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**FACTORS INFLUENCING JOB PREFERENCES AMONG
UNDERGRADUATES BUSINESS STUDENTS IN UNIVERSITI UTARA
MALAYSIA**



**MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA**

April 2020

**FACTORS INFLUENCING JOB PREFERENCES AMONG
UNDERGRADUATES BUSINESS STUDENTS IN UNIVERSITI UTARA
MALAYSIA**

By



**Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for the
Master of Human Resource Management**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

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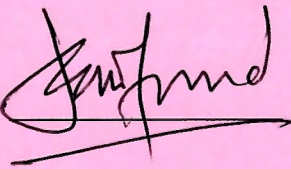
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Abstract

The purpose of this study is to examine the factors that final year undergraduates business students of Univesiti Utara Malaysia (UUM) consider important in selecting their first job after graduation. Salary and benefits, career development and job security have been chosen as the independent variables for present study. To investigate the job preferences of business students, 234 final year undergraduate business students from UUM were surveyed. Data then were analyzed using Statistical Package for the Social Sciences (SPSS) version 22.0 using Reliability Analysis, Correlation Analysis and Multiple Regression. The result showed only career development and job security were significantly positive with job preferences while salary and benefits was not significantly influence to job preferences. Besides that, research findings indicated career development was the strongest factor influence to job preferences followed by job security.

Keywords: Job Preferences, Salary and Benefits, Career Development, Job Security



Abstrak

Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang dianggap penting oleh siswazah perniagaan tahun akhir Univesiti Utara Malaysia (UUM) dalam memilih pekerjaan pertama mereka selepas tamat pengajian. Gaji dan faedah-faedah, pembangunan kerjaya dan jaminan pekerjaan telah dipilih sebagai pembolehubah bebas untuk kajian semasa ini. Untuk menyiasat pilihan pekerjaan pelajar perniagaan, 234 pelajar siswazah perniagaan tahun akhir dari UUM ditinjau. Data kemudian dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 22.0 melalui Analisis Reliabliti, Analisis Korelasi dan Analisis Regresi. Kajian mendapati hanya pembangunan kerjaya dan jaminan pekerjaan mempunyai hubungan positif dan signifikan dengan pilihan pekerjaan manakala gaji dan faedah-faedah tidak mempunyai hubungan signifikan dengan pilihan pekerjaan. Selain itu, hasil kajian menunjukkan bahawa pembangunan kerjaya merupakan faktor pengaruh terkuat terhadap pilihan pekerjaan diikuti dengan jaminan pekerjaan.

Kata kunci: Pilihan Pekerjaan, Gaji dan Faedah-faedah, Pembangunan Kerjaya, Jaminan Pekerjaan



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LIST OF ABBREVIATIONS

UUM

Universiti Utara Malaysia



CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter presents the background of the study, problem statement, research questions, research objectives, significant of the study, scope of the study and definition of variables.

1.2 Background of the Study

Work', 'job', 'occupation' or 'career' is source of income to people (Bruce, Daniel, Quartey & Florence, 2017). Meanwhile, work also satisfies individual personal and family needs (Nord, Brief, Atieh & Doherty, 1990 cited in Bruce et al., 2017). Hence, individuals tends to attach specific important attributes towards the jobs they want to persue (Wong & Yuen, 2012 cited in Bruce et al. 2017). According to Karunamurthi and Lai (2018), each individuals have their own choice in choosing a suitable career that can assure them in the future. In addition, Thayaparan and Gunathilaka (2018) explained that each individual has different way in choosing the job based on their preference, skills, strenght, education, area of interest and specialization.

Besides, Deason (2010) stated that every fresh graduates have their own initial interest in the job they want to persue, thus after they already prepared with their initial interest, then they will analyzed whether the company met with their needs and requirements. Hence, it is crucial to know the factors that can motivate people's

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APPENDICES

APPENDIX A : QUESTIONNAIRE





**FACTORS INFLUENCING JOB PREFERENCES AMONG
UNDERGRADUATES BUSINESS STUDENTS IN UNIVERSITI UTARA
MALAYSIA**

Dear respondents,

I am a Master of Human Resource Management (MHRM) student from Universiti Utara Malaysia. I am conducting this research regarding the title above to fulfill my academic requirement for the final year course. The purpose of this survey is to examine the factors that the final year undergraduates business students in Universiti Utara Malaysia consider important in selecting their first job after graduation. Thus, I would like to attain your kindness to fulfill this questionnaire. This questionnaire is divided into three (3) sections; A, B, C. Thank you for your cooperation.

Responden yang dihormati,

Saya merupakan pelajar Sarjana Pengurusan Sumber Manusia (MHRM) dari Universiti Utara Malaysia. Saya sedang menjalankan kajian berkenaan tajuk di atas untuk memenuhi syarat keperluan akademik bagi kursus tahun akhir. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang dianggap penting oleh siswazah perniagaan tahun akhir Universiti Utara Malaysia dalam memilih pekerjaan pertama mereka selepas tamat pengajian. Oleh itu, saya memohon jasa baik anda untuk mengisi borang selidik ini. Soal selidik ini dibahagikan kepada tiga (3) bahagian; A, B, C. Terima kasih atas kerjasama anda.

Sincerely / Yang Ikhlas,

Rushda Adiba Binti Abdullah Sani (824221)

**Master of Human Resource Management, School of Business Management,
College of Business, 06010 UUM, Sintok, Kedah.**

Email: rushdaadibalahsani@gmail.com

SECTION A : DEMOGRAPHIC INFORMATION

SEKSYEN A : MAKLUMAT DEMOGRAFI

Please place a tick (✓) or fill in the blank for each of the following information:

Sila tanda (✓) atau isikan tempat kosong bagi setiap maklumat yang berikut:

1. Age / Umur:

- 22-24 years old
- 25-27 years old
- 28 years old and above

2. Gender / Jantina:

- Male / Lelaki
- Female / Perempuan

3. Ethnicity / Kaum:

- Malay / Melayu
- Chinese / Cina
- Indian / India
- Others, please specify / Lain-lain sila nyatakan _____

4. Course of study / Kursus pengajian:

- Bachelor of Business Administration / Sarjana Muda Pentadbiran Perniagaan
- Bachelor of Entrepreneurship / Sarjana Muda Keusahawanan
- Bachelor of Human Resource / Sarjana Muda Sumber Manusia
- Bachelor of Marketing / Sarjana Muda Pemasaran

5. Semester of study / Semester pengajian:

- Seven / Tujuh
- Eight / Lapan

SECTION B (JOB PREFERENCES)

SEKSYEN B (PILIHAN PEKERJAAN)

Please circle the number to indicate the extent to which you agree or disagree with the following statement.

Sila bulatkan pada nombor untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan kenyataan berikut.

	Strongly disagree / Sangat tidak bersetuju	Disagree / Tidak bersetuju	Neutral / Natural	Agree / Setuju	Strongly agree / Sangat bersetuju
1. I am quite clear with my job selection preferences. <i>Saya amat jelas dengan pilihan pemilihan kerja saya.</i>	1	2	3	4	5
2. I did / have done career research on my own. <i>Saya telah membuat penyelidikan kerjaya saya sendiri.</i>	1	2	3	4	5
3. I have made plans about my future career path. <i>Saya telah membuat perancangan mengenai perjalanan kerjaya masa depan saya.</i>	1	2	3	4	5
4. I will accept a job after my graduation that matches my result or grades. <i>Saya akan menerima pekerjaan selepas tamat pengajian yang bertepatan dengan keputusan atau gred saya.</i>	1	2	3	4	5
5. I will accept a job according to its market availability. <i>Saya akan menerima pekerjaan berdasarkan ketersediaan pasarannya.</i>	1	2	3	4	5

SECTION C : FACTORS INFLUENCING JOB PREFERENCES

SEKSYEN C : FAKTOR-FAKTOR YANG MEMPENGARUHI PILIHAN PEKERJAAN

Please circle the number to indicate the extent to which you agree or disagree with the following statement.

Sila bulatkan pada nombor untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan kenyataan berikut.

i. Salary and benefits / Gaji dan faedah-faedah

	Strongly disagree / Sangat tidak bersetuju	Disagree / Tidak bersetuju	Neutral / Natural	Agree / Setuju	Strongly agree / Sangat bersetuju
6. I would like a job where the company can offer high amount of salary. <i>Saya inginkan pekerjaan di mana syarikat itu boleh menawarkan gaji yang tinggi.</i>	1	2	3	4	5
7. I would like a job where the company provides good long-term earnings ie: Increment. <i>Saya inginkan pekerjaan di mana syarikat itu menyediakan pendapatan jangka panjang yang baik seperti: Penambahan</i>	1	2	3	4	5
8. I would like a job where the organization provides insurances to employees. <i>Saya inginkan pekerjaan di mana organisasi itu menyediakan insuran kepada pekerja-pekerja.</i>	1	2	3	4	5
9. I would like a job where the organization offers medical and health benefits.	1	2	3	4	5

<i>Saya inginkan pekerjaan di mana organisasi itu menawarkan faedah perubatan dan kesihatan.</i>					
10. I would like a job where the organization offers additional fringe benefits (ie. EPF, Retirement programs, bonus, vacation) <i>Saya inginkan pekerjaan di mana organisasi itu menawarkan faedah sampingan tambahan (iaitu KWSP, Program Persaraan, bonus, percutian)</i>	1	2	3	4	5

ii. Career development / Pembangunan kerjaya

	Strongly disagree / Sangat tidak bersetuju	Disagree / Tidak bersetuju	Neutral / Natural	Agree / Setuju	Strongly agree / Sangat bersetuju
11. I would like a job that provides me with good opportunities to realize my career goals. <i>Saya inginkan pekerjaan yang memberi saya peluang yang baik untuk merealisasikan matlamat kerjaya saya.</i>	1	2	3	4	5
12. I would like a job that moves me closer to my career goals. <i>Saya inginkan pekerjaan yang menggerakkan saya lebih dekat dengan matlamat kerjaya saya.</i>	1	2	3	4	5

<p>13. I would like a job that encourages me to continuously gain new job related skills. <i>Saya inginkan pekerjaan yang mendorong saya untuk terus mendapat kemahiran kerja yang baru.</i></p>	1	2	3	4	5
<p>14. I would like a job that encourages me to accumulate richer work experiences. <i>Saya inginkan pekerjaan yang menggalakkan saya untuk mengumpul pengalaman kerja yang lebih banyak.</i></p>	1	2	3	4	5
<p>15. I would like a job where the speed of promotion is fast. <i>Saya inginkan pekerjaan di mana kenaikan pangkat cepat.</i></p>	1	2	3	4	5

ii. Job security / Jaminan Pekerjaan

	Strongly disagree / Sangat tidak bersetuju	Disagree / Tidak bersetuju	Neutral / Natural	Agree / Setuju	Strongly agree / Sangat bersetuju
<p>16. I would like a job that I feel secure in work. <i>Saya inginkan pekerjaan yang saya rasa selamat di tempat kerja.</i></p>	1	2	3	4	5
<p>17. I would like a job where I able to keep my present job as long as I wish. <i>Saya ingin pekerjaan di mana saya mampu untuk mengekalkan pekerjaan saya sekarang di organisasi ini selama mana yang saya inginkan.</i></p>	1	2	3	4	5

<p>18. I would like a job where if my job is eliminated my current organization will offer to another job in the organization.</p> <p><i>Saya ingin pekerjaan di mana jika kerja saya dihapuskan organisasi saya sekarang akan menawarkan kerja lain dalam organisasi.</i></p>	1	2	3	4	5
<p>19. I would like a job where if I was quit from my present job, my current organization would transfer me to another job.</p> <p><i>Saya inginkan pekerjaan di mana jika saya diberhentikan dari kerja saya sekarang, organisasi semasa saya akan memindahkan saya ke pekerjaan lain.</i></p>	1	2	3	4	5
<p>20. I would like a job where regardless economic conditions, I will have a job at my current organization.</p> <p><i>Saya inginkan pekerjaan di mana tanpa menghiraukan keadaan ekonomi, saya akan tetap mempunyai pekerjaan di organisasi saya sekarang.</i></p>	1	2	3	4	5

Thank you for your time and cooperation. Please check to make sure no questions are skipped inadvertently.

Terima kasih untuk masa dan kerjasama anda. Sila semak untuk memastikan tiada soalan dilangkau secara tidak sengaja.

APPENDIX B: PROFILE OF RESPONDENT

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 22-24 years old	191	81.6	81.6	81.6
25-27 years old	43	18.4	18.4	100.0
Total	234	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	64	27.4	27.4	27.4
Female	170	72.6	72.6	100.0
Total	234	100.0	100.0	

Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	155	66.2	66.2	66.2
Chinese	57	24.4	24.4	90.6
Indian	22	9.4	9.4	100.0
Total	234	100.0	100.0	

Course of study

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BBA	107	45.7	45.7	45.7
Entrepreneurship	26	11.1	11.1	56.8
HR	54	23.1	23.1	79.9
Marketing	47	20.1	20.1	100.0
Total	234	100.0	100.0	

Semester of study

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Seven	219	93.6	93.6	93.6
Eight	15	6.4	6.4	100.0
Total	234	100.0	100.0	

APPENDIX C: RESULT OF DESCRIPTIVE STATISTICS

a) Mean of salary and benefits, career development and job security

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Job preferences	234	2	5	4.07	.539
Salary & benefits	234	3	5	4.43	.453
Job security	234	2	5	4.17	.565
Career development	234	3	5	4.38	.441
Valid N (listwise)	234				



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APPENDIX D: RESULT OF REABILITY TEST FOR PILOT TEST (n=30)

a) Reliability result of job preferences (JP)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.738	.762	5

Item Statistics

	Mean	Std. Deviation	N
J1	4.3333	.47946	30
J2	4.1667	.64772	30
J3	4.1667	.46113	30
J4	4.1667	.46113	30
J5	4.2333	.62606	30

b) Reliability result of salary and benefits (SB)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.886	5

Item Statistics

	Mean	Std. Deviation	N
SB	4.4000	.67466	30
SB	4.5000	.57235	30
SB	4.5333	.57135	30
SB	4.5000	.57235	30
SB	4.6000	.49827	30

c) Reliability result of career development (CD)

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.777	5

Item Statistics

	Mean	Std. Deviation	N
CD1	4.6667	.47946	30
CD2	4.6667	.47946	30
CD3	4.7000	.46609	30
CD4	4.6667	.47946	30
CD5	4.1000	.88474	30

d) Reliability result for job security (JS)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.875	5

Item Statistics

	Mean	Std. Deviation	N
JS1	4.5667	.56832	30
JS2	4.1667	.83391	30
JS3	4.2333	.67891	30
JS4	4.0667	.73968	30
JS5	4.0000	.90972	30

APPENDIX E: RESULT OF REABILITY TEST (n= 234)

a) Reliability result of job preferences (JP)

Case Processing Summary

		N	%
Cases	Valid	234	100.0
	Excluded ^a	0	.0
	Total	234	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.695	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
JP1	16.37	4.767	.561	.599
JP2	16.30	4.890	.527	.614
JP3	16.29	4.439	.590	.580
JP4	16.32	5.225	.295	.718
JP5	16.18	5.667	.315	.696

b) Realibility result of salary and benefits (SB)

Case Processing Summary

		N	%
Cases	Valid	234	100.0
	Excluded ^a	0	.0
	Total	234	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.695	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
SB1	18.18	3.355	.246	.790
SB2	17.71	3.366	.575	.593
SB3	17.68	3.573	.526	.618
SB4	17.55	3.622	.537	.616
SB5	17.53	3.761	.562	.617

c) Reliability result of career development (CD)

Case Processing Summary

		N	%
Cases	Valid	234	100.0
	Excluded ^a	0	.0
	Total	234	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.633	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
CD1	17.47	3.358	.477	.539
CD2	17.52	3.401	.510	.529
CD3	17.37	3.316	.496	.530
CD4	17.37	3.754	.356	.596
CD5	17.92	3.179	.226	.711

d) Reliability result of job security (JS)

Case Processing Summary

		N	%
Cases	Valid	234	100.0
	Excluded ^a	0	.0
	Total	234	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.653	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
JS1	16.28	6.701	.283	.650
JS2	16.66	5.574	.411	.598
JS3	16.77	5.286	.454	.576
JS4	16.82	4.978	.493	.555
JS5	16.85	5.261	.396	.608

APPENDIX F: RESULT OF PEARSON CORRELATION

Correlations

		Job selection preferences	Salary and benefits	Career Development	Jobsecurity
Job preferences	Pearson Correlation	1	.258**	.322**	.286**
	Sig. (2-tailed)		.000	.000	.000
	N	234	234	234	234
Salarybenefits	Pearson Correlation	.258**	1	.547**	.443**
	Sig. (2-tailed)	.000		.000	.000
	N	234	234	234	234
Careerdevelopment	Pearson Correlation	.322**	.547**	1	.455**
	Sig. (2-tailed)	.000	.000		.000
	N	234	234	234	234
Jobsecurity	Pearson Correlation	.286**	.443**	.455**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	234	234	234	234

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX G: MULTIPLE REGRESSION

Model	Variables Entered	Variables Removed	Method
1	Job security, Salary and benefits Career development ^b	.	Enter

a. Dependent Variable: Job preferences

b. All requested variables entered.

Modal summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df
1	.363 ^a	.132	.121	.505	.132	11.660	3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.926	3	2.975	11.660	.000 ^b
	Residual	58.690	230	.255		
	Total	67.616	233			

a. Dependent Variable: Job preferences

b. Predictors: (Constant), Job security, Salary benefits, Career development

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.935	.378		5.121	.000
Salary and benefits	.086	.090	.073	.956	.340
Career development	.257	.093	.211	2.751	.006
Job security	.151	.068	.158	2.218	.028

a. Dependent Variable: Job preferences

