



**FACTORS AFFECTING CAREER CHOICE AMONG UNDERGRADUATE
STUDENTS IN UITM, KAMPUS BANDARAYA MELAKA**

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ABSTARCT

The main objective of this research is to identify the relationship between factors affecting career choice towards career choice among undergraduate students in UiTM, Kampus Bandaraya Melaka. The factors consists of economic considerations, personal interests and family influence. Convenience sampling have been used as sampling technique for this research. The data was collected through structure questionnaire which adopt from previous studies. The data had been analysed using Statistical Program for the Social Science (SPSS) version 20. The descriptive, demographic, reliability, correlation, and multiple regression analyses were applied to find answer to research questions. The results of regression analysis showed that the family influence and economic considerations have a significant relationship with career choice among undergraduate students. However, personal interests were insignificant with positive influence towards the dependent variable. The limitations of the study and suggestion for the future study were also discussed in this study. Therefore, the result of this study will help in understanding how the students deciding their career choice.