



**THE DETERMINANT OF STUDENT PERCEIVED SATISFACTION ON
INDUSTRIAL TRAINING PROGRAM: A CASE OF BACHELOR BUSINESS
ADMINISTRATION STUDENT AT UTM MELAKA KAMPUS
BANDARAYA**

NORHANIS BINTI TAJORUDDIN

2014114185

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE) FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

JANUARY 2018

ACKNOWLEDGEMENT

Bismillah,

First of all I am grateful to Allah S.W.T for the healthiness, strength and time on completing this research paper. A high appreciation to Dr. Nurazree Bin Mahmud as my advisor for all advice, guidance, technical support, valuable comments, suggestions and provisions throughout this research that benefited a lot in the completion and success of this study. He keeps providing his knowledge and experiences for his advisee.

Next, I would like to thank Miss Hayati Binti Abd Rahman for all the information about practical student on UiTM Melaka Kampus Bandaraya. She provides me with necessary information about my respondents.

I would like to extend our sincere gratitude towards all final year students of BBA (Hons.) UiTM Melaka Kampus Bandaraya for being well cooperates in this research paper. Also not to forget my second examiner Madam Norshiba Binti Norhisham for the advice in order to improve this paper.

Lastly, a special appreciation to my family, lecturers and friends for all moral supports and ideas during the completion of this research.

Thank You.

TABLE OF CONTENTS

	PAGE
Title Page	i
Declaration of Original Work	ii
Letter of Transmittal	iii
Acknowledgement	iv
Table of Contents	v
List of Figures	viii
List of Tables	ix
Abstract	x
CHAPTER 1	
INTRODUCTION	1
1.1 Background of Study	3
1.2 Problem Statement	5
1.3 Research Objectives	7
1.4 Research Questions	7
1.5 Significance of Study	
1.5.1 Internship Student	8
1.5.2 Intern Provider	8
1.5.3 Institution:	9
1.6 Limitation of The Study	9
1.7 Scope of Study	9
1.8 Definition of Terms	
1.8.1 Internship	9
1.8.2 Work Environment	9
1.8.3 New Skills	9
1.8.4 Communication Skills	10
1.9 Conclusion	11
CHAPTER 2	
LITERATURE REVIEW	
2.1 Introduction	12
2.2 Dependent Variable	
2.2.1 Perceived Training Satisfaction	12
2.3 Independent Variables	
2.3.1 Positive Training Experience	13
2.3.2 Positive Work Environment	14
2.3.3 Develop New Skills	15
2.3.4 Communication Skill	16
2.4 Relationship Between Variables	
2.4.1 Positive Training Experience	17
2.4.2 Positive Work Environment	17
2.4.3 Develop New Skills	18
2.4.4 Communication Skill	19
2.5 Theoretical Framework	20
2.6 Conclusion	21

CHAPTER 3	RESEARCH METHODOLOGY	
	3.1 Introduction	22
	3.2 Research Design	22
	3.3 Population	23
	3.4 Sampling Design	
	3.4.1 Target Population	23
	3.4.2 Sampling Frame	23
	3.4.3 Sampling Technique	24
	3.4.4 Unit Of Analysis	25
	3.4.5 Sample Size	25
	3.5 Data Collection Method	
	Primary Data:	
	3.5.1 Data	26
	3.5.2 Instruments: Questionnaire	26
	3.5.3 Validity Of Instruments	
	3.5.3.1 Data Analysis	28
	3.5.3.2 Normality	29
	3.5.3.3 Reliability	29
	3.5.3.4 Descriptive	30
	3.5.3.5 Hypothesis Testing: Multiple Regressions	30
	3.6 Pilot Study	31
	3.7 Conclusion	31
CHAPTER 4	DATA ANALYSIS AND FINDINGS	
	4.1 Introduction	31
	4.2 Survey Return Rate	33
	4.3 Demographic Profile Of Respondents	
	4.3.1 Frequency Table	34
	4.4 Analysis Of Findings	
	4.4.1 Normality Test	37
	4.4.2 Reliability Analysis	42
	4.4.3 Descriptive Analysis	43
	4.4.4 Correlation Analysis	44
	4.4.5 Multiple Regressions Analysis	46
	4.4.6 Hypothesis Testing	47
	4.5 Job Preferences	49
	4.6 Conclusion	49
CHAPTER 5	CONCLUSION AND RECOMMENDATION	
	5.1 Introduction	50
	5.2 Conclusion	
	5.2.1 Positive Experience	51
	5.2.2 Positive Work Environment	52
	5.2.3 New Skill	53
	5.2.4 Communication Skill	55
	5.3 Recommendation	
	5.3.1 Institution	56
	5.3.2 Internship Provider	57
	5.3.3 Internship Student	58

ABSTRACT

This research paper explores the factors which influence internship student satisfaction toward the training program. A survey was conducted on Bachelor students in Business Administration UiTM Melaka Kampus Bandaraya. This research shows the relationship between 4 factors to student training satisfaction. This research is highlighting 4 determinants; positive experience, positive work environment, develop new skills and lastly communication skills. A total of 150 questionnaires were distributed and 118 valid responses were obtained. The result for this research shows that 2 out of 4 factors is significance otherwise the other 2 is not significance to the dependent variable. Thus these factors should be considered for both parties in order to have satisfaction. This study is a descriptive study to describe deeper about topic interest with 150 sample size. Study setting used was non-contrived and cross sectional time horizon. Also this study is using simple random sampling as sampling technique. Method to collect data was obtained by distribute a set of standard questionnaire with 27 items in total. The researcher used multiple regressions analysis to test all four hypotheses to see the significant level in this study.