepas tamat pengajian, mereka orang yang akan berdepan dengan membuat keputusan dalam pilihan kerjaya. Seramai 315 pelajar yang menjawab soal selidik ini. Perisian Pakej Statistik Untuk Sains Sosial (SPSS) Versi 22.0 telah digunakan untuk menganalisis data yang dikumpul. Kebolehpercayaan analisis, model regresi dan korelasi telah digunakan untuk kajian ini. Keputusan analisis Pearson korelasi menunjukkan bahawa pengaruh keluarga, minat peribadi, dan pertimbangan ekonomi mempunyai hubungan positif terhadap pilihan kerjaya. Selain itu, keputusan analisis regresi menunjukkan bahawa minat peribadi memberi pengaruh yang besar kepada pilihan kerjaya berbanding dengan pengaruh keluarga dan pertimbangan ekonomi. Cadangan untuk meningkatkan lagi kajian pada masa akan datang supaya menyiasat faktor-faktor penting lain yang mempengaruhi pilihan kerjaya pelajar.

ABSTRACT

One of the critical aspects of an individual's life is career choice as a career chosen will determine the role pattern need to be played by the individual in the society in the future and the career choice is one of the important processes in life. The aim of this study is to investigate the factors that influencing the career choice of the students. This study is focus on undergraduate students in university Utara Malaysia, Sintok, Kedah. Undergraduate students were chosen because right upon graduation, they were the one who will be dealing with the decision on career choice. A total number of 315 students responded to the questionnaire. Statistical Package software for Social Science (SPSS) Version 22.0 was used to analyze the collected data. Reliability analysis, multiple regressions and correlation were applied to this study. Pearson correlation analysis results showed that the influence of family, personal interests, and economic considerations have a positive relationship to career choices. Moreover, the results of regression analysis showed that the personal interests exerted great influence on the choice of a career compared to family influence and economic considerations. Recommendations for further study in the future in order to investigate other important factors that influence students' career choices.

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LIST OF ABBREVIATIONS

SES	Socio-economic status
TDA	Training and Development Agency
GDP	Gross Domestic Product
SCCT	Social Cognitive Career Theory
CDS	Career Decision Scale
HEI	Higher Education Institution
U.S	United States
SII	Strong Interest Inventory
GRS	General Reference Sample
MoHE	Ministry of Higher Education
SPSS	Statistical Package for Social Science
UUM	Universiti Utara Malaysia
GPA	Grade Percentage Average
COB	College of Business
COLGIS	College of Law, Government and International studies
CAS	College of Science and Art
DV	Dependent Variable
IV	Independent Variable

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Career choice has become one of the critical aspects of an individual's life as a career chosen will determine the role pattern need to be played by the individual in the society in the future. According to Sidek Mohd Noah (2002), Parson states that career choice is one of the most important processes in an individual's life as one would enter the real working environment. Therefore, career choice has become one of the biggest problems face by the students.

The trait and behavior researchers such as Holland, Super and Nowak beliefs that career choice must be consistent with the desire and interest of the individual. The consistent and secure career choice decision will reduce and prevent the individual's tendency to change the job or change the field of study in a short period of time. Career selection is an ongoing process which starts from the childhood perception on job up to the school level, higher education and adult perspectives as presented by Super (Ishamumudin Hj. Ismail,2007).

Generally, graduates in the age of 19 to 24 years age group which still in a deep career fields exploration level. In the career selection process, there are many factors that become the foundation of selection for certain fields of career among the students or graduates. Commonly, students around the world had faced the undertaking of career's decision. The selection of career, field of study, courses in

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