

**CAREER MOTIVATIONS FOR POSTGRADUATE STUDY  
ENROLLMENT IN INSTITUTIONS OF HIGHER LEARNING**

**Prepared for:  
ASSOCIATE PROFESSOR HAJI NORUDIN BIN MANSOR**

**Prepared by:  
YUSNIDA BINTI YUSOF  
MASTER IN OFFICE SYSTEMS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF BUSINESS MANAGEMENT**

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**PERPUSTAKAAN  
CENDEKIAWAN  
UiTM TERENGGANU**

MASTER IN OFFICE MANAGEMENT  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
TERENGGANU

**AUTHOR'S DECLARATION**

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

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

Name of Student : Yusnida Binti Yusof  
Student's Number : 2012596145  
Programme : Master in Office Systems Management  
Faculty : Business Management (BM775)  
Dissertation Title : "Career Motivations for Postgraduate Study  
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Signature of Student :   
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## ABSTRACT

The main objective of this dissertation is to examine the levels of their perception on career motivation, personal needs, personal attributions, organizational development, program attractiveness, and reward for postgraduate study enrollment in institutions of higher learning, to identify the most prominent variables that may influence the career motivation for postgraduate study enrollment in institutions of higher learning, to examine the relationship between personal needs, personal attributions, organizational development, program attractiveness and reward with career motivations for postgraduate study enrollment in institutions of higher learning and to investigate the differences between several selected profile (gender, age, position, university, education, mode of study and salary) that are related to career motivations for postgraduate study enrollment in institutions of higher learning. This study involves 330 samples from three (3) Universities which are University Teknologi Mara Terengganu (UiTMT), University Malaysia Terengganu (UMT), and University Sultan Zainal Abidin (UniSZA). 330 Set of questionnaire have been distributed to collect data and the data was analyzed by using the SPSS Windows Version 20. Analysis of 330 responses using Pearson Correlation analysis revealed that there is a significant relationship between organization development passion and career motivations. From the finding, an organization development as a higher value that is 0.560, and it showed that organization development is the best predictor, followed by personal attributions, personal needs, program attractiveness, and reward that can be used to predict career motivations for postgraduate study enrollment. Here were some limitations that have been identified underlying in this research investigated. From the research limitation

described, it is proposed that future research to be carried out in order to cover the research area more thoroughly.

**Keyword:** career motivation, postgraduate study personal needs, personal attributions, organization development, program attractiveness, and reward.

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