FACTORS INFLUENCING PERCEPTIONS ON CULTURAL INTELLIGENCE AMONG HUMAN RESOURCE MANAGEMENT STUDENTS AT UITM BANDARAYA MELAKA

NORAZRIN HIDAYU BINTI RAMLI 2016565337

Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business Administration with Honours (Human Resources Management)

FACULTY OF BUSINESS AND MANAGEMENT UNIVERSITI TEKNOLOGI MARA CAMPUS BANDARAYA MELAKA

January 2019

ACKNOWLEDGEMENT

In name of Allah, the most gracious and the most merciful. All praise to Allah for the good health and wellbeing that were necessary in completing the task.

The most gratitude to Industrial Training advisor or lecturer in UiTM Kampus Bandaraya Melaka, Madam Ainaa Idayu Binti Iskandar for her guidance and a lesson in completing this project paper entitled "Factors Influencing Perceptions on Cultural Intelligence among Human Resource Management Students at UiTM Bandaraya Melaka" from nothing to start until the final presentation occur on the conducted survey. Her willingness to give her time so generously has been very much appreciated so much during the planning and progress of this research paper.

I would like to thank to my parents and also to my friends are always give a support when I am down and give a good cooperation to complete this project paper.

In addition, thanks to my wonderful supervisor at Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP), Encik Md Nazri Bin Sarian and Puan Haryanti Binti Hairuddin for giving some an ideas to complete this project paper.

Last but not least, thank you for everyone who helped me to complete this research paper. Thank you.

ABSTRACT

Nowadays, there are increase numbers of students who are enrolled in Malaysian university. Students has many experience and face difficulties when pursue to higher education level outside their home. This is because, they face difficulties with culture and social in new environment that are maybe are not suitable for them. The purpose in this study is to determine the factor that will influence perceptions on cultural intelligence among students human resource management in UiTM campus Bandaraya Melaka. In addition, this paper will discuss why cultural intelligence is important to students and this also will make important to educator to enhance the new positive learning experience.

Keywords: cultural intelligence, students, UiTM

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	х
ABSTRACT	xi

CHAPTER 1: INTRODUCTION

1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Question	5
1.4 Main Objective	6
1.5 Scope of Study	7
1.6 Significance of this Study	8
1.7 Limitations of Study	9
1.8 Definition of key terms	10
1.9 Conclusion	11

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction	12
2.1 Cultural Intelligence	12
2.2 Variables That Influence Cultural Intelligence	
2.2.1 Intercultural Social Contact	15

2.2.2 Cross-Cultural Training	16
2.2.3 International Travel Experiences	18
2.3 Research Framework	21
2.4 Hyphotheses Development	22
2.5 Conclusion	24

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction	25
3.1 Research Design	
3.1.1 Purpose of Study	26
3.1.2 Types of Investigation	26
3.1.3 Unit of Analysis	27
3.1.4 Study Setting	27
3.1.5 Extent of Research Interference	27
3.1.6 Time Horizon	28
3.2 Population of study	28
3.3 Sampling	
3.3.1 Sampling Technique	29
3.3.2 Sampling Size	31
3.4 Data Collection Method	
3.4.1 Primary Data	32
3.4.2 Secondary Data	33
3.5 Measurement and Scale	
3.5.1 Nominal Scale	35
3.5.2 Interval Scale	36
3.5.3 Ratio Scale	36
3.6 Data Analysis	
3.6.1 Frequency Distribution	36
3.6.2 Reliability Analysis	37
3.6.3 Descriptive Analysis	38