The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.
THE FACTORS AFFECTING STUDENTS' CAREER CHOICE

BY

MENG QING DONG

Thesis Submitted To
School of Business Management,
Universiti Utara Malaysia,
In Partial Fulfilment of the Requirements for the degree
(Master of Human Resource Management)
PERAKUAN KERJA KERTAS PENYELIDIKAN
(Certification of Research Paper)

Saya, mengaku bertandatangan, memperakukan bahawa
(I, the undersigned, certified that)
MENG QINGDONG (817419)

Calon untuk Ijazah Sarjana
(Candidate for the degree of)
MASTER OF HUMAN RESOURCE MANAGEMENT

tolah mengemukakan kertas penyelidikan yang bertajuk
(has presented his/her research paper of the following title)

FACTORS AFFECTING STUDENTS' CAREER CHOICE

Seperti yang tercatat di muka surat tajuk dan kuit kertas penyelidikan
(as it appears on the title page and front cover of the research paper)

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu
dengan memuaskan.
(that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered
by the research paper).

Nama Peryelia Pertama  :  DR. TAN FEE YEAN
(Name of 1st Supervisor)   (Name of Supervisor)

Tandatangan  :  
(Signature)

Tanggal  :  15 JUN 2016
(Date)
PERMISSION TO USE

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in her absence, by the Dean of Othman Yeop Abdullah Graduate School of Business, where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the Universiti Utara Malaysia (UUM) in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
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 future society and the career choice is one of the important processes in life. The aim of this study is to investigate factors that influencing career choice among students. This study focus on students who will be dealing with the decision on career choice in Universiti Utara Malaysia, Sintok, Kedah. A total number of 377 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 personal interest, family influence, and personality 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 personality. Recommendations for future study in order to investigate other important factors that influence students' career choices.

Keywords: Career Choice, Personal Interests, Family Influence, Personality.

Kata kunci: Pilihan Kerjaya, Kepentingan Peribadi, Pengaruh Keluarga, Personaliti.
ACKNOWLEDGEMENT

After this research paper, I will finish all the study in my master of human resource management. I am heartily thankful to the university and the person who have teach and help me, especially my supervisor, Dr. Tan Fee Yean whose give encouragement, guidance and support from the initial to the final level that enabled me to develop an understanding in this study area. Without her support and ideas, this study will be far from complete. Furthermore, special thanks to the students in Universiti Utara Malaysia for giving me the opportunity and cooperation to obtain the data collections for this study.

I would like to show my gratefulness to my family especially my parent and my siblings who give their love, sacrifice and support throughout my life. Thanks to my friends whose always gives great ideas and courage in helping me in this study.

Lastly, I offer my regards and blessings to all of those who supported me in any aspects during the completion of this paper. Thank you.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
<td>i</td>
</tr>
<tr>
<td>CERTIFICATION</td>
<td>ii</td>
</tr>
<tr>
<td>PERMISSION TO USE</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>v</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
<tr>
<td><strong>CHAPTER 1: INTRODUCTION</strong></td>
<td>1</td>
</tr>
<tr>
<td>1.1 Background of Study</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Problem Statement</td>
<td>4</td>
</tr>
<tr>
<td>1.3 Research Questions</td>
<td>9</td>
</tr>
<tr>
<td>1.4 Research objectives</td>
<td>9</td>
</tr>
<tr>
<td>1.5 Scope of the Study</td>
<td>9</td>
</tr>
<tr>
<td>1.6 Significance of the Study</td>
<td>10</td>
</tr>
<tr>
<td>1.7 Definition of Terms</td>
<td>11</td>
</tr>
<tr>
<td>1.8 Organization of Remaining Chapter</td>
<td>13</td>
</tr>
</tbody>
</table>
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction ................................................................. 15

2.2 Definition and conceptualization of variables.................................. 15

  2.2.1 Personal Interest ..................................................... 15

  2.2.2 Family Influence ................................................... 17

  2.2.3 Personality ............................................................ 21

2.3 Gaps in the Literature ...................................................... 23

2.4 Underpinning theory ....................................................... 24

2.5 Research framework ...................................................... 26

2.6 Development of hypothesis ............................................... 27

  2.6.1 Relationship between Personal Interests and Career Choice .......... 27

  2.6.2 Relationship between Family Influence and Career Choice .......... 28

  2.6.3 Relationship between Personality and Career Choice ............... 31

2.7 Summary .................................................................. 33

CHAPTER 3: METHODOLOGY .............................................. 34

3.1 Introduction................................................................. 34

3.2 Design of study ........................................................... 34

3.3 Population and sample .................................................. 35

3.4 Measurement ............................................................... 37

3.5 Questionnaire design .................................................... 41

3.6 Pilot test .................................................................. 42
3.7 Data collection...................................................................................................... 43
3.8 Technique of analysis........................................................................................... 45
3.9 Summary.............................................................................................................. 46

CHAPTER 4: ANALYSIS AND FINDINGS..................................................................... 47
4.1 Introduction........................................................................................................... 47
4.2 Screening process.................................................................................................. 47
4.3 Demographics analysis........................................................................................ 49
4.4 Reliability analysis................................................................................................ 50
4.5 Descriptive statistics............................................................................................ 52
4.6 Correlation analysis.............................................................................................. 53
4.7 Regression analysis................................................................................................ 55
4.8 Summary hypothesis............................................................................................. 56
4.9 Summary............................................................................................................... 57

CHAPTER 5: DISCUSSION............................................................................................ 58
5.1 Introduction ........................................................................................................... 58
5.2 Discussion of findings........................................................................................... 58
   5.2.1 Personal interest and career choice............................................................... 58
   5.2.2 Family influence and career choice............................................................... 60
   5.2.3 Personality and career choice....................................................................... 61
5.3 Implications of study............................................................................................. 63
5.4 Limitations of study.................................................................65
5.5 Recommendation for Future Research......................................65
5.6 Conclusion............................................................................67

REFERENCE..................................................................................69

APPENDIXES................................................................................78
Appendix A : Questionnaire Survey...........................................78
Appendix B : Reliability Test.......................................................83
Appendix C : Descriptive Test.....................................................87
Appendix D : Correlation Analysis..............................................88
Appendix E : Regression Analysis..............................................91
LIST OF TABLES

Table 3.1 Rating Scale and Measurement.........................................................38
Table 3.2 Sources of Instruments.........................................................................39
Table 3.3 Cronbach’s Alpha coefficient of pilot test..............................................42
Table 3.4 Data Collection Instruments Responses...............................................44
Table 4.1 Data Screening Results........................................................................48
Table 4.2 Demographic statistic...........................................................................50
Table 4.3 Cronbach’s Alpha coefficient.................................................................51
Table 4.4 Descriptive statistics..............................................................................53
Table 4.5 The Rule of Thumb of Correlation Coefficient Size.................................53
Table 4.6 Correlation among variables construct..................................................54
Table 4.7 Regression Analysis Results.................................................................56
Table 4.8 Hypotheses Summary............................................................................57
LIST OF FIGURES

Figure 2.1 Theoretical framework.................................................................26
CHAPTER 1

INTRODUCTION

1.1 Background of Study

More and more studies show that students all over the world usually fall into difficult situations when making career choices (Cherian, 1991; Bandura, 2001; Watson, 2010; McMahon & Watson, 2005; Macgregor, 2007; Issa & Nwalo, 2008). Moreover, Sidek (2002) stated that career choice has a great impact on an individual’s life as one gets into the real working environment. Therefore, the importance of career choice is forcing students to face up to such difficulties and make appropriate decisions.

Coupland (2004) indicates that career is defined as the major life field which embarks the person in multiple roles, such as the family member, worker, social and leisure-time participant. However, it turns into a sequence of industry, jobs and positions held during the procedure of life. Career choice is also used to refer to a job or industry which is held for a significant period of time in an individual’s life and it may present him or her with opportunities to progress (Oxford Dictionaries, 2014). Above all, these definitions show that career is important and plays a significant role to every individual and the first step in obtaining a career. Choosing a bad career may bring negative affection to other aspects of the individual’s life, like body health,
The contents of the thesis is for internal user only
REFERENCES


Greenberger, M. (2002). Nation’s high schools still operate “separate and


Knivetont, B. H. (2004). The influences and motivations on which students base their


75


