



FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

TITLE OF PROPOSAL

A STUDY ON THE FACTORS THAT INFLUENCE EMPLOYERS PERCEPTION ON  
GRADUATE EMPLOYABILITY AND MARKETABILITY IN PUBLIC UNIVERSITY IN  
BANDARAYA MELAKA

NAME OF STUDENTS

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NAME OF SUPERVISOR  
NURUL NADIA BINTI ABU HASSAN

NAME OF CO-SUPERVISOR  
MOHD AB MALEK BIN MD SHAH

SEMESTER SEPTEMBER 2013 - JANUARY 2014

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR**

Nurul Nadia Binti Abu Hassan

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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(Signature)

Date:

## **ACKNOWLEDGEMENT**

Alhamdulillah, finally we had finished our research proposal successfully. We would like to express our deepest appreciation to all those who provided us the possibility to complete this research. A special gratitude we give to our supervisor, Nurul Nadia Binti Abu Hassan and Mohd Ab Malek Bin Md Shah whose contribution in stimulating suggestions and encouragement helped us to coordinate our research especially in writing this report.

Furthermore we would also like to acknowledge with much appreciation the crucial role of the respondents in Bandaraya Melaka who sincerely involve in answering our questionnaires. We also have to appreciate the guidance given by other supervisor as well as the panels especially in our project presentation that has improved our presentation skills thanks to their comment and advices. Lastly, we would like to thanks to both our parents who give financial support, encouragement and advise throughout finishing this research.

## DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

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## **ABSTRACT**

In this challenging world, competition is everywhere. Individual need to work hard in order to equip themselves with knowledge and skills to avoid from being left far behind and survive. However, the issue of unemployment among graduates in Malaysia which is at a critical level. The Deputy Human Resource Minister Datuk Maznah told Parliament that in 2012 some 76,200 graduates in the country were unemployed. The aim of this study is to discover the factors that influence employers perception on graduate Employability and Marketability in Public University in Malaysia as well as look for the qualities of a graduate that an employer looking for. The questionnaires were distributed to the employers from public and private company in Bandaraya Melaka. The sample size of the respondents is 40. The technique used in this study is central tendency, inferential and spearman rank correlation. The sampling technique used is non-probability sampling which is convenience sampling. Besides, this paper also study the company needs for future graduates and suggest some measures that public university should take into consideration in order to meet the needs of employers.