



اوتنورستيتي تيكنولوگي مارا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**FACTORS INFLUENCING WORKER PREFERENCE  
TOWARD EMPLOYMENT IN PRIVATE SECTOR  
A CASE STUDY AT PENGKALAN CHEPA INDUSTRIAL  
AREA**

**OMAR FARRUQI BIN CHE HARUN**

**2011688466**

**BACHELOR BUSINESS ADMINISTRATION (HONS)**

**MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KELANTAN**

**JUNE 2014**



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT**

**DECLARATION OF ORIGINAL WORK**

I, OMAR FARRUQI BIN CHE HARUN, (I/C Number 911010035969) hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 12 JUNE 2014

## ACKNOWLEDGEMENT



In the Name of Allāh, the Most Gracious, the Most Merciful

Assalamualaikum w.b.t.

First and foremost, I would like to express deepest gratitude to Allah S.W.T for His blessing until the completion of this research within given time frame. I would like to give appreciation to my advisor, Miss Nooradzlina Mohd Pauzi. Thank you for all the continuous guidance and tips given throughout the completion of this research.

I would also like to express my appreciation and thanks to my second examiner, Sir Tuan Mohd Rosli Tuan Hassan, who had contributed in giving ideas and opinion directly in the completion of this study and for analyzing the progress of my work.

Then, special thanks to my friends and family that give their full commitment and ideas in completing this research proposal. All of the ideas and support are highly valued and from this research as I had gained a lot of knowledge and information for future use.

Lastly, I would also want to extend my thanks to those are not mentioned here but were involved in completing this research directly or indirectly. I really appreciate your efforts and contribution to the research. Thank you.

Omar Farruqi Bin Che Harun  
Faculty of Business Management,  
Universiti Teknologi MARA , Kota Bharu

## **TABLE OF CONTENTS**

<b>CONTENTS</b>	<b>PAGE</b>
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
ABSTRACT	viii
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 OVERVIEW	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT	2
1.3 RESEARCH OBJECTIVES	5
1.4 RESEARCH QUESTION	5
1.5 THEORETICAL FRAMEWORK	6
1.6 HYPOTHESIS	7
1.7 SIGNIFICANCE OF STUDY	8
1.8 DEFINITION OF TERMS	9
1.9 LIMITATIONS OF STUDY	10
1.10 SCOPE OF STUDY	11
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0 OVERVIEW	12
2.1 PRIVATE SECTOR	12
2.2 WORKER PREFERENCE	14
2.3 WAGES	15
2.4 EMPLOYEE BENEFITS	17
2.5 LEVEL OF EDUCATION	19
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	
3.0 OVERVIEW	22
3.1 RESEARCH DESIGN	22
3.2 SAMPLING DESIGN	23
3.3 TYPES OF DATA	24
3.4 QUESTIONNAIRE DESIGN	24
3.5 PROCEDURE OF DATA ANALYSIS	25
<b>CHAPTER 4: FINDINGS AND INTREPRETATION OF DATA</b>	
4.0 OVERVIEW	28
4.1 FREQUENCY ANALYSIS	28
4.2 RELIABILITY ANALYSIS	32

## **ABSTRACT**

This study is aimed to identify the best factor that influencing worker preference toward employment in private sector. The study was conducted among worker at Pengkalan Chepa Industrial Area, Kelantan. The main objectives of this study are to identify the factors influencing worker preference toward employment in private sector and to determine the relationship between the worker preference with the wages of the job, employee benefits, and level of education. The sample of the study was workers in companies at Pengkalan Chepa Industrial Area, Kelantan. The questionnaires consisted five sections which are question of worker preference, question of wages, question of employee benefit and question of level of education. The researcher distributed 100 sets of questionnaires to the respondents and only 80 sets that the researcher gets back. From the analysis by using SPSS, the researcher can conclude that the objectives of the research which are to identify the factors influencing worker preference toward employment in private sector and to determine the relationship between the worker preferences with the wages, employee benefits and level of education were accomplished. From the data finding also, the researcher was answered the research question which are what are the factors influencing worker preference toward employment in private sector and Is there any relationship between worker preference with the wages, employee benefit and level of education. Lastly, the factor influencing worker preference toward employment in private are wages, employee benefits, and level of education at Pengkalan Chepa Industrial Area.