

**UNIVERSITI TEKNOLOGI MARA (UiTM) SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**



**THE FACTORS INFLUENCED CAREER CHOICES AMONG
BACHELOR'S DEGREE FINAL YEAR STUDENTS OF UiTM
SARAWAK CAMPUS SAMARAHAN**

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1.1 BACKGROUND OF THE STUDY

In old days, choosing a career or profession is not a matter of life and death. A fisherman's son became a fisherman and a king's son will become a king. However today, life has become all more competitive and complex. There is an intense struggle and tough competition in the world of job and occupation. In this modern era, choosing a career path takes a huge part in young people's life especially students. This is because how well they live for the rest of their life is rely on the chosen career path.

A right choice of a career is essentially important to students. This is means that the students should know the right procedure or process in choosing a career. In the meantime, they will also get an idea or a description of the reality in job world. As stated by (Brown, 2002), choosing a career is the process toward select a profession as one of assessing a person's ability and esteem, developing the aptitudes and skills that are needed for accomplishment in a given profession, and evaluating the work value that will be fulfilled by the difference profession alternate available.

The process of choosing career is called career exploration. The career exploration can be defined as the degree to which conceivable career are explored and calculated (Koech, J., Bitok, J., Rutto, D., Koech, S., Onyango, O., Korir, B., and Hassan, N., 2016). In addition, when a student explores career option before committing to a career, thus he or she will have higher percentage of future career success and satisfaction as a result. Even though choosing a career is a free choice for an individual,

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.0 INTRODUCTION

This chapter will provide a review of literature on the factors influence of career choice among Bachelor's Degree final year students of UiTM Sarawak Campus Samarahan and also the conceptual framework. Section 2.1 will discuss on the career choice among students. Section 2.2 will elaborate on factors influencing career choice among students. Section 2.3 mentions about gender differences in career choice and 2.4 will discuss on the conceptual framework. Section 2.5 will discuss on hypotheses of the study. Lastly, Section 2.6 will explain about this chapter summary.

3.1 RESEARCH DESIGN

Research design relates to the overall approach to the study. In the research design, there are two methodology approaches. Both methodology approaches are including qualitative approach and quantitative approach. Both of them have their own strength and limitation. According to Rusli Ahmad & Hasbee Usop (2011), the positivistic approach also referred as quantitative or scientific that searches for the facts or causes of any social phenomena in a systematic way. Whereas, phenomenological approach also called as qualitative or subjectivist that are chiefly concerned with understanding the human behavior from the perspective of the participants who are the subject of the research. Quantitative approach is used for this study as it is more focusing on structural matters rather than on the more complex issues of the process (Rusli Ahmad & Hasbee Usop, 2011). In this study, quantitative approaches is used to examine between the factors that influenced career choice and career decision by students. A cross-sectional survey research is used to collect data from different groups at one time and compare the findings from data analysis between these groups.

In this method, we want to identify the relationship between selected factors influencing career choice and career decision by students. In data collection, questionnaires are commonly used by the researchers. Due to limited time and resources, questionnaires would be the most appropriate and suitable technique to be used in data collecting for the purpose of this study. This is because the advantages of questionnaires are prompt, effective, and flexible way to acquire the information for this study. To avoid bias, same set of questionnaire will be distributed to other respondents.