



**JOB SELECTION PREFERENCES AMONG FINAL YEAR
STUDENTS UNDER FACULTY OF BUSINESS MANAGEMENT
IN UITM MELAKA CITY CAMPUS**

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ABSTRACT

Every year, public and private universities will produce graduates with different qualification. Students also will make their career planning once they had graduated. Therefore, the aim of this study is to identify factors that affect job selection preferences among final year students. This study focuses on two objectives whether there is relationship between employer reputation and work environment towards job selection preferences among final year students under Faculty of Business Management in UiTM Melaka City Campus. Technique used is simple random sampling where sample size is 181 students out of 332 total populations. Results from the findings shows that employer reputation ($r=0.428$, $p<0.05$) has positive, moderate and significant relationship while work environment ($r=0.315$, $p<0.05$) shows positive, low and significant relationship towards job selection preferences among final year students under Faculty Business Management in UiTM Melaka City Campus.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v-vii
LIST OF FIGURE	viii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	x
ABSTRACT	xi
CHAPTER I	INTRODUCTION
1.1	Introduction 1
1.2	Background of study 1-3
1.3	Problem statement 3-4
1.4	Research questions 4-5
1.5	Research objectives 5
1.6	Scope of study 5-6
1.7	Significance study
	1.7.1 Significance to employer 6
	1.7.2 Significance to final year students 6
1.8	Definition of terms
	1.8.1 Job selection preferences 7
	1.8.2 Employer reputation 7
	1.8.3 Work Environment 8
	1.8.4 Students 8

CHAPTER II

LITERATURE REVIEW

2.1	Introduction	9
2.2	Job Selection Preferences	9-10
	2.2.1 Holland's Theory	10-11
2.3	Employer Reputation	12-13
	2.3.1 Reputation Quotient Theory	13-15
2.4	Work Environment	15-17
	2.4.1 WHO Healthy Workplace Model	17-18
2.5	Previous study	18-19
2.6	Theoretical framework	19-20
2.7	Hypotheses	20

CHAPTER III

METHODOLOGY

3.1	Introduction	21
3.2	Research design	
	3.2.1 Study setting	22
	3.2.2 Time horizon	22
	3.2.3 Unit of analysis	22
3.3	Sampling	
	3.3.1 Population frame	22-23
	3.3.2 Sample size	23
	3.3.3 Sampling technique	23
3.4	Data collection method	
	3.4.1 Research instrument	23-24
	3.4.2 Measurement of procedures	24
3.5	Data analysis of method	
	3.5.1 Normality data	25
	3.5.2 Descriptive analysis	25
	3.5.3 Reliability analysis	26
	3.5.4 Pearson Correlation analysis	26
	3.5.5 Multiple Regression analysis	27