



THE INFLUENCING FACTORS OF ATTITUDE TOWARDS BUSINESS ETHICS
AMONG STUDENTS OF UiTM KAMPUS BANDARAYA MELAKA

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ABSTRACT

Problem statement : The rise of corporate scandals in the business world and Malaysia itself is worrying. While future corporate leaders are currently being nurtured by education system and they are mostly students at the time being. Will these students be vulnerable to the risk of being involved in corporate scandals? The question is to be answered.

Purpose : The aim of this study is to determine the influencing factors towards attitude of business ethics among business and non-business students of UiTM Kampus Bandaraya Melaka. The independent variables chosen are Gender, Religion, Ethics Education and Parental Style.

Methodology : Convenience sampling design was chosen to conduct this study.

Findings : Among the four independent variables, Gender was later found as not significant compared to other variables, looking at beta coefficient in regression analysis. While Religion set the highest association with dependent variable, using Pearson Correlation analysis and 56.2% of dependent variable can be explained by those four independent variables, using multiple regression analysis (R^2).

Limitations : Upon doing this study, the researcher met difficult time to get concrete cooperation from the students, probably due to the difference in class schedule. Hence making it less easy for the researcher to reach the respondents involved. Studying attitude of a person also involves changes that happened from time to time that might influence how a person behave or have an attitude. It is difficult to fixated an attitude of person that is constantly changing by time.