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THE FACTORS AFFECTING STUDENTS' CAREER CHOICE

MENG QING DONG



UUM
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THE FACTORS AFFECTING STUDENTS' CAREER CHOICE

BY

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**Pusat Pengajian Pengurusan
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SCHOOL OF BUSINESS 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 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.



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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 kehidupan seseorang. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pilihan kerjaya pelajar. Kajian ini memberi tumpuan kepada pelajar di Universiti Utara Malaysia, Sintok, Kedah. Pelajar ijazah dipilih kerana selepas tamat pengajian, mereka ialah orang yang akan membuat keputusan dalam pilihan kerjaya. Seramai 377 pelajar yang menjawab soal selidik ini. Perisian Pakej Statistik Untuk Sains Sosial (SPSS) Versi 22.0 telah digunakan untuk menganalisis data yang dikumpul. Analisis kebolehpercayaan, analisis regresi dan korelasi telah digunakan untuk kajian ini. Keputusan analisis menunjukkan bahawa pengaruh minat peribadi, pengaruh keluarga dan personaliti mempunyai hubungan positif dengan pilihan kerjaya. Selain itu, keputusan juga menunjukkan bahawa minat peribadi memberi pengaruh yang besar terhadap pilihan kerjaya berbanding dengan pengaruh keluarga dan personaliti. Cadangan kajian menyatakan bahawa faktor-faktor lain juga perlu dikaji untuk memahami pilihan kerjaya pelajar,

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



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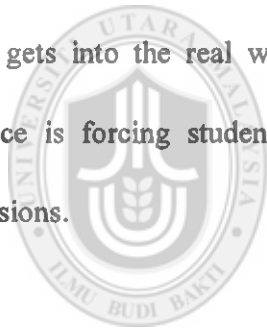


CHAPTER 1

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.



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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,

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