



**INVESTIGATING THE FACTORS THAT AFFECTING  
CAREER CHOICE: A CASE OF BACHELOR IN  
BUSINESS ADMINISTRATION (HONS) IN ISLAMIC  
BANKING STUDENTS UITM JOHOR**

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## ABSTRACT

Career choice is among the hot topic that will be discussed by graduates after they are finishing their studies. According to Borchert (2002), the career choice is an across-the-board opportunity which appears for long-life aptitudes. These abilities are consist of list of plans that tend to achieve individual goals. In order to satisfy individual, financial and academic goals, field of vocational, educational and sociological activities are discovered. Currently, it has already been a trend when there are a lot of students who are preparing themselves to generate business through online because instead of the cost is cheaper, the potential customers are easily to be reachable. Due to that matter, the government also takes part in aiding graduates who are interested by introducing YouCanDuit programs under supervision of MDEC. The program consists of two platforms which are e-rezeki and e-usahawan digital initiative program. Nevertheless, a study must be conducted in order to investigated and analyze about the most factor that affect the career choice and about the relationship between certain factors which is interest, economy, family background and career choice of Bachelor in Business Administration (Hons) in Islamic Banking students of UiTM Johor. The primary data was being used in this study by distributing a set of 10 set of questionnaires to the several of the respondents in order to conduct the pilot study and another 100 set of questionnaires to the respondent during the actual distribution. The data that has been gathered and analyzed by using Stastiscal Package for Social Science (SPSS Software and Package) Version 21 and the major form of analysis is Frequency Analysis, Reliability Test, Descriptive Analysis, Correlation Test and Multiple Regression.

## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction**

It is important in conducting a research to have the purpose of the study because to ensure the research is being conducted efficiently and achieve the estimated result. The quality of the research will be affected and the result is unattainable if the purpose is unclear. The aim of this study is to investigate the factors affecting career choice in the case of BBA (Hons) in Islamic Banking students of UiTM Johor. In this chapter it will be clarified about the background of study, the problem statement, research question, research objective, significance of the study, scope of the study, limitation of the study and also the summary of this chapter.

In the background of study, it is talked about independent variables that relate to this study which are interest, economy and family background. While the dependent variable that is being used in this study is the career choice.

### **1.2 Background of study**

In recent times, career choice of students after finishing their college becomes the main topic to be discussed among their family members, relatives and also on their own. Because of that, the process of choosing a career becomes the platform for the students as a medium of transformation from the world of study to the world of working people. Due to Pascual (2014), the awareness about career should be begun from primary involvement of study instead of after entering high school. That means parents should observe and