FACTORS THAT INFLUENCE STUDENT’S CHOICE IN CHOOSING NURSING PROGRAM AS THEIR STUDY FIELD: A STUDY AT KPTMKB WATERFRONT CAMPUS

SITI NADIAH BINTI ABDULLAH
2009583203

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY
KOTA BHARU

JUNE 2012
ABSTRACT

The aim of this study was to examine the factors that contribute to the choice of nursing program at KPTMKB Waterfront Campus. There are four factors that have been studied, which are: career aspirations, socio-economic status, personal ability and parental encouragement. In collecting data, the researcher used both secondary and primary data. The questionnaires had been used in order to get feedback from the students. Researcher had distributed 130 questionnaires to all students at KPTMKB Waterfront Campus. Out of 130, 117 questionnaires was return back. The data collected was tested on its frequency analysis. Further analysis had been done by using reliability analysis. Correlation was used to test the hypotheses in this study as well as regression analysis. The findings of this study show that all independent variables which are career aspirations, socio-economic status, personal ability and parental encouragement have relationship with the choice of nursing program by students. Only two out of four factors which are personal ability and parental encouragement positively influence the choice of nursing program at KPTMKB Waterfront Campus. Another two factors which are career aspirations and socio-economic status not influence the choice of nursing program at KPTMKB Waterfront Campus. From the result obtained in this study, researcher suggests some recommendations that can help KPTMKB Waterfront Campus to improve their service and at the same time increase the student enrollment.
ACKNOWLEDGEMENT

Alhamdulillah, Thanks to Allah S.W.T, that willing give me the opportunity to complete this Project Paper (MKT662). Firstly, a special thanks to my advisor, Miss Nooradzlina Binti Mohd Pauzi who being so supportive, patient, and give a good criticism when supervising my work. Thanks also to my second examiner, Prof Madya Hj Sapai Bin Ab Rahman for his support and guidance in completion this research. Without their criticism and ideas, I cannot successfully complete this research.

I also want to thank and appreciation to my parent, family and friends for their cooperation, encourage, suggestion and full of support that enable me to complete this study successfully.

My appreciation then goes to the whole 117 respondents which are students of Diploma in Nursing at KPTMKB Waterfront Campus which participating and give good cooperation while researcher tries to gather information through questionnaire.

Last but not least, thanks to everyone who involved directly and indirectly in helping for completing this report. Without all of you, I’m sure that this report cannot be done completely in the given period.

Thank you.
TABLE OF CONTENTS

CONTENT                                      PAGE

LETTER OF TRANSMITTAL                        i
DECLARATION OF WORK                          ii
ACKNOWLEDGEMENT                              iii
TABLE OF CONTENTS                            iv
LIST OF TABLES                               vii
LIST OF FIGURES                              viii
ABSTRACT                                     ix

CHAPTER 1: INTRODUCTION

1.0  OVERVIEW                                 1
1.1  BACKGROUND OF THE STUDY                 1
1.2  BACKGROUND OF THE COMPANY               2
1.3  PROBLEM STATEMENT                       5
1.4  OBJECTIVES OF THE RESEARCH              7
1.5  RESEARCH QUESTIONS                      7
1.6  RESEARCH HYPOTHESIS                     8
1.7  SIGNIFICANT OF THE STUDY                9
1.8  SCOPE OF THE STUDY                      10
1.9  LIMITATION OF THE STUDY                 10
1.10 THEORETICAL FRAMEWORK                  12
1.11 DEFINITION OF TERM                     13
CHAPTER 2: LITERATURE REVIEW

2.0 OVERVIEW 15
2.1 NURSING PROGRAM 15
2.2 CAREER ASPIRATIONS 19
2.3 SOCIO-ECONOMIC STATUS 22
2.4 PERSONAL ABILITY 25
2.5 PARENTAL ENCOURAGEMENT 27

CHAPTER 3: RESEARCH METHODOLOGY

3.0 OVERVIEW 30
3.1 RESEARCH DESIGN 30
3.2 VARIABLES AND MEASUREMENT 31
   3.2.1 Primary Data 31
   3.2.2 Secondary Data 31
3.3 QUESTIONNAIRE DESIGN 32
3.4 POPULATION AND SAMPLE SIZE 33
   3.4.1 Population 33
   3.4.2 Sample Size 33
3.5 DATA ANALYSIS METHOD 33
   3.5.1 Frequency Analysis 34
   3.5.2 Reliability Analysis 34
   3.5.3 Pearson Correlation Analysis 34
   3.5.4 Regression Analysis 35

CHAPTER 4: FINDINGS AND ANALYSIS

4.0 OVERVIEW 36