



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

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**FACTORS THAT INFLUENCE STUDENT'S CHOICE IN CHOOSING  
NURSING PROGRAM AS THEIR STUDY FIELD: A STUDY AT  
KPTMKB WATERFRONT CAMPUS**

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**JUNE 2012**

## **ABSTRACT**

The aim of this study was to examine the factors that contribute to the choice of nursing program at KPTMKB Waterfront Campus. There are four factors that has been studied, which are: career aspirations, socio-economic status, personal ability and parental encouragement. In collecting data, the researcher used both secondary and primary data. The questionnaires had been used in order to get feedback from the students. Researcher had distributed 130 questionnaires to all students at KPTMKB Waterfront Campus. Out of 130, 117 questionnaires was return back. The data collected was tested on its frequency analysis. Further analysis had been done by using reliability analysis. Correlation was used to test the hypotheses in this study as well as regression analysis. The findings of this study show that all independent variables which are career aspirations, socio-economic status, personal ability and parental encouragement have relationship with the choice of nursing program by students. Only two out of four factors which are personal ability and parental encouragement positively influence the choice of nursing program at KPTMKB Waterfront Campus. Another two factors which are career aspirations and socio-economic status not influence the choice of nursing program at KPTMKB Waterfront Campus. From the result obtained in this study, researcher suggests some recommendations that can help KPTMKB Waterfront Campus to improve their service and at the same time increase the student enrollment

## **ACKNOWLEDGEMENT**

Alhamdulillah, Thanks to Allah S.W.T, that willing give me the opportunity to complete this Project Paper (MKT662). Firstly, a special thanks to my advisor, Miss Nooradzlina Binti Mohd Pauzi who being so supportive, patient, and give a good criticism when supervising my work. Thanks also to my second examiner, Prof Madya Hj Sapiai Bin Ab Rahman for his support and guidance in completion this research. Without their criticism and ideas, I cannot successfully complete this research.

I also want to thank and appreciation to my parent, family and friends for their cooperation, encourage, suggestion and full of support that enable me to complete this study successfully.

My appreciation then goes to the whole 117 respondents which are students of Diploma in Nursing at KPTMKB Waterfront Campus which participating and give good cooperation while researcher tries to gather information through questionnaire.

Last but not least, thanks to everyone who involved directly and indirectly in helping for completing this report. Without all of you, I'm sure that this report cannot be done completely in the given period.

Thank you.

## TABLE OF CONTENTS

<b>CONTENT</b>	<b>PAGE</b>
LETTER OF TRANSMITTAL	i
DECLARATION OF WORK	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 OVERVIEW	1
1.1 BACKGROUND OF THE STUDY	1
1.2 BACKGROUND OF THE COMPANY	2
1.3 PROBLEM STATEMENT	5
1.4 OBJECTIVES OF THE RESEARCH	7
1.5 RESEARCH QUESTIONS	7
1.6 RESEARCH HYPOTHESIS	8
1.7 SIGNIFICANT OF THE STUDY	9
1.8 SCOPE OF THE STUDY	10
1.9 LIMITATION OF THE STUDY	10
1.10 THEORETICAL FRAMEWORK	12
1.11 DEFINITION OF TERM	13

## **CHAPTER 2: LITERATURE REVIEW**

2.0	OVERVIEW	15
2.1	NURSING PROGRAM	15
2.2	CAREER ASPIRATIONS	19
2.3	SOCIO-ECONOMIC STATUS	22
2.4	PERSONAL ABILITY	25
2.5	PARENTAL ENCOURAGEMENT	27

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.0	OVERVIEW	30
3.1	RESEARCH DESIGN	30
3.2	VARIABLES AND MEASUREMENT	31
	3.2.1 Primary Data	31
	3.2.2 Secondary Data	31
3.3	QUESTIONNAIRE DESIGN	32
3.4	POPULATION AND SAMPLE SIZE	33
	3.4.1 Population	33
	3.4.2 Sample Size	33
3.5	DATA ANALYSIS METHOD	33
	3.5.1 Frequency Analysis	34
	3.5.2 Reliability Analysis	34
	3.5.3 Pearson Correlation Analysis	34
	3.5.4 Regression Analysis	35

## **CHAPTER 4: FINDINGS AND ANALYSIS**

4.0	OVERVIEW	36
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