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EFFECT OF PARENTAL INFLUENCE, PERSONALITY AND PERSONAL INTEREST ON THE CHOICE OF CAREER AMONG UNIVERSITY STUDENTS

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Thesis submitted to the School of Business Management, Universiti Utara Malaysia, in partial fulfilment of the requirements for the degree Master of Human Resource Management
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ABSTRACT

This study was conducted to examine the effect of parental influence, personality and personal interest in the choice of career among university students. A total of 357 students from Universiti Utara Malaysia (UUM) participated in this study. The data collected were processed using Statistical Package for Social Science (SPSS ver.20). Data was collected using questionnaires. Statistical techniques such as Descriptive, Pearson Correlation and Multiple Regression Analysis were used to find answers to the research questions. The results showed that the career choices have a significant and positive relationship with parental influence. For the dimensions of personality, namely extraversion and neuroticism have significant relationship with career choices. While the other personality dimensions such as agreeableness, conscientiousness and openness were not related to career choices. For personal interest factor, realistic, investigative and conventional have relationship with the career choice. Whereas, artistic, social, and enterprising have no relationship with the career choice. Limitations of the study, suggestion for the future study, theoretical and practical implications were also discussed in the study.

Keywords: career choice, parental influence, personality, personal interest.
ABSTARK


Kata kunci: pemilihan kerjaya, pengaruh ibu bapa, personaliti, minat peribadi
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LIST OF ABBREVIATION

UUM   Universiti Utara Malaysia
UKM   Universiti Kebangsaan Malaysia
SDS   Self-directed Search
COB   College of Business
CAS   College of Arts and Science
COLGIS  College of Laws, Government and International Studies
CGPA   Cumulative Grade Point Average
BPM   Bachelor of Public Management
BDM   Bachelor of Development Management
INTAFF  Bachelor of International Studies
BBA   Bachelor of Business Administration
B. Edu   Bachelor of Education
B. Acct.   Bachelor of Accounting
BIBM   Bachelor of International Business Management
B. Ec.   Bachelor of Economy
B. Fin.   Bachelor of Finance
BHRM   Bachelor of Human Resources Management
BTM   Bachelor of Tourism Management
B. Sc. Ec.  Bachelor of Science Economy
B. Mrktg.  Bachelor of Marketing
LLB   Bachelor of Law
B. Ent.   Bachelor of Entrepreneurship
BHM   Bachelor of Hospitality Management
BSWM   Bachelor of Social Work Management
B. POM   Bachelor of Operation Management
BIFB   Bachelor of Islamic Financial Banking
B. Couns.  Bachelor of Counselling
B. Media Tech.  Bachelor of Media Technology
BIT   Bachelor of Information Technology
B. Banking  Bachelor of Banking
B. Comm.  Bachelor of Communication
B. Event Mgmt.  Bachelor of Event Management
B. Sc. Ind.  Bachelor of Science Industry
B. Tech. Mgmt.  Bachelor of Technology Management
BMA  Bachelor of Muamalat Administration
B. Sc. AgriBus Mgt.  Bachelor of Science Agriculture Business Management
B. Sc. IT  Bachelor of Science Information Technology
BRMI  Bachelor of Risk Management and Insurance
B. Sc. Multimedia  Bachelor of Science Multimedia
B. Sc. Math.  Bachelor of Science Mathematic
B. Sc. Dec.  Bachelor of Science Decision
CHAPTER 1
INTRODUCTION

1.1 Background of the Study

Each individual has their own preferences in choosing a right career and the career that can bring secure to them in the future. Besides, career is considered as a decisive mean in determining whether a person is successful in his or her life or vice versa. Every individual has different preferences, opinion and interest about a matter. Likewise, in career choice, the right choice of career should be made earlier so there will be no regret in the future. Having the right career can provide satisfaction to each person. On the other hand, choosing the wrong career can make a person feel bored, in fact, it can be a worse option that can ruin the person’s future. Therefore, it is important for a person to have a lot of consideration about career choice.

According to Nor Qhuzaaimah, Norhidayu, Siti Fasihah and Syafinaz (2013), career choice is an important aspect in the individual life. This is because, career will determine the pattern of the role that will be played by the individual in society. But, to choose a career which meets the needs, interests, talents, abilities and qualification is not easy. This is due to, the selected job will affect self-concept, values, prosperity and individual life satisfaction.

Career choice is an ongoing process which starts from the childhood up to the school level, higher education and adult as mention by Super Development Career Theory (Ishamumudin, 2007). In addition, prior researchers such as Holland (1959), and
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