

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING CAREER CHOICE
AMONG FINAL YEAR STUDENTS' OF HIGHER
LEARNING INSTITUTIONS IN MELAKA**

MUHAMMAD AMIRUL AKMAL BIN MOHD NORMAN

2017413378

Thesis submitted in fulfilment

Of the requirements for the

Degree in Business Studies

Faculty of Business and Management

July 2020

ACKNOWLEDGEMENT

First of all, thanks to God because given me opportunities to complete this research just in time. Even I faced with a lot of difficulties along to complete this research, I still manage to complete it.

Then thanks to my advisor, Dr. Irzan bin Ismail for being such good guider for me. He had given me appropriate examples and knowledge in order to make I understand more about this research. He spends his time to support me related to this research. He also makes sure I understand everything he told and explanation before I begin to work on this research.

I also appreciate the university authority for given me permission to carry out this research in university. I are really grateful because I manage to complete this research within the time given. This research can't be complete without the effort and cooperation my friend and respondents for support and willingness to spend some time in answering the questionnaires.

Last but not least, also a great thanks to my family and friend who tried their best to give their support for me either by giving me a lot of encouragement for keep up with this research and support the financial for use to pay all the cost required to complete this research.

ABSTRACT

The aim of this paper is to identify the factors affecting career choice among final year students' of higher learning institutions in Melaka. This study reviewed several factors such as family influences, financial reasons and personal interests. Furthermore, this study also analyzed each factors were the most influential factor among family influences, financial reasons, and personal interests toward final year students' career choice. Data was collected by using online questionnaire from 114 respondents of final year students' of higher learning institutions in Melaka. The respondents both male and female students who studies in diploma, bachelor of degree, master's degree and PhD. The result showed that personal interests were is the most functional factor that influence final year students' career choice in Melaka. The others variables (family influences and financial reasons) had be rejected after tested from data analysis. This research will be discussing the conclusion and recommendations based from the findings. Therefore, by obtaining this study objective to help students improve their decision in choosing the right career in future.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
List Of Tables	viii
List Of Figures	ix
List Of Abbreviations	x
CHAPTER ONE: INTRODUCTION	
1.1 Background Of Study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Scope Of Research	5
1.6 Significance Of Research	5
1.7 Definition Of Terms	6
1.8 Conclusion	6
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	7
2.2 Family Influences	7
2.3 Financial Reasons	8
2.4 Personal Interests	9
2.5 Student's Career Choice	10

2.6 Relationship Between Family Influences And Student's Career Choice	11
2.7 Relationship Between Financial Reasons And Student's Career Choice	11
2.8 Relationship Between Personal Interest And Student's Career Choice	11
2.9 Theatrical Framework	12
2.10 Conclusion	13
CHAPTER THREE: METHODOLOGY	
3.1 Introduction	14
3.2 Research Design	14
3.3 Population And Sample	14
3.4 Measurement Of Variables	15
3.5 Data Collection Methods	16
3.6 Data Analysis	17
3.7 Conclusion	19
CHAPTER FOUR: FINDINGS	
4.1 Introduction	20
4.2 Respondents' Files	21
4.3 Reliability Analysis	22
4.4 Descriptive Statistics	23
4.5 Correlation Analysis	24
4.6 Regression Analysis	25
4.7 Conclusion	26
CHAPTER FIVE: CONCLUSION & RECOMMENDATION	