



**A STUDY ON STUDENTS' ASPIRATIONS TO PURSUE A
BACHELORS DEGREE**

Prepared for:

PUAN WAN NARITA BINTI MUSTAPHA (SUPERVISOR)
PUAN ZAKIAH BINTI MOHAMED (CO-SUPERVISOR)

Prepared by:

NUR DIYANA BT ZAKARIA	2007278624
NUR HASLINA BT MD HASHIM	2007409604
NURHAMIZA BT ADZHAR	2007409462

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY

April 2010

Abstract

UiTM places great emphasis on producing Bumiputera graduates who are knowledgeable and equipped with the right skills to compete globally. There have been reports that Bumiputera students are less motivated to seek further information or knowledge. Although most Bumiputera undergraduates qualify for graduate programmes, only minority of them are motivated to pursue studies at a higher level.

The main objectives of this study were to determine the students' perception of the importance of Bachelors degree and identify the motivational and deterrent factors influencing students' decision regarding pursuing a Bachelor degree. The main motivational factor are better job opportunities, self satisfaction and to increase their knowledge. Meanwhile, the main deterrent factors are the desire to work as soon as possible after completing study.

The students are found to have high motivation and perception level irrespective of gender and field of study. However, students whose parents have no formal education or only have primary education are likely to aspire for further studies. Students who intend to study locally, UiTM seems to be their first choice of university.

ACKNOWLEDGEMENT

During completing this research assignment, “A Study on Students’ Aspirations to Pursue a Bachelors Degree”, we received a lot of help from several people that enable us to complete our task according to the time limitation assigned to us by our lecturer. Thus, we wish to acknowledge our sincere thanks to those who are concerned. We would like to give a lot of grateful to Allah s.w.t the Almighty that blessed and let us full success in completing our assignment. Thank you for giving us the patient and strength when planning and preparing this research report. We also would like to express our thanks to Puan Wan Narita Mustapha and Puan Zakiah Mohamed for their fully commitment, cooperation, guidance and opinion during completing this task. Moreover, thank you to our beloved lecturer Dr Hajjah Ramnah Abd. Thani for giving us guidelines, advices and full attention so that we can do this research report clearly. A special thanks to our group members Nur Diyana, Nur Haslina and Nurhamiza for giving high commitment and cooperation in finishing this research assignment by sharing knowledge, skills and great moment together. Thank you to OM221 members and everybody who are involved directly or indirectly; all the contributions and continuous encouragement are greatly appreciated.

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENT	ii
CHAPTER 1: INTRODUCTION	1
1.1 Background of the Study	1-3
1.2 Statement of the Problem	4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Significance of the study	6
1.6 Scope of the study	7
1.7 Definition of Terms	8
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	9
2.2 Issues on Graduate Studies in Malaysia	10-11
2.3 Self-Motivation, Family Support and Peer Influence Factor	12
2.4 Conceptual Framework	13
CHAPTER 3: METHODOLOGY	
3.1 Introduction	14
3.2 Research Design	15
3.3 Sampling Frame	15
3.4 Population	15
3.5 Sampling Technique	16
3.6 Sample Size	16
3.7 Unit of Analysis	16
3.8 Instrument	17
3.9 Validity of Instrument	17
3.10 Data Collection Procedures	18
3.11 Plan of Data Analysis	18

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The function of Public Institute of Higher Learning (IPTA) is to produce knowledgeable graduates with the ability to explore and pursue knowledge. Malaysia Institution of Higher Learning (IPT) has fixed the increase in target for postgraduates at the ratio of 1:4 compared to the first diploma (undergraduates) in year 2005 (Utusan Malaysia, 2000, June 15). However, this target is impossible to be achieved if the students themselves do not aspire to pursue a higher degree and do not have support from other people around them (e.g. friends, family members, etc).

According to the Director of Higher Education Department, Ministry of Higher Education Malaysia, 2004, Dato' Prof. Dr. Hassan Said, the declining number of students following the postgraduate programmes is caused by the limitation in financial support. In addition, the publicity and marketing strategy for the postgraduate programmes are also identified to be less serious and intensive compared to the diploma programmes.

In the era of knowledge-economy (k-economy), the university has the responsibility to produce graduates who have the knowledge and skills to compete globally. Hence, universities in Malaysia should be dynamic in their strategies to