

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING ISLAMIC BANKING  
STUDENTS' CAREER PATHS IN UITM  
SEGAMAT, JOHOR**

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Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration  
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## AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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## ABSTRACT

This paper is conducted to study the factors influencing Islamic banking students' career paths in UiTM Segamat, Johor. The population of this study is UiTM Segamat, Johor students and sample of study (respondent) is Islamic banking students. Sampling technique is convenience sampling and using primary data that is using questionnaire is used to collect the data. Statistical Package for Social Science (SPSS) 22 software used to analyse the data and method for data analyse using Frequency Analysis, Descriptive Analysis, Multiple Linear Regression, Correlation Analysis and Reliability Analysis (Cronbach's Alpha). The questionnaire will be distributed to 100 Islamic banking students in UiTM Segamat, Johor. The researcher have also conducted pilot test for preliminary test on these dimensions. This questionnaire will focus on dependent variable which is career path while the independent variables are intrinsic motivation, extrinsic motivation, influence of third parties and career exposure. The researcher of the study expects to know whether intrinsic motivation, extrinsic motivation, influence of third parties, career exposure as independent variables are significant with the dependent variable, career path.

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## TABLE OF CONTENTS

	<b>Page</b>
<b>AUTHOR'S DECLARATION</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>viii</b>
<b>LIST OF SYMBOLS</b>	<b>ix</b>
<b>LIST OF ABBREVIATIONS</b>	<b>x</b>
<b>CHAPTER ONE INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Background of the study	1
1.3 Problem Statement	3
1.4 Research Questions	4
1.5 Research Objectives	4
1.6 Significance of the Study	5
1.7 Scope of the Study	5
1.8 Limitation of the Study	6
1.9 Definition of Key Terms	7
1.10 Summary	8
<b>CHAPTER TWO LITERATURE REVIEW</b>	<b>9</b>
2.1 Introduction	9
2.2 Literature Review on Career Path	9
2.3 Literature Review on Intrinsic Motivation	10
2.4 Literature Review on Extrinsic Motivation	12
2.5 Literature Review on Influence of third parties	14
2.6 Literature Review on Career Exposure	15
2.7 Research Framework	17
2.8 Summary	18