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



MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
JUNE 2016

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



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

Kajian ini dijalankan untuk mengkaji kesan pengaruh ibu bapa, personaliti dan minat peribadi terhadap pemilihan kerjaya di kalangan pelajar universiti. Seramai 357 pelajar Universiti Utara Malaysia (UUM) menyertai kajian ini. Data yang dikumpul telah diproses dengan menggunakan *Statistical Package for Social Science* (SPSS) versi 20. Data dikumpul melalui pengedaran soal selidik. Teknik statistik seperti diskriptif, analisis korelasi dan analisis regresi digunakan bagi mencari jawapan untuk setiap persoalan kajian yang dibentuk. Hasil kajian menunjukkan bahawa pilihan kerjaya mempunyai hubungan yang signifikan dan positif dengan pengaruh ibu bapa. Dapatan kajian juga menunjukkan dimensi personaliti iaitu *extraversion* dan *neuroticism* mempunyai hubungan signifikan dengan pilihan kerjaya. Walaubagaimanapun, dimensi personaliti lain seperti *agreeableness*, *conscientiousness* dan *openness* tidak mempunyai hubungan dengan pilihan kerjaya. Bagi faktor minat peribadi, *realistic*, *investigative* dan *conventional* mempunyai hubungan dengan pilihan kerjaya. Manakala, *artistic*, *social*, dan *enterprising* tidak mempunyai hubungan signifikan dengan pilihan kerjaya. Batasan kajian, cadangan kajian dimasa hadapan, implikasi teori dan praktikal turut dibincang dalam kajian ini.

Kata kunci: *pemilihan kerjaya, pengaruh ibu bapa, personaliti, minat peribadi*



ACKNOWLEDGEMENT

All praise be to Allah, for His mercy in giving me the health, patience, strength and courage to complete this study and overcome every challenge in my learning pathway. I am humbled to thank many people that have helped me to complete this study, firstly, I would like to express my special appreciation, and gratification to my project paper supervisor, Dr. Tan Fee Yean who is always there to give her advice, guidance, encouragement and sharing generous amount of time and knowledge throughout the process of completing this study.

I deeply appreciate my parents, Mr. Abdul Malik Ahmad and Mdm. Khadijah Md. Desa, my siblings and my family for their endless love, support and belief in me.

My sincere appreciation to students of Universiti Utara Malaysia who are willing to participate in the study and answering questionnaires.

A great appreciation to my friends; Izzati Firdiana Kamarol Bahrin, Noraini Mohamad, Nur Asilah Mohd Taib, Zati Iwani Zulkarnain, Nor Ajmah Mohd Yassin and Nur Farah Hanis Zainon who give support, meticulous ideas and friendship for me to complete my study in Master of Human Resource Management. Special thanks to my best friends, Mazidah Ali, who always encourage me in studies.

Finally, may Allah bless and reward all of you who had made this work a success and may it be accepted as our Act of Obedience to Him.

TABLE OF CONTENT

CERTIFICATION	OF	THESIS
WORK.....	ii	
PERMISSION TO USE.....		
iii		
ABSTRACT.....		iv
ABSTRAK.....		v
ACKNOWLEDGEMENT.....		vi
TABLE	OF	
CONTENT.....		vii
LIST OF TABLE.....		ix
LIST OF FIGURE.....		x
LIST OF ABBREVIATION.....		xi

CHAPTER 1: INTRODUCTION

1.1 Background Study.....	Of 1	The
1.2 Problem Statement.....		3
1.3 Research Question.....		8
1.4 Research Objectives.....		8
1.5 Significant Of The Study.....		9
1.6 Scope Study.....		Of 10
1.7 Definition Of Key Term		10
1.8 Organization Of The Thesis.....		13

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction.....	15
2.2 Definition and Variables.....	Conceptual 15	Of
2.2.1 Career choice.....		15
2.2.2 Parents influence.....		17
2.2.3 Personality.....		19
2.2.4 Personal interest.....		20
2.3 Gaps in the Literature.....		23
2.4 Research Framework.....		26
2.5 Underpinning Theory.....		27

2.5.1	Traits and Factor Theory.....	27		
2.5.2	Anne-Reo Career Choice Theory.....	28		
2.5.3	Holland	Career		
	Theory.....	29		
2.6	Hypothesis Development.....	31		
2.6.1	Parental influence and career choice	31		
2.6.2	Personality and career choice.....	33		
2.6.3	Personal	interest	and	career
	choice.....	36		
2.7	Chapter			
	Summary.....	40		

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction.....	41	
3.2	Research Design.....	41	
3.3	Measurement	and	Questionnaire
	Design.....	43	
3.4	Population	and	
	Sample.....	50	
3.5	Data	Collection	
	Technique.....	53	
3.6	Pilot Test.....	54	
3.7	Data	Analysis	
	Technique.....	56	
3.8	Chapter		
	Summary.....	57	

CHAPTER 4: DATA ANALYSIS AND FINDING

4.1	Introduction.....	58
4.2	Responses	
	Rate.....	58
4.3	Respondent's	Demographic
	Characteristics.....	58
4.4	Reliability Analysis.....	62
4.5	Descriptive Analysis.....	
	63	
4.6	Pearson Correlation Analysis.....	64
4.7	Multiple Regression Analysis.....	
	67	
4.8	Chapter	
	Summary.....	69

CHAPTER 5: CONCLUSION

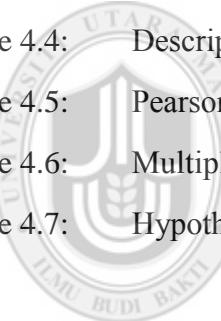
5.1	Introduction.....	70
5.2	Discussion.....	70
5.2.1	To examine the relationship between parental influence and	

career choice	70
5.2.2 To examine the relationship between personality and career choice.....	71
5.2.3 To examine the relationship between personal interest and career choice.....	74
5.3 Limitation of the Study.....	77
5.4 Implication of the Study.....	77
5.4.1 Theoretical implication.....	78
5.4.2 Practical implication.....	79
5.5 Recommendation and Suggestion for Future Study.....	80
5.5.1 Recommendation.....	80
5.5.2 Suggestion for future study.....	81
5.6 Conclusion.....	82
REFERENCE.....	84
APPENDIX.....	93



LIST OF TABLE

Table 2.1:	Big Five Model Dimension.....	20
Table 2.2:	Holland Career Choice Theory.....	31
Table 3.1:	Items and Sources of Items for Each Variable.....	44
Table 3.2:	The Distribution of Universiti Utara Malaysia Students according to School and Gender.....	51
Table 3.3:	Population and Sampling.....	52
Table 3.4:	Reliability Result of the Variables and Its Dimension.....	55
Table 3.5:	Level of Relation Power.....	57
Table 4.1:	Survey Responses.....	58
Table 4.2:	Profile of Respondents.....	61
Table 4.3:	Reliability Analysis.....	62
Table 4.4:	Descriptive Analysis.....	63
Table 4.5:	Pearson Correlation Analysis.....	66
Table 4.6:	Multiple Regression Table.....	67
Table 4.7:	Hypothesis Statement.....	68



UUM
Universiti Utara Malaysia

LIST OF FIGURE

Figure 2.1: Factors that influencing career choice among university student....26



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

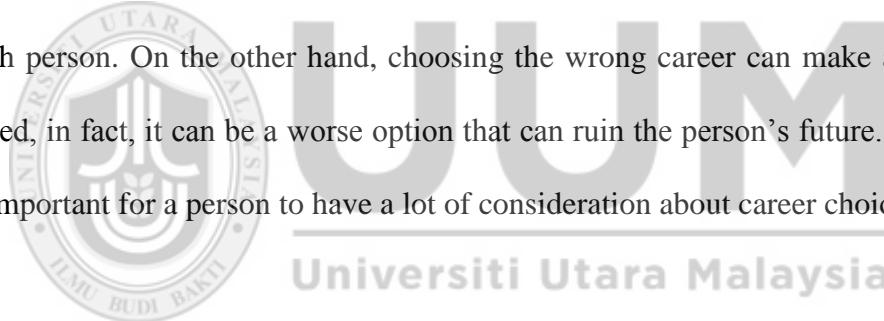


CHAPTER 1

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 Qhuaimah, 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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