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**FACTORS AFFECTING CAREER CHOICE AMONG UNDERGRADUATE  
IN SCHOOL OF BUSINESS MANAGEMENT IN UNIVERSITI UTARA  
MALAYSIA, SINTOK, KEDAH**



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SINTOK, KEDAH**



**Thesis submitted to  
Othman Yeop Abdullah Graduate School of Business,  
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In Partial Fulfillment of the Requirement for the Master of Science (Management)**

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## 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 to focus on undergraduate students of Schools of Business Management (SBM) in Universiti Utara Malaysia, Sintok, Kedah. Undergraduate students were chosen because the right upon graduation, they were the one who will be dealing with the decision on career choice. A total number of 350 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 regression and correlation were applied to this study. Pearson correlation analysis results showed that the influence of parents, personal interests and career adaptability consider have a positive relationship to career choices. Moreover, the results of regression analysis showed that the career adaptability exerted great influence on the career choice than parents and personal interest considerations. Recommendations for further study in the future in order to investigate other important factors that influence students' career choice.

## ABSTRAK

Salah satu aspek yang penting dalam kehidupan individu adalah pilihan kerjaya sebagai kerjaya pilihan akan menentukan corak peranan perlu dimainkan oleh individu dalam masyarakat pada masa akan datang dan pilihan kerjaya adalah salah satu proses penting dalam hidup. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pilihan kerjaya pelajar. Kajian ini adalah untuk memberi tumpuan kepada pelajar ijazah Sekolah Pengurusan Perniagaan (SBM) di Universiti Utara Malaysia, Sintok, Kedah. Pelajar ijazah dipilih kerana setelah tamat pengajian, mereka akan memilih kerjaya masing-masing. Seramai 350 pelajar telah memberi maklum balas kepada soal selidik yang telah dilaksanakan. Perisian Statistical Package for Social Science (SPSS) Versi 22.0 telah digunakan untuk menganalisis data yang dikumpul. Analisis kebolehpercayaan, Regresi dan Korelasi telah digunakan untuk kajian ini. Keputusan analisis Pearson dan Korelasi menunjukkan bahawa pengaruh ibu bapa, kepentingan peribadi dan penyesuaian kerjaya mempengaruhi mempunyai hubungan yang positif kepada pilihan kerjaya. Selain itu, keputusan analisis Regresi menunjukkan bahawa penyesuaian kerjaya yang memberi pengaruh besar kepada pilihan kerjaya daripada ibu bapa dan pertimbangan kepentingan peribadi. Cadangan untuk kajian pada masa akan datang untuk menyiasat faktor-faktor penting lain yang mempengaruhi pilihan kerjaya pelajar.

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## LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
SBM	School of Business Management
US	United State
Gen Z	Generation Z



# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Nowadays, students have a dilemma in choosing their career when they finish their studies. Malaysian fresh graduate's students have difficulties in getting the right job after graduating. In addition, they need to compete with working experience and graduates from other universities. So, the unemployment rate becomes higher from year to year due to this issue. Thus, career selection is one of the important choices students will make in determining their future plans. This decision will impact them throughout their lives. The essence of who the student is will revolve around what the student wants to do with their lifelong work.

A lot of students in university believe that their future is a glorious adventure in which they are bound to succeed. Many of them have the idea that they would be able to work in the public or private establishments as soon as they complete their degree. Some have planned to become lawyers, engineers, medical doctors, accountants and so on. The career chosen has a significant impact on the life of any person because if they fail to choose they fail to get the job.

Students in university are always worried about what they will do with their lives and what kind of adult they will become. Fresh graduates are concerned about early entry into the occupational world and finding productive and

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