



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

THE EXPECTATION OF STUDENTS IN  
UiTM CAWANGAN MELAKA KAMPUS BANDARAYA  
TOWARDS EMPLOYMENT

MUHAMMAD KHAIRULLAH BIN AZAHAR

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS

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FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA KAMPUS BANDARAYA

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## ABSTRACT

Job preferences has been the greatest concern by nowadays generation especially undergraduates who will seek for their future employment. Preferences basically defines as something that a person chose or preferred as due to certain advantages that other don't have. Factors of job preferences can affect undergraduates in several way in making their career decision. Therefore, the purpose of this research is to investigate the relationship between salary and benefits, employer reputation, and working environment toward job preferences and to identify the most influential factors that affect the students in UiTM Cawangan Melaka Kampus Bandaraya to do their decision in choosing their future employment after graduate. This research is a quantitative research which use self-administered questionnaire as instruments to collect data. The study covered a sample of 183 respondents drawn from a total population of 322 student. Data analysis that have been used in this research study Pearson Correlation analysis, and Multiple Regression analysis.

From the findings of Pearson Correlation Analysis, all independent variables which is salary and benefits, employer reputation, and working environment are significantly related to job preferences. In addition, employer reputation is the most influential variable towards job preferences.

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