



**FACTORS AFFECTING JOB SELECTION PREFERENCES AMONG
INTERNATIONAL BUSINESS STUDENTS IN UNIVERSITI TEKNOLOGI MARA
(UiTM) MALACCA CITY CAMPUS**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

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UNIVERSITI TEKNOLOGI MARA

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JUNE 2015

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, SITI BADARIAH BINTI MASURI, (I/C Number : 920315-14-5418)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have specifically knowledge.

Signature :

Date :

LETTER OF SUBMISSION

30th June 2015

The Head of Program
Bachelor of Business Administration
(Hons) International Business
Faculty of Business Administration
University Teknologi MARA
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled, “**FACTORS AFFECTING JOB SELECTION PREFERENCES AMONG INTERNATIONAL BUSINESS STUDENTS IN UNIVERSITI TEKNOLOGI MARA (UiTM) MALACCA CITY CAMPUS**”, to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

FACTORS AFFECTING JOB SELECTION PREFERENCES AMONG INTERNATIONAL BUSINESS STUDENTS IN UNIVERSITI TEKNOLOGI MARA (UiTM) MALACCA CITY CAMPUS

Graduates are an integral part to today's employment market. Career choice is a complex decision for students since it determines the kind of profession that they intend to pursue in life. In Malaysia, undergraduates have to make career choices before their graduation. The purpose of this study is to examine the factors affecting job selection preferences among International Business Students of Universiti Teknologi MARA (UiTM), Malacca City Campus that consider important in selecting their first job after graduation. In this present study, career development, salary and benefits, employer reputation, working environment, and job security have been chosen as the independent variables. To investigate the job selection preferences, 150 of undergraduate International Business students were surveyed.

The data collected is analyzed using SPSS software. The research findings showed that two factors, which are Working Environment and Job Security have significant relationship with job preferences, while the rest of the factors are not significantly related to dependent variable. The results of this study are expected to bring insights to corporate recruiters such that they can attract more competent candidates that appropriately match the students' preferences. This research could also be used not only by business students but also students from different fields of study to help them to understand better in choosing career. Therefore, the present study will be able to contribute to the local research by serving as a references for local researchers in their future studies.