

**EXAMINING THE IMPACT OF FACTORS THAT INFLUENCE UNIVERSITI
UTARA MALAYSIA STUDENTS' INTENTION TO ENROLL IN MASTER OF
BUSINESS ADMINISTRATION**



**Research paper submitted to
School of Business Management
Universiti Utara Malaysia
In partial fulfilling of requirement for Master of Science (Management)**

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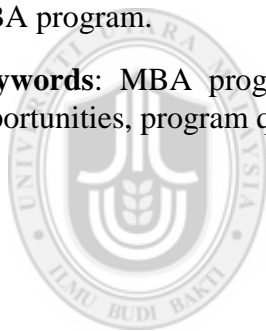


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ABSTRACT

Development in business and administration area continues to get much attention from the government, higher educational institutions, and larger organizations. Higher educational institutions in Malaysia either private or public continue to offer Master of Business Administration program in order to produce a quality human resource in the field. This is based on the marketable of this program, high demand and job diversity associated with Business Administration. This study aims to examine the student's intention to enroll in Master of Business Administration (MBA) program offered by Universiti Utara Malaysia (UUM). A survey involved students who enrolled in Bachelor of Business Administration with Honours (BBA-Hons) and 302 respondents was carried out. In addition, there are six main factors include personal factor, parental support, financial aids, job opportunities, quality of program and cost were used to help the researcher to find is there a relationship between selected factors that influence students' intention to enroll in MBA program. A structured question was designed where the data were analyzed by SMARTPLS program to examine the relationship between selected factors and intention to enroll in MBA program. Results showed that personal factors, parental support, financial aids and job opportunities are significantly important determinants to predict student's intention to enroll in MBA program whereas quality of program and cost are not significantly important determinants to predict student's intention to enroll in MBA program.

Keywords: MBA program, personal factor, parental support, financial aids, job opportunities, program quality, cost, intention to enroll.



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ABSTRAK

Pembangunan di dalam bidang perniagaan dan pengurusan terus mendapat perhatian daripada kerajaan, institusi pengajian tinggi, dan syarikat-syarikat besar. Institusi pengajian tinggi di Malaysia sama ada awam atau swasta terus menawarkan kursus Sarjana dalam Pentadbiran Perniagaan bagi menghasilkan tenaga kerja yang berkualiti dalam bidang ini. Hal ini berdasarkan kepada kebolehpasaran kursus, permintaan tinggi dan kepelbagaian kerjaya yang berkaitan dengan pentadbiran perniagaan. Kajian ini bertujuan untuk mengenalpasti niat pelajar untuk mendaftar dalam program Sarjana dalam Pentadbiran Perniagaan yang ditawarkan oleh Universiti Utara Malaysia. Satu tinjauan melibatkan pelajar yang telah mendaftar dalam Sarjana Muda Pentadbiran Perniagaan dengan Kepujian dan seramai 302 responden telah dijalankan. Di samping itu, terdapat enam faktor utama termasuk faktor peibadi, pengaruh ibu bapa, bantuan kewangan, peluang pekerjaan, kualiti program dan kos telah digunakan untuk membantu pengkaji mencari faktor yang mana mempengaruhi niat pelajar untuk mendaftar dalam program Sarjana dalam Pentadbiran Perniagaan. Data telah dianalisis melalui program SMARTPLS untuk mengkaji hubungan antara faktor terpilih dan niat pelajar untuk mendaftar dalam program Sarjana dalam Pentadbiran Perniagaan. Keputusan menunjukkan bahawa faktor-faktor peribadi, pengaruh ibu bapa, bantuan kewangan dan peluang pekerjaan merupakan faktor penentu ketara penting untuk meramalkan niat pelajar untuk mendaftar dalam program Sarjana dalam Pentadbiran Perniagaan manakala kualiti program dan kos merupakan faktor penentu ketara yang tidak penting untuk meramalkan niat pelajar untuk mendaftar dalam program Sarjana dalam Pentadbiran Perniagaan.

Kata Kunci: Program Sarjana dalam Pentadbiran Perniagaan, faktor peribadi, sokongan ibu bapa, bantuan kewangan, peluang pekerjaan, kualiti program, kos dan niat untuk mendaftar.

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BBA-Hons	Bachelor of Business Administration with Honours
C	Cost
CR	Composite Reliability
E	Enrollment Intention
EFA	Exploratory Factor Analysis
FA	Financial Aids
GOF	Goodness of Fit
IQ	Intelligence Quotient
JO	Job Opportunities
MBA	Master of Business Administration
MIS	Management of Information System
OYA GSB	Othman Yeop Abdullah Graduate School of Business
PF	Personal Factor
PLS	Partial Least Square
PLS PM	Partial Least Square Path Modelling
PS	Parental Support
QP	Quality of Program
SBM	School of Business Management
SPSS	Statistical Package for Social Science Program
TPB	Theory of Planned Behavior
UUM	Universiti Utara Malaysia



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CHAPTER 1

INTRODUCTION

1.1 Background of Research

Education is essential in this era where most of developing countries need generation that can contribute to increase future economic. New era of education plays an important role to build society in 21 century (Hanafiyah, 2006). Besides that, education is very important for current generation due to high competition to gain a job. Moreover, education can be a main dominator to enhance economy, social, race, family and also to individual. Nowadays, the importance of education already has been sowed to all students regardless of culture and race at all levels. Overall, education does give big impact to human life in order to gain and perpetuate quality of life.

According to Nelson & Phelps (1966), more educated labor force will enhance frontier technology advance. Same goes to Benhabib & Spiegel (1994), innovation will be even faster when more educated labor force exists. Education does give an impact towards economic whereby highly educated workforce is more mobile and adaptable. They also be able to learn new tasks and new skills more easily with wide range of advance technologies and equipment. All of this may reduce supervision and enhance improvement. Therefore, more highly skilled worker will increase

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