

FACTORS AFFECTING CAREER CHOICE AMONG  
LOCAL AND FOREIGN UNIVERSITY STUDENTS IN  
MALAYSIA

BY

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## LIST OF ABBREVIATIONS

SCCT	Social Cognitive Career Theory
SPSS	Statistical Package for Social Science
UTAR	University Tunku Abdul Rahman

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## Preface

This research project unit UKMZ 3016 Research Project is done individually by one students from Bachelor of International Business in order to complete the degree program. This research paper is titled as “Factor affecting career choice among local and foreign university students in Malaysia”. It is also a project that assembles the intellectual interest and critical thinking among the undergraduates besides their regular responsibilities. This enhances the integration of capabilities and abilities of the undergraduates in the application of theoretical elements.

This study is conducted to investigate the significance factors that can influence the career choice of local and foreign university students in Malaysia. The tested factors in this research are, family influence, economic consideration, personal interest, and self-efficacy.

Finally, researcher hopes that this research could provide a better understanding on the career choice of the university students in Malaysia.

### Abstract

Career Choice is actually an essential process where each university students will go through upon their graduation, and a correct career decision is critical as it could help to improve job satisfaction and reduce job hopping. This study is to identify the variables that could influence the career choice of university students in Malaysia. The data for this study was collected using questionnaire. A sample of 200 university students in Klang Valley was selected using convenience sampling technique and a total number of 148 responses were retrieved with valid data. By using statistical package for Social Sciences (SPSS) to analyse the data, the results revealed that Personal Interest and Self-Efficacy has significant relationship with career choice. Moreover, it was found that there is significant difference between university students' nationality on career choice, where foreign university students have more favorable perceptions towards the career choice.



## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

This research is conducted to study the drivers or factors that affecting the career choice among local and foreign university students in Malaysia. Career choice or career decision is actually a process where every university students needs to go through upon their graduation from the university if they do not have any plan or desire to further their studies into a higher level. This is also where a lot of factors that could influence their career choice will set in.

### **1.1 Research Background**

Nowadays, where many occupations from different sectors and industries can be selected and applied for, university graduates become more clueless and anxious about what should they pursuits after their graduation. This phenomenon happens because majority of them lack of guidance, do not planned ahead or some might even avoid planning as they hold a perception where things will not go as planned.

Career choice is actually a major part of modern life, and the accuracy of choosing the right and suitable occupation are mainly depending on the students' qualifications, personality, and enthusiasm (Fayadh, Yusr, Alqasa, Alekam, & Yusr, 2017). Career actually plays an important role in an individual's life, not just because it decides the income pattern but also because it will affect the individual's personality and his concept in life. According to Napompech's study (as cited in Meddour, Abdo, Majid, Auf, & Aman, 2016), career subsequently is a decision interest in life, and accomplishment in one's career, which a person is involved throughout his lifetime.

Today's world is facing a harsh crunch due to intensive competition, owing to the unemployment of those educated youth, who is seeking for self-fulfilment, the income, etc. (Fayadh et al., 2017). Moreover, the graduated university students and those lower level qualification workforces that with many years of working experience, making the competition to get a job become more and more intensive, and due to globalization, there are many organizations are in now hiring their employees from all over the world. One of the reasons for this kind of employment are due to lower wages are to be paid to those employees who came from low wages or low labour cost countries.

Therefore, it is extremely important that the university students should taking steps to perform career exploration, in order to decide on their career path well as these decisions gives a great impact on their entire future. Career exploration refers to the activities that enable individuals to collect and analyze the information which is relevant to their future career (Guan et al., 2015). Besides, Navin (as cited in Koech et al., 2016) has suggested that exploring career options before entering to a career, will helps to increase future career success and satisfaction. Through career exploration, university students can thoroughly examine their own interests, experiences and by then, form a clearer image about what their desire career is, and what fits them well (Guan et al., 2015).

## **1.2 Problem Statement**

Nowadays, generation Y especially the university students, is seen as the future of one's nation as they will serve as human capital and thus intellectual capital. Countries from all over the world has been putting attention to expand education and few studies has found that higher education and human capital are actually the source of innovation which will help to drive improvements of productivity and thus the economic growth (Hanushek, 2016; Marques, 2017). Besides, the knowledge-based economy of a nation is said to be much depends on employability of university graduates as the graduates will be taken as a source of innovative ideas

(Salem, 2014). Therefore, researcher felt that there is a need to understand the factors that influence career choice of these graduates.

According to others researchers, they found that many young people especially the students, faced difficulties in the transition from the world of school to that of work. Moreover, Waudo discover that some university students still insist on studying courses where they are clearly lack of basic foundation in academic and attitude preparation, and there are also many cases where students have enrolled into certain programs but subsequently discover they actually lack interest in that particular field (Koech et al., 2016). Therefore, choosing a career is not an easy work and should not be underestimated or ignored. This is especially true where Mwai's study (as cited in Wachira, 2018) found that many students are unable to express any choice of career. In researcher view, this might be related to the university students' self-efficacy, and therefore, self-efficacy will be taken as an additional variable to be tested with career choice.

Furthermore, the unemployment problems and difficulties in getting employment faced by university graduates are issues that give rise to negative perceptions of the Malaysia's higher education development policies (Yusof & Jamaluddin, 2015). According to year 2017 statistic prepared by Malaysia's Ministry of Higher Education (MOHE), the total amount of graduates (undergraduate) is 120,906 but there are only 67,533 graduates have been employed and this disparity in the supply of graduates to the demand of labour market has given a rise to many issues. Many employers voiced out that instead of job opportunities, graduates' quality, their demand for compensation which includes higher pay and pleasant working environment, and also skills and competences which are not matched with the career, are the reasons that cause this dilemma. Therefore, it is important for researcher to conduct a study where Malaysia context is involved.

## **1.3 Research Objectives**

### **1.3.1 General Objective**

This research is aimed to examine the factors that will influence the career choice among local and foreign university students.

### **1.3.2 Specific Objectives**

The research objectives for purposed study are as follows:

1. To investigate the main factors that influence career choice among local and foreign university students.
2. To establish the influence of family on career choice of local and foreign university students
3. To examine the influence of economic consideration on career choice among local and foreign university students.
4. To examine the influence of personal interest on career choice among local and foreign university students.
5. To examine the influence of self-efficacy on career choice of local and foreign university students.
6. To determine the differences in career choice among local and foreign university students.

## **1.4 Research Questions**

This research will tend to answer the following formulated questions:

1. What are the main factors that influence career choice among local and foreign university students?
2. Does family exert influence on career choice of local and foreign university students?
3. Does economic consideration exert influence on career choice among local and foreign university students?
4. Does personal interest exert influence on career choice among local and foreign university students?
5. Does self-efficacy exert influence on career choice of local and foreign university students?
6. Are there any differences in career choice between Malaysian and foreign university students?

## **1.5 Significance of the study**

Career decision is one of the most important and tough decision that one's need to make in their life as this will affect their future. Kazi et al. (as cited in Najjar & Yousuf, 2019) found that a wrong career decision would lead to a great depression and anxiety faced by both the students and also their parents. Therefore, this study is expected to provide some contribution in the field of career choice and to the university students that are having career indecisions.

This study will provide valuable data on several factors that will exert influence on the career choice among local and foreign university students and is hoping will also arouse the attention of other researchers to carry out further research on variables like self-efficacy and personal interest of university students. As this study is aimed to distinguish the factors that affect the university students' career choice, this study can actually be used by universities and other institutions to know what and how they can attract more new and quality students to enrol into certain programs in their university.

According to Kunnen's study (as cited in Oigo & Kaluyu, 2016), the lack of students' readiness to make career choices are due to ineffective career guidance and will created issues like increased dropout rate of university students. Therefore, this study might help the career guidance practitioners in higher education to have more understanding about which kinds of factors will affect university students' career choices and by then, they can provide more effective career guidance services and programs to improve students' readiness to make career decision and also helps to prepare the students enter into the world of work.

## **1.6 Definition of terms**

Following terms are defined for clarification and to give readers a better understanding:

### **1.6.1 Career**

Career Development Institute [CDI] (2017), states that a career refers primarily to the sequence and variety of work roles that individuals undertake throughout their lives, whether in the form of paid or unpaid. Researcher defined career as an occupation or position that an individual hold in his work's life, and it can actually reflect an individual's life pattern.

### **1.6.2 Career Choice**

According to Kumar (as cited in Bikse, Lūsēna-Ezera, Libkovska & Rivža, 2018), career choice has always been and will be a topical issue and an important behaviour component taking part in a person's life to set his or her goal to achieve that particular career. Career choice is very important in everyone's life and researcher defined it as a decision making process undertaken by a person, where he is not only choosing but also eliminating some careers that he felt detached with.

### **1.6.3 Family**

Powell, Bolzendahl, Geist, & Steelman (as cited in Gavriel-Fried & Shilo, 2015) noted "family is the individual's primary social affiliation and the unit by which society reproduces itself and preserves its existence". From researcher's view, family is not only meaning the parents but also including other family members like grandparents. Besides, researcher think that family influence comes from, family's perceptions, advise, opinions, occupation and their education background.

### **1.6.4 Economic Consideration**

Consideration refers to a matter weighed or taken into account when formulating an opinion (Merriam-Webster Online, 2019). Researcher defined it as a fact that needed to be taken into account when one is carefully deciding something and in this study, economic consideration of university students will be more in monetary terms, for instance, salary and wages.

### **1.6.5 Personal Interest**

In this study, researcher defined personal interest as those career-related interests that an individual has such as, future career advancement and to become a leader.

### **1.6.6 Self-Efficacy**

Bandura (1986) rate self-efficacy as a unique human capability that affects motivation, for example the choices people make (Skaalvik, Federici, & Klassen, 2015). Researcher defined self-efficacy as the believes that one has on himself and on his ability or capacity to achieve certain goals. In short, researcher think that one's confidence might be related to his self-efficacy.

## **1.7 Summary**

This research paper will be contained 5 chapters. In Chapter 1, some general briefing and overview of the study had been presented. Next, in Chapter 2, past researches relevant to the factors chosen for this study will be review. Chapter 3 will discuss about the research methodology and design used in this study, followed by Chapter 4 where research findings and data presentations will be made. Lastly, summaries of the study, discussions and suggestions will be given in Chapter 5.



## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

Nowadays, researchers defined Generation Y or Millennials as highly educated, technology-savvy and they also value family and community (Gong, Greenwood, Hoyte, Ramkissoon, & He, 2018). As the global employment trend is changing and global competition sets in, Generation Y has become more demanding in the aspects of career or job, even though the unemployment rate is quite high. According to Keaney (2018), when it comes to the job expectations of Generation Y, they in fact highly rated training and development, employee benefits, and also career progression or advancement opportunities.

Besides, Johnson and Johnson's study (as cited in Gong et al., 2018) stated that lot of millennials have developed a "work to live" philosophy, where they have become more concern about the income, employee benefits, and incentives, as a result of their observation where their parents suffer from layoffs despite all the hard work that has been put into the job. Furthermore, there are still lots of factors which could influence an individual's career decision and in this research, researcher recognizes four factors that could possibly affect local and foreign university students' career choice, which are: family influence, economic considerations, personal interest and self-efficacy.

### **2.1 Dependent Variable**

#### **2.1.1 Career Choice**

According to London and Stumpf (as cited in Stumpf, 2015), a career is actually "a sequence of work-related positions occupied throughout a person's life".

Besides, Stumpf (2015) also stated that the changes in family structures and globalization have added difficulties to an individual's career choice. Gerber et al. (as cited in Yildiz, 2018) stated that "career" can be viewed as the sequence of activities and attitudes that associated with the individuals' work roles during their lifetime while, Braza & Guillo (2015) defined career as the series of events that form an individual's life.

Moreover, according to Muraguri's study and Kerka's study (as cited in Koech et al., 2016), it is stated that several factors such as, family background, personal and cultural values, role model, globalization, and personality, can actually exert great influences on a person's career decision. Carlos et al. (2009) also found that some people decide their career choice by taking the least resistance path, for example, selects a career which recommended or supported by their parents, or after the footsteps of their siblings or relatives who has make a great success in their career (Koech et al., 2016).

One of its simplest definition was given by Geçikli (as cited in Ahmed, Sharif, & Ahmad, 2017) as the activity which related to occupational, commercial or industrial, and may adopted or pursued by a person during his educational life or till his death. Besides, according to Özen, career choice may be explored under social and psychological factors, where social factors including the economic level of the family, and relationship with the family; and psychological factors including values, expectations, and personality (Cavus, Geri, & Turgunbayeva, 2015). In short, there are actually many factors that can influence career decision and making a right career decision is vastly critical.

## **2.2 Independent Variables**

### **2.2.1 Family Influence**

For most of the families, parents would put much considerations for their children, hoping them to have a secure future, and stable employment with adequate salary. This has somehow lead the parents to request their children to select a pathway which could lead them to a famed career. That is also why family has made researchers to consider it as one of the factors that can influence career choice. According to Wu, Low, Tan, Lopez, & Liaw (2015), one of the factors that influencing undergraduate students to enter healthcare related course is family influence.

There are also few studies found that students reported family encouragement and family support as the most important or important factor to select pharmacy as their career (Abduelkarem & Hamrrouni, 2016; Al-Qudah, Abuhusseini, Hasen, Rezeq, & Basheti, 2019). Moreover, Hulson (as cited in Wiener-Ogilvie, Begg, & Dixon, 2015) suggested that discussion with family and friends about the career choice will also influence a person's decision. Subsequently, this suggestion has been proved by Wiener-Ogilvie et al. (2015) as they found that one of the positive influences on career in General Practice was discussion with friends and family.

Furthermore, Karabulut Temel & Erkanli (2017) stated that family factor has remarkable influence on a person's career choice. Family is said to contribute much in a person's upbringing and which subsequently affected his career decision in the future. In order to examine the degree of influences that may give by family members on an individuals' career decision, there are researchers who have developed- Family Influence Scale (FIS) to do the research (Fouad, Kim, Ghosh, Chang, & Figueiredo, 2016). Not only that, Amani (2016) also discovered that family influence played an outstanding role in the career choice of undergraduate students and the influence was distinctly significant in a higher level educated family. Therefore, the following hypothesis has been established:

**H1: There is a significant relationship between family influence and career choice.**

### **2.2.2 Economic Considerations**

As nowadays, the competition is said to be very intensive in the labour market, considerations like high wages and economic stability are highly rated by the Millennials, when they are about to make a career choice. A study conducted in South Africa, showed that economic considerations such as future high earning and income, largely influence a student's career decision (Abrahams, Jano, & van Lill, 2015). Ferry's study (as cited in Al-Lawati, Renjith Kumar, & Subramaniam, 2017) which conducted in Pennsylvania, also revealed that major reasons which can influence a person's career choice are state of economy and their interpretation of better job.

Besides, the financial considerations about what to choose and what pathways can be pursued with the current state of economy will also influence a person's choice of career. This was strengthened by the research done by Ngesi (as cited in Kazi & Akhlaq, 2017), where the result revealed that students' socioeconomic background tends to influence their career choice and a lower socioeconomic background could by then lead to a wrong selection of career choice. Kazi & Akhlaq (2017) study in Lahore city with 432 respondents, also found that one of the factors that affect students' career choice is economic factor.

Moreover, Krumboltz et al. (as cited in Quadri, 2018) suggested that there are four factors that can affect an individuals' choice of career and one of it is environmental conditions and events. Within the environmental factors, elements such as economic forces are to be considered. This can be seen in the findings of Marinas, Igrat, Marinas, & Prioteasa (2016), where it involved 496 Romanian students and the result showed that external factor like economic are positively influencing Romanian students' career choice. The result was then supported with the study of Felton et al. (as cited in Marinas et al., 2016), where

Felton et al. found that career decision of United States' business students was affected by long term earning and good initial income.

Nowadays, the market economy can also be said to be strongly influencing the students' career choice. As the cost of living and goods price are showing an increasing trend, students tend to look after a career path which can give them job security and also economic security in the future. According to Koc's study (as cited in Malik, Said, & Munap, 2018) job security, advancement opportunities, and superior insurance package were the best job's benchmarks. Therefore, it is believed that job security and economic considerations are highly rated by the students when they are making the career choice. Besides, Ogunsanwo (2000) also found that economic considerations which can influence a person's career decision, is actually included those financial packages which can help to reflect certain degree of the person's social class, fine income, and future security (Malik et al., 2018). Therefore, the following hypothesis are developed:

**H2: There is a significant relationship between economic considerations and career choice.**

### **2.2.3 Personal Interest**

There is a thought from Greenhaus et al. (as cited in Adam, 2014) where one must develop interest in a particular career field first, in order for him to select that path as his future career. This is mainly due to, lack of interest in the selected career could lead to a high level of frustration, high tendency to give up and job-hopping. By then, personal interest has raised the researchers' intention to examine its effect on the career choice. According to the comparative research done by Bikse et al. (2018), the results showed that over half of Latvia's students reported personal interest as significant factor that influence the students' career decision and they believed that understanding their own interests are the most important thing prior to the selection of their career choice.

When the students gave a thorough interest in one particular industry, this tends to exert a positive influence on the students' career decision. Zhang, Tan, Zhang, & Zhang (2019) study in China's university revealed that personal interest has a positive effect on the students' career choice. This result is concordance with studies such as Edwards and Quinter (2011) where the main determinant for students' career choice is their own interest (Zhang et al., 2019). Besides, a study in Kenya with 296 university students and another with 127 new library and information science students also reported that they are influenced by their personal interest when making the career choice (Nyamwange, 2016; Damilola, Ajayi, & Adetayo, 2018).

According to Super's (as cited in Gladding, 2019) theory of five life stages, people tends to make unconfirmed career choices based on their interest and working experiences. Super also stated that part of a career decision can reflects an individual's interests and overall time, one career can be finely distinguished from another with the help of their interests (Adam, 2014). Majority of the people also has a perception where a person will be successful in the career he owes interest in. Therefore, it is said personal interest has positive influence towards the career choice.

Additional study of Dastjerdi (as cited in Gilavand, 2016) which involved medical students, it was found that personal interest influences their career choice more. Selvanathan, Ali, Mariadas, Perumal, & Tan (2016) study in Malaysia with 116 respondents, the result also revealed that personal interest has significant relationship with undergraduate students' career choice which is concordance with Eshbaugh et al (2013) study that also found that personal interest is affecting students' career decision. Shakurnia, Mozaffari, & Ghadiri (2016) study on medical students in Iran showed that one of the most important factors affecting their career choice is personal interest with a mean of 4.16. Thus, it is said that personal interest is positively affecting career choice. Hypothesis is formed as below:

**H3: There is a significant relationship between personal interest and career choice.**

### 2.2.4 Self-Efficacy

According to Bandura (1986), self-efficacy refers to an individual's beliefs that could affect his success. He also found that individuals with a lower level of self-efficacy are more unwilling to undertake responsibility, produce inferior performance and more easily give up when encountering troubles (Bolat & Odacı, 2016). In contrast, few researchers such as Gibson and Dembo (1984); Pajares (1996); Ritter et al. (2001) found that (as cited in Bolat & Odacı, 2016), individuals with high self-efficacy level are able to generate quality work, and persistently cope with the encountered difficulties.

Su, Chang, Wu, & Liao (2016) study in central Taiwan area found that the factor which most greatly affected the students' career decision is "personal factor" and one of its tested aspects is self-efficacy. Su et al. (2016) also found that household affairs course's students reported self-efficacy is affecting them greater than commercial course's students. Moreover, Baglama & Uzunboylu (2017) stated that self-efficacy is an important component for career choice and successful professional life. It is critical to understand the importance of self-efficacy to help students in their choice of career. Furthermore, a study conducted by Meddour et al. (2016) in Universitas Indonesia with 300 respondents revealed that self-efficacy has a positive relationship to the students' career choice.

Besides, Ochieng (2015) study on self-efficacy and academic achievement among 390 Kenya students demonstrated that they are unable to perform persistently when they encountered career challenges due to lack of sufficient level of self-efficacy. Additional study conducted in Kenya with 364 respondents, demonstrated a significant relationship between self-efficacy and the students' career choice (Ogutu, Odera, & Maragia, 2017). Reddan (2015) study in Griffith University reported 93% of Exercise Science's students indicated that career plan aid their self-efficacy to make a correct and positive decision of career. Not only that, another study conducted in Korea with 383 nursing students also revealed that self-efficacy had a significant relationship

with career decision (Park, Yun, Lee, Lee, & Lee, 2018). Therefore, the forth hypothesis is developed as below:

**H4: There is a significant relationship between self-efficacy and career choice.**

### **2.2.5 University Students' Nationality**

After reviewing the past studies, researcher found that other researchers are mainly focusing on the difference of university students' gender on career choice, rather than their nationality. Therefore, it is why researcher conduct this research in order to test the difference of university students' nationality on career choice. The hypothesis is developed as below:

**H5: There is a significant difference between university students' nationality on career choice.**

## **2.3 Career Development Theories**

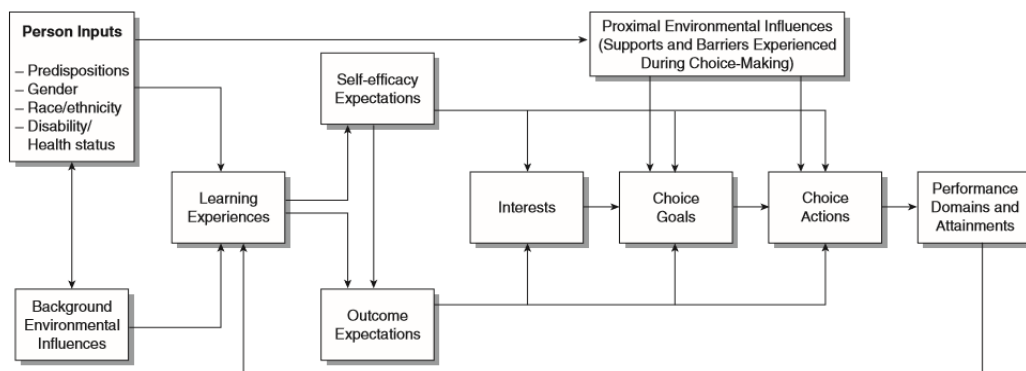
According to Schoon (as cited in Kiziltepe, 2015), choosing a career is a lifelong process as it starts long before the graduation from the school and will continues long subsequently. It is also a decision where students seek for an optimal bridge or linkage that connects their goals and expectations with the real work world (Odo, 2015).

The Social Cognitive Career Theory (SCCT) which developed by Lent, Brown, & Hackett in 1994, is actually built up based on Bandura's general social cognitive theory, where it has been used in many areas. Moreover, SCCT is a fairly new theory which offer three models of career development, which are (1) development of basic scholastics and career interests, (2) how people made choices related to education and career, and (3) accomplishments of academic and career (Fayadh,



2017). Besides, the building blocks of SCCT consists of three variables: self-efficacy, outcome expectations and goals, and these three interrelated variables serve as key roles in SCCT such as in choice making.

Figure 2.1 revealed how an individual build up their career-related interests and keenness through self-efficacy expectations, learning experiences, and outcome expectations, and how these elements influence his decisions and performance.



Source: Lent, R. W., Brown, S. D., & Hackett, G. (1994). Toward a unifying social cognitive theory of career and academic interest, choice, and performance. *Journal of Vocational Behavior*, 45, 79-122. doi:10.1006/jvbe.1994.1027

Figure 2.1- Social Cognitive Career Theory.

Social Cognitive Career Theory has aroused many attentions from researchers, be used and be reviewed also by those researchers such as Flores, Navarro, and Ali (as cited in Brown & Lent, 2016), where Flores et al. suggested variables like family income deserves recognition in the future research of SCCT. Besides, Sheu and Bordon (as cited in Brown & Lent, 2016) also pointed out most of the international research focus more on the SCCT's core social cognitive model (Figure 2.1). Furthermore, SCCT is largely employed by many researchers to test career related decisions on those young students in universities or colleges. For example, a study conducted at a Spanish university with 400 respondents revealed that self-efficacy has positive effects on entrepreneurial interest, outcome expectations and career choice (Lanero, Vázquez, & Aza, 2016).

Additional study done by Jaensch, Hirschi, & Spurk based on SCCT, supported that vocational interests are important to university students' career decision. Another study with 208 African American college students reported that there are positive relationships between self-efficacy, outcome expectations, interest, and choice goals (Dickinson, Abrams, & Tokar, 2016). Ghuangpeng (as cited in Abdo, 2016) also stated that SCCT elucidate several factors (e.g., personal factors, self-efficacy, interest, etc.) are affecting a person's career choice. As can be seen in all these past studies, by repute, it seems like Social Cognitive Career Theory can be taken as a helpful methodology to understand how an individual's career choice is formed and how all the proposed variables in the model are interrelated and subsequently lead to a career decision.

## 2.4 Research Framework

This research has four independent variables (IV), namely: family influence, economic considerations, personal interest, and self-efficacy; and one dependent variable (DV) which is, career choice of local and foreign university students. It has been hypothesized that the students' career choice (DV) will be influenced by the four IVs. All of these variables has been illustrated in Figure 2.2.

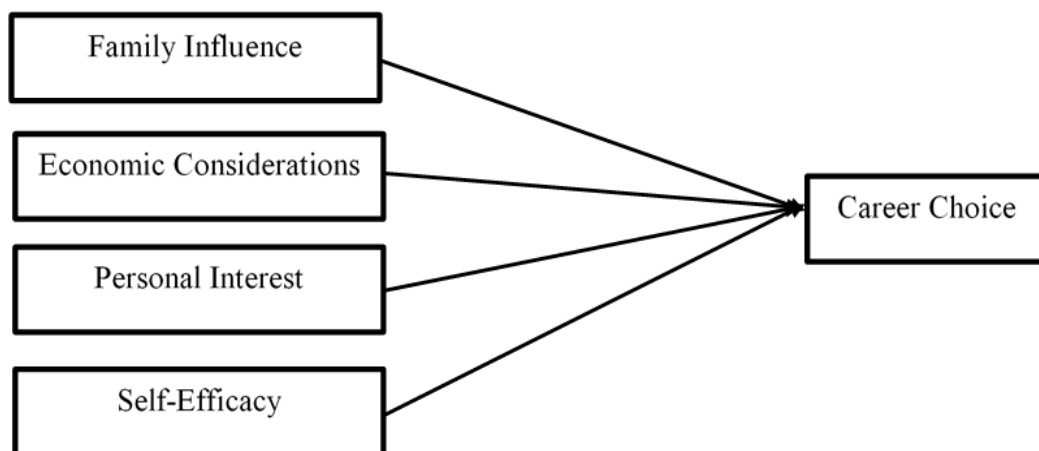


Figure 2.2- Proposed Conceptual Framework

Source: Adapted from Humayon, A. A., Raza, S., Khan, R. A., & Ansari, N. U. A. (2018). Effect of family influence, personal interest and economic considerations on career choice amongst undergraduate students in higher educational institutions of Vehari, Pakistan. *International Journal of Organizational Leadership*, 7, 129-142. DOI: 10.33844/ijol.2018.60333

## **2.5 Research Hypothesis**

Following are the hypotheses developed for this study:

**H1: There is a significant relationship between family influence and career choice.**

**H2: There is a significant relationship between economic considerations and career choice.**

**H3: There is a significant relationship between personal interest and career choice.**

**H4: There is a significant relationship between self-efficacy and career choice.**

**H5: There is a significant difference between university students' nationality on career choice.**

## **2.6 Conclusion**

To conclude, this chapter has reviewed some past studies, a proposed conceptual framework and the hypotheses have also been developed. In next chapter, the research methodology will be discussed.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This study uses primary data collection by employing questionnaires survey to collect the relevant primary data.

### **3.1 Research Design**

This research focuses on quantitative research method. This design is selected as according to Sekaran (as cited in Abdo, 2016), researcher would be able to collect as much information and responses from the respondents and it is relatively cost-effective. Moreover, survey will be mainly employed as Check & Schutt (as cited in Ponto, 2015) stated that survey helps to collect data from a sample of respondents through their responses. Besides, this research is also a cross-sectional study where all the data was collected at one point in time. This type of study is used due to it can be conducted relatively faster, economical, less biased and are more accurate (Sekaran & Bougie, 2016; Setia, 2016).

### **3.2 Data Collection Method**

Questionnaire survey is used to serve as a source of primary data. The distributed questionnaires are understandable and properly organized. A self-administered online survey is also used as it can reach a larger-scale of respondents than other methods, inexpensive, and avoid interviewer (researcher) bias, and nurture more honest responses (Braekman et al., 2018).

### **3.3 Sampling Design**

#### **3.3.1 Population Frame**

The selected target population for this study is the universities students in Klang Valley. This area was selected due to the high concentration of universities as according to the data from Google Map, there are about 70 public or private universities located at Klang Valley, such as Universiti Putra Malaysia (UPM), University College Sedaya International (UCSI), Universiti Tunku Abdul Rahman (UTAR), etc. Besides, the universities in Klang Valley are more reachable and more easy for researcher to collect the data.

#### **3.3.2 Sample and Sampling Technique**

According to Green's (1991) rule of thumb,  $N > 50 + 8m$  (where  $m$  equal to the number of independent variables), should be taken to do a regression analysis. As this study has four independent variables in total, the sample size would be 82 according to the above rule. However, when the population is large, researchers usually will regard a minimum sample size of 100 for their study (Alshibly, 2018). Therefore, researcher decided to select the sample size to be 200 for this study.

While for the sampling technique, the type of technique researcher applied is convenience sampling which under the non-probability sampling methods. According to Etikan, Musa, & Alkassim (2016), convenience sampling is a type of sampling which involves selecting elements of the target population that are most readily available to participate in the study, such as easy accessibility. This sampling method is selected mainly due to it is inexpensive, convenient and also time-effective (Elfil & Negida, 2017).

### 3.4 Instruments

#### 3.4.1 Dependent Variable- Career Choice

The following five measurement items for career choice presented in Table 3.1 were taken from Brown (2002); Ud Din, Murtaza, & Khan (2011); Malach-Pines, Özbilgin, Burke, & Targawala (2008); Tay, Siddiq, & Atiomo (2009); Venable (2007). A five-point Likert scale: from Strongly Disagree =1, to Strongly Agree=5, was used.

<b>DV</b>	<b>Career Choice</b>
No.	Items
1.	I believe I have a free choice in making my career decision.
2.	I have definitely made a career choice.
3.	I find information about current job opening.
4.	I may choose this career because I do not think I will get any other job offers.
5.	When I make a career decision, I know which occupation I love.

Table 3.1 Career Choice’s Items

#### 3.4.2 Independent Variables

##### 3.4.2.1 Family Influences

The following five measurement items for family influence presented in Table 3.2 were taken from Borchert (2002); Bui (2005); Wong & Liu (2010), Liu, Englar-Carlson, & Minichiello (2012); Mimbs (1996). A five-point Likert scale: from Strongly Disagree =1, to Strongly Agree=5, was used.

<b>IV 1</b>	<b>Family Influences</b>
No.	Items
1.	I consider my parents' opinion when selecting my career choice.
2.	My family listened to my opinion about career plans.
3.	My family showed me how to be successful in choosing a career.
4.	My parents have the greatest influence in my career choice.
5.	The example of my friends, family inspired me to choose a career.

Table 3.2 Family Influence's Items

### 3.4.2.2 Economic Considerations

The following six measurement items for economic considerations presented in Table 3.3 were obtained from Brendtro (1991); Coshow, Davis, & Wolosin (2009); Hsieh (2006); Margolis (2008); Olichwier (2014). A five-point Likert scale: from Strongly Disagree =1, to Strongly Agree=5, was used.

<b>IV 2</b>	<b>Economic Considerations</b>
No.	Items
1.	I am satisfied with work that provides pay raises that keep me abreast with the cost of living.
2.	I hope I will be paid a high salary.
3.	I need good starting salary.
4.	The wish for financial security is important factor that influences my career choice.
5.	The amount of financial rewards influences me to choose a career.
6.	Salary considerations are important for making career decisions.

Table 3.3 Economic Considerations' Items

### 3.4.2.3 Personal Interest

The following seven measurement items for personal interest presented in Table 3.4 were obtained from (Jackle, 1993; Margolis, 2008; Richardson, 2009; Youssef, 1984). A five-point Likert scale: from Strongly Disagree =1, to Strongly Agree=5, was used.

<b>IV 3</b>	<b>Personal Interest</b>
No.	Items
1.	I choose a job that offers opportunities for further training.
2.	I can get a chance of future advancement within my profession.
3.	I concern about further study possibilities in my career.
4.	I consider self-deciding on occupational choice as important.
5.	This career provides opportunities to learn new things.
6.	To become a leader in my profession is important to me.
7.	I need to be challenged in my career to feel satisfied.

Table 3.4 Personal Interest's Items

### 3.4.2.4 Self-Efficacy

The following six measurement items for self-efficacy presented in Table 3.5 were derived from 25 items which developed by Ghuangpeng (2011). A five-point Likert scale: No confidence at all= 1, Slightly Confidence= 2, Somewhat Confidence= 3, Fairly Confidence= 4, and Completely Confidence= 5, was used.

<b>IV 4</b>	<b>Self-Efficacy</b>
No.	Items
1.	Select one career from a list of potential careers you are considering.
2.	Accurately assess your abilities.
3.	Change careers if you did not like your first choice.
4.	Choose a career that will fits your interests.
5.	Persistently work at your career goal even when you get frustrated.
6.	Determine what your ideal job will be.

Table 3.5 Self-Efficacy's Items



### 3.5 Research Measurements

In this study, the questionnaire used to collect the primary data contains 3 sections, where section A is to collect respondents' demographic data, section B contains career choice's five items with 5-point Likert scale. While, Section C contains twenty-four items for the four independent variables (i.e. Family Influence, Economic Considerations, Personal Interest and Self-Efficacy). In the whole study, there will be two types of five-point Likert scale being utilized: (a) from Strongly Disagree =1, to Strongly Agree=5; (b) from No confidence at all= 1, to Completely Confidence= 5. Besides, Cavanna and Trimble (as cited in Humayon, et al., 2018), stated that a five-point scale is appropriate enough as the reliability of the rating might not be enhanced from any increments from the five-point scale.

### 3.6 Pilot Test

A pilot test is conducted with 30 targeted respondents. This step is to iron out whether they are any ambiguous questions in the questionnaire, in order to generate an effective questionnaire that could collect the most relevant data. For each instruments, a reliability test was conducted with those data collected from the above respondents, with the use of Statistical Package for Social Science (SPSS) Version 25. The outcomes of the reliability test were as below:

<b>Variables</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>
Career Choice	5	0.731
Family Influence	5	0.702
Economic Considerations	6	0.816
Personal Interest	7	0.774
Self-Efficacy	6	0.742

Source: Developed for the research.

### **3.7 Data Analysis**

To analyse the collected data, descriptive analysis, inferential analysis, and reliability test will be done. The software used to conduct the stated analysis is SPSS Version 25, which can be used to test reliability and the hypotheses.

#### **3.7.1 Descriptive Analysis**

Descriptive analysis is a method used to calculate, describe, and summarize the basic features of the collected data in a logical way and an organized manner (e.g. by describing the relationship between the variables in a sample). It is used to measure central tendency, variability, frequency, etc., by calculating the mean, mode, variance, and more (Kaliyadan, & Kulkarni, 2019; Vetter, 2017). In the descriptive analysis, data like gender and age will be process and analyze.

#### **3.7.2 Inferential Analysis**

Inferential statistics are mainly used to investigate the developed theoretical framework and hypotheses. It helps researchers to draw conclusions from a sample or population and examine differences among the groups (Guetterman, 2019). In this research, independent sample t-test and multiple linear regression is conducted using the SPSS.

### **3.7.3 Reliability Test**

According to Linn and Gronlund (as cited in Rosaroso, 2015), reliability is defined as the degree to which measurements are consistent and are free from random error. It applied Cronbach Alpha to identify the homogeneity of the used items measured with Likert scale. According to studies like Whitley (2002), and Robinson (2009), the most agreed minimum internal consistency coefficient (as cited in Taherdoost, 2016), is 0.70.

### **3.8 Conclusion**

As conclusion, all the methods and software used to analyse the collected data have been discussed in this chapter. Next chapter will be the interpretation of the research results after all the data has been run through SPSS.

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## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

The results of data collected from the targeted respondents are all analysed and presented in this chapter with the use of SPSS software.

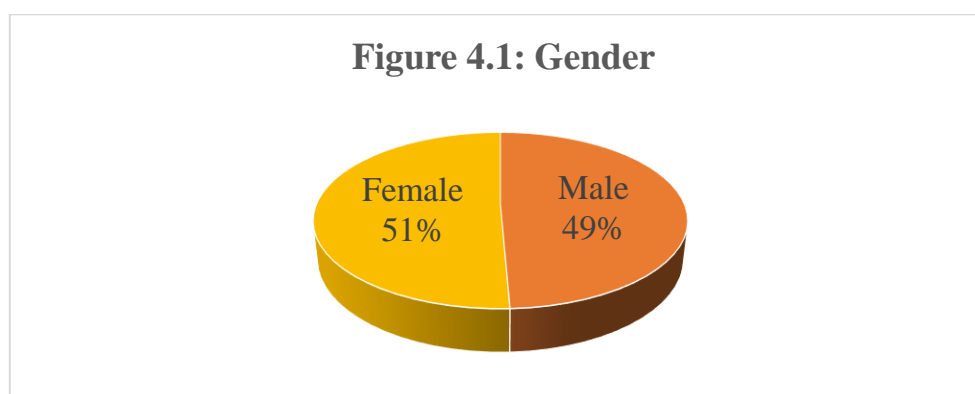
### **4.1 Data Screening**

With the ways mentioned in Data Collection Method, researcher only able to obtain 160 responses and out of these responses, 12 responses were found to be answered by non-targeted respondent, thus were rejected from the response pool. Therefore, they are only 148 responses useable for this research.

### **4.2 Descriptive Analysis**

All the respondents have been analyse based on their demographic and presented in graphs.

#### **4.2.1 Gender**



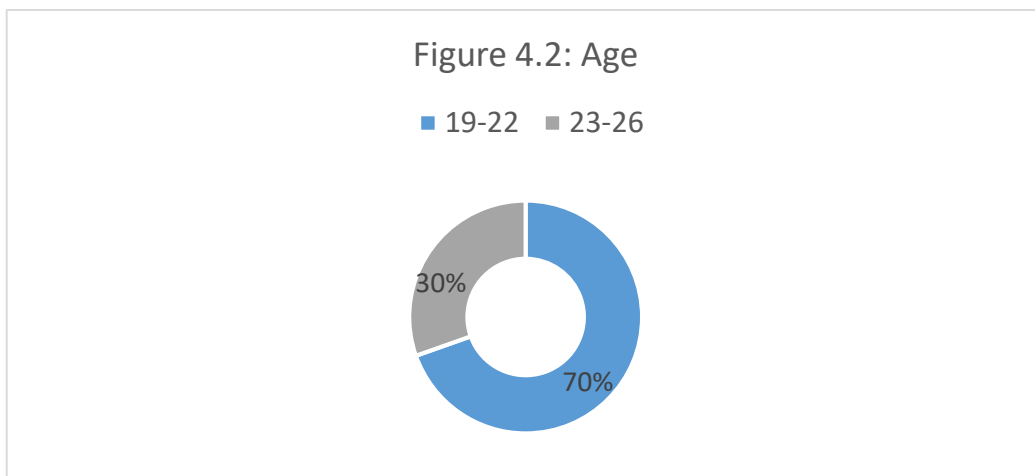
**Table 4.1 Gender**

Gender	Frequency
Male	73
Female	75
TOTAL	148

Source: Developed for research

As shown in the above diagram, out of 148 respondents, 49% are male, and 51% are female. This is the result where the questionnaires were distributed accordingly in order to avoid biasness.

#### 4.2.2 Age



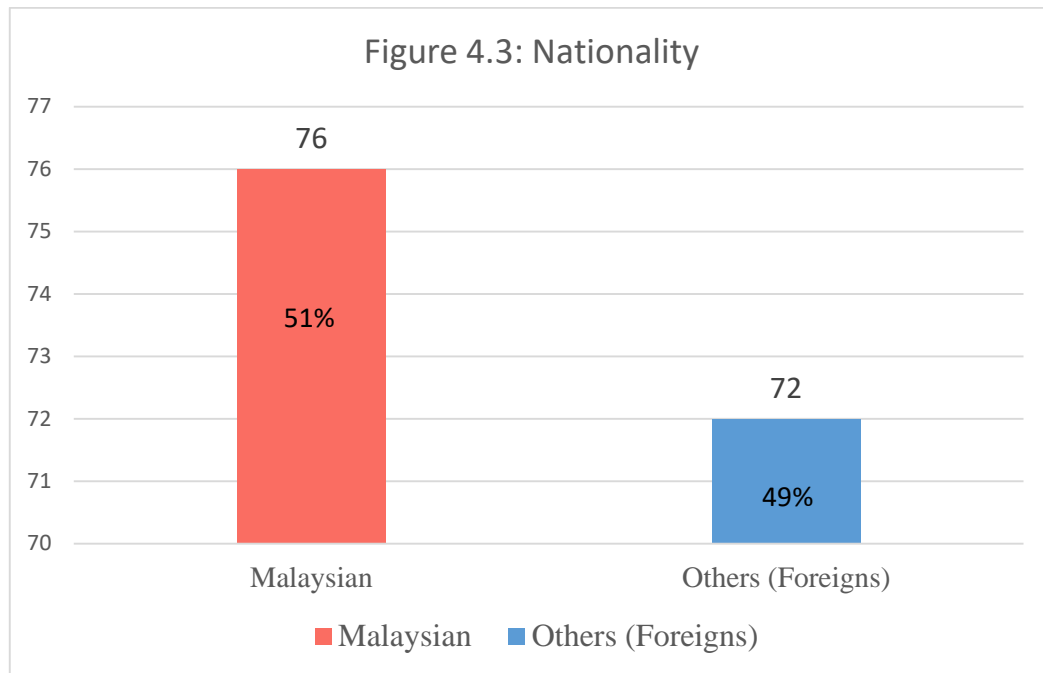
**Table 4.2 Age**

Age	Frequency
19-22	103
23-26	45
TOTAL	148

Source: Developed for research

In Figure 4.2, it shows that 70% of respondents fall into the age range of 19-22, while 30% respondents aged 23 to 26 years old.

### 4.2.3 Nationality



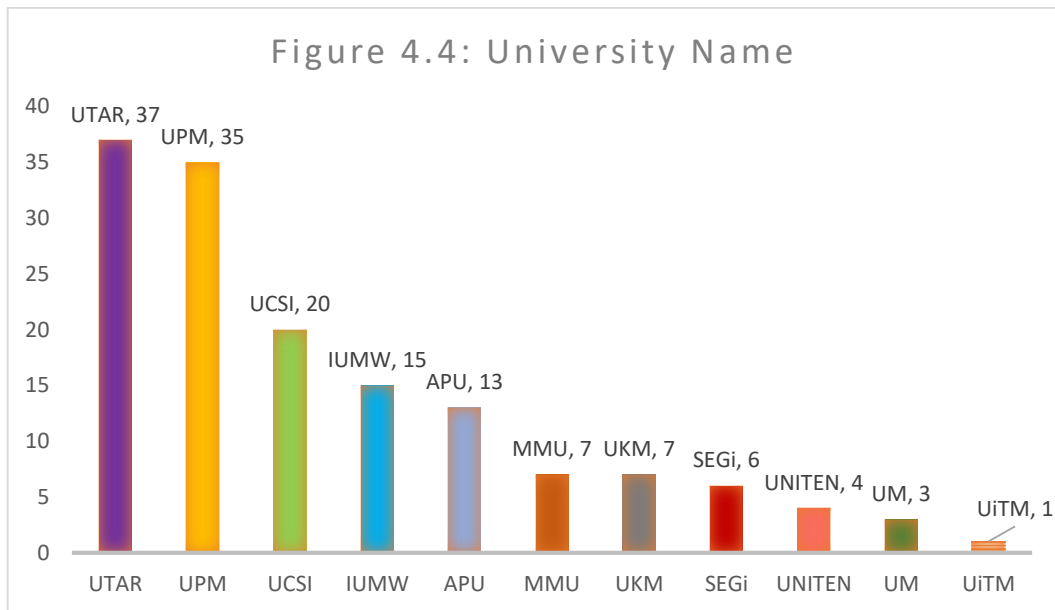
**Table 4.3 Nationality**

Nationality	Frequency
Malaysian	76
Others (Foreign)	72
TOTAL	148

Source: Developed for research

The above graph shown that, 51% respondents are Malaysian and 49% respondents are from others countries such as China, Arab, Nigeria, Jordan and more. Researcher try to lower down the gap between these two groups by controlling the number of respondents in each group respectively as one of the objectives of this research is to investigate whether there are any differences between local and foreign students in making career choice.

#### 4.2.4 University Name



**Table 4.4 University Name**

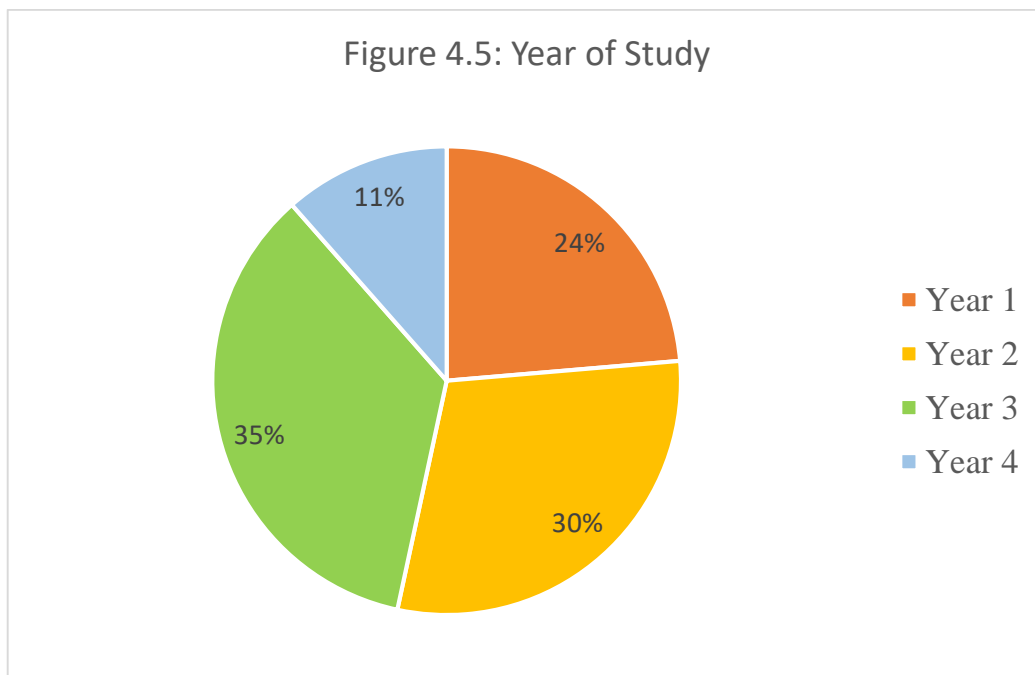
University Name	Frequency
Universiti Tunku Abdul Rahman (UTAR)	37
Universiti Putra Malaysia (UPM)	35
University College Sedaya International (UCSI)	20
International University of Malaya-Wales (IUMW)	15
Asia Pacific University (APU)	13
Multimedia University (MMU)	7
University Kebangsaan Malaysia (UKM)	7
SEGi University	6
Universiti Tenaga Nasional (UNITEN)	4
University of Malaya (UM)	3
Universiti Teknologi MARA (UiTM)	1
<b>TOTAL</b>	<b>148</b>

Source: Developed for research

Based on Figure 4.4, most of the respondents (25%) are students of Universiti Tunku Abdul Rahman (UTAR) which consist of 37 people, while respondents from

UPM reached second high with 35 people. This is mainly because UTAR is where researcher study and both university is convenience for researcher to distribute the questionnaires. In contrast, there are only 1 respondent from Universiti Teknologi MARA (UiTM) with 1%.

#### 4.2.5 Year of Study



**Table 4.5 Year of Study**

Year of Study	Frequency
Year 1	35
Year 2	44
Year 3	52
Year 4	17
<b>TOTAL</b>	<b>148</b>

Source: Developed for research

Based on the above graph, it shows that most of the respondents are from Year 3 with 35%; Year 2 students with the second highest percentage, 30%; Year 1 students with 24%, and respondents from Year 4 are at the least with only 17 people (11%).



### 4.3 Reliability Analysis

**Table 4.6 Reliability Statistics for Dependent and Independent Variables**

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>Strength of Association</b>
Career Choice	0.700	5	<b>Good</b>
Family Influence	0.705	5	<b>Good</b>
Economic Consideration	0.787	6	<b>Good</b>
Personal Interest	0.799	7	<b>Good</b>
Self-Efficacy	0.717	6	<b>Good</b>

Source: Developed for research

Cronbach alpha are mainly used to measure the internal consistency of the instrument items or the inter-relatedness of those items (Heo, Kim, & Faith, 2015). According to the rule of thumb for Cronbach's alpha coefficient which developed by Hair et.al, the strength of association of the items are considered as good when the alpha value falls in between 0.7 to 0.8 (Hair et.al, 2003). As the Cronbach's alpha for the variables shown in the above table are all falls in this range, this indicates that all the variables are good, and the items are consistent and acceptable.

## 4.4 Inferential Analysis

### 4.4.1 Multiple Regressions Analysis

**Table 4.7 Model Summary**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.410 <sup>a</sup>	.168	.145	.55282

a. Predictors: (Constant), Self-Efficacy, Family Influence, Economic Consideration, Personal Interest

Source: SPSS

**Table 4.8 ANOVA Table**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.813	4	2.203	7.209	.000 <sup>b</sup>
	Residual	43.703	143	.306		
	Total	52.516	147			

a. Dependent Variable: Career Choice

b. Predictors: (Constant), Self-Efficacy, Family Influence, Economic Consideration, Personal Interest

Source: SPSS

Based on the above Model Summary, it showed that the R Square's value is only 0.168, which by then indicates that the model is not that effective and good as there are only 16.8% of career choice is explained by the independent variables (i.e. Self-Efficacy, Family Influence, Economic Consideration, Personal Interest). Though, the model also shown that it reaches significant in Table 4.8 as Sig. is equal to zero ( $p < 0.05$ ).

**Table 4.9 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.099	.562		3.732	.000
	Family Influence	-.136	.084	-.124	-1.618	.108
	Economic Consideration	.107	.091	.092	1.168	.245
	Personal Interest	.290	.088	.272	3.282	.001
	Self-Efficacy	.175	.088	.166	1.985	.049

a. Dependent Variable: Career Choice

Source: SPSS

**Rule of thumb:**

Reject  $H_0$  if  $p < 0.05$ .

**First hypothesis testing:**

$H_0$ : There is no significant relationship between family influence and career choice.

$H_1$ : There is a significant relationship between family influence and career choice.

According to the Table 4.9, the significant p-value of family influence is 0.108, which is greater than 0.05 ( $p > 0.05$ ). Therefore,  $H_1$  is rejected and the conclusion is- there is no significant relationship between family influence and career choice.

**Second hypothesis testing:**

$H_0$ : There is no significant relationship between economic considerations and career choice.

H<sub>2</sub>: There is a significant relationship between economic considerations and career choice.

From Table 4.9, it showed that the significant p-value of economic consideration towards career choice is 0.245, which is greater than 0.05 ( $p > 0.05$ ), therefore, H<sub>2</sub> is being rejected but accept H<sub>0</sub>. Thus, the conclusion is there is no significant relationship between economic considerations and career choice.

**Third hypothesis testing:**

H<sub>0</sub>: There is no significant relationship between personal interest and career choice.

H<sub>3</sub>: There is a significant relationship between personal interest and career choice.

Based on Table 4.9, it can be easily seen that the significant p-value of personal interest is only 0.001, where this value is less than 0.05 ( $p < 0.05$ ). Hence, H<sub>0</sub> will be rejected but accept H<sub>3</sub>. In conclusion, there is a significant relationship between personal interest and career choice.

**Fourth hypothesis testing:**

H<sub>0</sub>: There is no significant relationship between self-efficacy and career choice.

H<sub>4</sub>: There is a significant relationship between self-efficacy and career choice.

From the Table 4.9, it can be noticed that the significant p-value of self-efficacy is 0.049. Again, this value is still less than 0.05 ( $p < 0.05$ ). Therefore, H<sub>4</sub> will be accepted but reject H<sub>0</sub>. Thus, the conclusion is that there is a significant relationship between self-efficacy and career choice.

Moreover, according to the results showed in the Table 4.9, personal interest is the most important predictor in measuring the career choice as personal interest

scored the highest with its Standardized Coefficients Beta value of 0.272 among all others variables. A regression model equation is also formed as below:

$$\hat{Y} = 2.099 - 0.136(\text{Family Influence}) + 0.107(\text{Economic Consideration}) + 0.209(\text{Personal Interest}) + 0.175(\text{Self-Efficacy}) + e.$$

#### 4.4.2 Independent T-Test

**Table 4.10 Levene’s Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Career Choice	Equal variances assumed	3.248	.074	-2.583	146	.011
	Equal variances not assumed			-2.593	144.714	.010

Source: SPSS

In order to test the equality of variance, the following hypothesis is formed:

H<sub>0</sub>: Equal variance assumed.

H<sub>a</sub>: Equal variance not assumed.

Based on the above table, the significant p-value of Levene’s test for Equality of Variances is 0.074, which is greater than 0.05 (p>0.05). Hence, H<sub>a</sub> is rejected and accept H<sub>0</sub>. The conclusion is Equal variance assumed. Next, a hypothesis is formed to test whether there is significant difference between local and foreign university students on career choice.

**Testing hypothesis:**

H<sub>0</sub>: There is no significant difference between university students' nationality on career choice.

H<sub>5</sub>: There is significant difference between university students' nationality on career choice.

By looking at the row of Equal variance assumed, the significant p-value under t-test for equality of means is 0.011, which is less than 0.05 ( $p < 0.05$ ). Thus, H<sub>0</sub> is rejected but accept H<sub>5</sub>. The conclusion is, there is significant difference between university students' nationality on career choice.

**Table 4.11 Group Statistics Table**

<b>Group Statistics</b>					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Career Choice	Malaysian	76	3.7842	.62717	.07194
	Foreigner	72	4.0333	.54021	.06366

Source: SPSS

Besides, from the above table, under the column of mean, it shown that the mean score for Malaysian university students is 3.7842, while the mean score for Foreign university students is 4.0333. This by then indicates that, Foreign university students have more favourable perception towards career choice compared to Malaysian university students.

## **4.5 Conclusion**

To be concluded, in this chapter, few descriptive analysis and inferential analysis has been used to examine the relationship between the dependent variable and independent variables, and the results for all the analysis have been discussed and explained in a more understandable way. Next, in Chapter 5, researcher will mainly discuss about the major findings and implications.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

In this chapter, the discussion and implications of the finding results obtained in previous chapter will be presented. Moreover, the limitations and conclusion of the research will also be discussed. To be mentioned again, the purpose of this research is to investigate the factors that will affect local and foreign university students' career choice. The factors that have been tested in the research are, Family Influence, Economic Consideration, Personal Interest and Self-Efficacy.

### **5.1 Summary of Analysis**

#### **5.1.1 Descriptive Analysis**

In this research, the total number of respondents who are valid and taken as targeted respondents are 148 people. All the respondents have been classified and analyzed based on their demographic data such as, gender, age, nationality, university name, and year of study. Based on the descriptive analysis, it was found that majority of the respondents are female (50.7%), which aged between 23 to 26 years old (69.6%), and are currently in their third year of study in universities. Furthermore, 51.4% of the respondents are Malaysian while the rest of the respondents are foreign students from countries such as, China, Arab, Japan, Jordan, etc. The university that the respondents are studying in is at UTAR which constitutes to 25%, while others study in universities that located within the Klang Valley area, such as, UPM, UKM, USCI, etc.



### 5.1.2 Reliability Analysis

Referring to the reliability statistics table, it can be noticed that the independent variable- Personal Interest has the highest alpha value with 0.799. It is then followed by Economic Considerations (0.787), Self-Efficacy (0.717), Family Influence (0.705), and Career Choice (0.700). As all the variables are over 0.6 and fall in the range between 0.7 to 0.8, their strength of association is considered as good and also indicates that the items are consistence and stable.

### 5.1.3 Inferential Analysis

Referring to Table 4.9 under Multiple Regression analysis, it shown that out of the four independent variables, only two IV (i.e. Personal Interest, and Self-Efficacy) is significant predictors of career choice. While Family Influence and Economic Considerations has been identified to be non-significant contributors in measuring career choice as their significant p-value is greater than 0.05. Besides, personal interest is also identified as the most important predictor in measuring career choice ( $\beta = 0.272$ ).

In addition, under independent T-test, it was found that there is significant difference between university students' nationality and career choice as the significant p-value under t-test for equality of means is 0.011, which is less than 0.05 ( $p < 0.05$ ). Also, based on the group statistics table (Table 4.11), it was discovered that Foreign university students have more favourable perception towards career choice compared to Malaysian university students.

## 5.2 Discussion of Major Findings

**Table 5.1: Results of hypotheses**

No	Hypothesis	P-value	Accept/ Reject
H <sub>1</sub>	There is a significant relationship between family influence and career choice.	0.108	Rejected
H <sub>2</sub>	There is a significant relationship between economic considerations and career choice.	0.245	Rejected
H <sub>3</sub>	There is a significant relationship between personal interest and career choice.	0.001	Accepted
H <sub>4</sub>	There is a significant relationship between self-efficacy and career choice.	0.049	Accepted
H <sub>5</sub>	There is a significant difference between university students' nationality on career choice.	0.011	Accepted

Source: Developed for the research

### **5.2.1 Conclusion for First hypothesis (Family Influence):** No significant relationship

Referring to the results researcher obtained from SPSS, it showed that there is no significant relationship between family influence and the career choice. According to Tillman (2015), parents with higher-income, nowadays feels that their children are lacking of desires to take part and carry on with the family businesses. By then, the parents will not put much pressures on their children to only make choices between certain careers. Not only that, Shellenbarger (as cited in Tillman, 2015) also found that out of four physicians, three of them are more unlikely to urge their children to follow their career path to be physician.

There are also researchers such as Fouad et al. (as cited in Fouad, Kim, Ghosh, Chang, & Figueiredo, 2015) stated that those who are less acculturated, will have a higher tendency to be influenced by family when making their career choice. However, this is not likely to be applied in Malaysia context as Malaysia is made up of many ethnics, and Malaysian has many kinds of cultures. Said otherwise, university students in Malaysia is less likely to be influence by family regarding their career choice.

In researcher's view, it might because the parenting style adopted by the parents now is authoritative parenting, in which the parents are nurturing, listen to children, and encourage independence. Sovet and Metz's research (as cited in Murniarti, & Siahaan, 2019) found out that this parenting style tends to have less impacts on their children's career choice. Hence, making family influence to have no significant relationship on career choice.

### **5.2.2 Conclusion for second hypothesis (Economic Considerations):** No significant relationship

Based on the results researcher had obtained, it showed that there is no significant relationship between economic considerations and the career choice.

Nowadays, monetary rewards might not be the only factors to motivate employees and to attract talents when compare to the past. According to Hytter's research (as cited in Akhtar, Aamir, Khurshid, Abro, & Hussain, 2015), it was found that generally, employees will be more motivated with non-financial rewards such as personnel appreciation, work-life balance, and acknowledgement. Besides, with only financial rewards, this would not help to retain those talented employees in a long time as what they desire for could be achievement, respect, recognition, etc. According to the hierarchical needs of theory developed by Maslow (1954), people would have the needs of self-esteem such as recognition and respects from others. This helps to explain why non-financial benefits are more important than economic considerations and financial benefits.

In researcher's view, university students and the employees might be more motivated by total rewards, instead of only just one kind of rewards. According to Dessler & Cole, Wang, and Morgan et al. (as cited in Alhmoud, & Rjoub, 2019), total rewards are referred to the combinations of financial and non-financial rewards, and also social benefits such as happiness that provided by the company. To be summarize, it can be said that economic considerations are not the only factors that influence people's career choice. Hence, there is no significant relationship between economic considerations and career choice.

### **5.2.3 Conclusion for third hypothesis (Personal Interest):**

Significant relationship

An individual's personal interest do play a critical role in his career choice as it would help him to persistently work in the profession that he chosen and is about to enter. Few studies by researchers such as Carpenter and Foster; and Kunnen (as cited in Akosah-Twumasi, Emeto, Lindsay, Tsey, & Malau-Aduli, 2018) revealed that career decision could be influenced and motivated by intrinsic dimensions which is referred to the individual's interests towards certain professions, and by then can helps to improve their satisfaction towards the job.

In this study, the significant p-value obtained for Personal interest is 0.001 which is below 0.05. This by then indicates that personal interest is one of the significant factors that affect the career choice of university students in Malaysia. This result is in align with some researchers (e.g., Nauta & Kahn, 2007; Tracey, 2008) that stated personal interest and career choice are interrelated, and a consistent interest could help to lower down career indecision (as cited in Atitsogbe, Moumoula, Rochat, Antonietti, & Rossier, 2018). The research's results of Volodina and Nagy (2016) with 900 respondents in German school also revealed that the students' interest has the most critical impact on their career choice.

In researcher's view, personal interest can actually guide the university students to make their choices within a particular field rather than chose from a very broad basis, which can be very perplexed. Personal interest is very important to lead the students to the right path and make the right career decision. Without personal interest, they probably will have a high tendency to face career making difficulties or even make a wrong career choice which will by then lead to great pressures and dissatisfactions. Based on all the above researches, it can be said that, there is a significant relationship between personal interest and career choice.

#### **5.2.4 Conclusion for fourth hypothesis (Self-Efficacy):** Significant relationship

The self-efficacy in this study is actually referred to the confidence that an individual possessed in assessing their abilities, interests, identifying ideal job and to make the career choice by his own. Hackett and Betz (as cited in Hackett and Betz, 1995) acknowledge that actually self-efficacy is also important in career decision making as it could help in the career development. They also found that individual with a lower self-efficacy in dimensions related to the

occupation, would likely to limited their considerations to only make their choices between certain types of careers.

Referring to the results obtained for this study, the significant p-value for self-efficacy is 0.049 which is still below 0.05. Hence, self-efficacy is considered as one of the factors that have positive effects on the university students' career choice in Malaysia. This result is consistent with the research of Fatima, Asghar, Khatoon, & Fatima (2017), where the research is done with 100 university students, and the results of their research proved that self-efficacy has significant positive relationship with career development that included career planning and career choice making.

In addition, a research with 160 respondents revealed that the students' self-efficacy has a significant correlation with career choice (Crisan, & Turda, 2015). Not only that, in researcher's view, self-efficacy can actually be related to locus of control, and by then can influence their career decision. An individual with higher self-efficacy is said to have internal locus of control while those with low self-efficacy is said to have external locus of control. Few studies such as Gati, Gadassi, Saka et al., (2011) and Çoban & Hamamcı, (2006) supported that (as cited in Kırdök, & Harman, 2018) students with internal locus of control faced lower career indecision, while the students with external locus of control is having higher tendency to faced career decision making difficulties. To summarized, the results obtained for present study are supported and consistent with past studies, where self-efficacy has a significant relationship with career choice.

### **5.2.5 Conclusion for fifth hypothesis (University students' nationality): Significant difference**

After reviewing the past studies, researcher found that other researchers are mainly focusing on the difference of university students' gender on career choice, rather than their nationality. Therefore, it is why researcher conduct this research

in order to test the difference of university students' nationality on career choice. The result revealed as there is significant difference, and Foreign university students have more favourable perception towards career choice compared to Malaysian university students.

Researcher think that this might due to the financial risks of foreign students are much higher than the local students as they are studying in another country where they are not totally familiar with. Therefore, before coming to Malaysia to pursue education, Foreign students have taken an early step than the local students, to build career awareness and consider about the career choices.

### **5.3 Contribution of Study**

Nowadays, there are a lot of careers available to be chosen by the people and the students are facing a hard time to choose the right career that suit themselves. With this research, it can help the students to know what factors would actually influence their career choice. By knowing that the personal interest is the most critical factor that affect career choice, they should devote some time to identify what their interests really are, and to think about whether they are ready to turn their interest to be their career in the future. By having interests towards certain occupation, it can lead the university students to a right path, making a right career decision and enhance their job satisfactions in the future.

On the other hand, universities are the place where it helps to prepare the students to be ready to enter into the real working world. Despite of the regular education, universities will also organize some career awareness campaigns and career-related events for the students. With this research, the educators could know that from which aspects they should prepare the events and to enhance the students' career readiness. For example, instead of providing many financial support, they can organize some events that collaborated with organizations, which by then could help to increase the job security.

## **5.4 Limitations**

Although great effort has been put into the research, there are still several limitations acknowledged by researcher.

1. Only four factors were tested in the research, but there are still many more factors proven to have relationship with career choice by past studies.
2. The sample size and response rate should be greater to get a more generalized results.
3. Some aspects such as races were not accounted.

## **5.5 Recommendations for Future Study**

In the present research, only four factors were chosen to be tested with career choice. After reviewing the past studies, it cannot be denied that there are a lot more factors proven to influence career decision. Hence, other factors such as personality could be focused on in the future research.

Besides, the actual response for this research is only 148 and the target respondents were only focused on Klang Valley. The respondents from only one location with not more than 200 people is not adequate enough to represents the whole population of Malaysia. Therefore, a future research with more than 200 of respondents from different states of Malaysia could be done in order to obtain a more generalize results.

As the present study is conducted within Malaysia only, a comparison study between Asian and Western nations such as Malaysia and German, is encourage to be conducted in the future research. Some new findings might be found as the people has a totally different cultures and education systems.



## **5.6 Conclusion**

Overall, in this research, the relationship between career choice with family influence, economic considerations, personal interest, and self-efficacy has been determined. It also has been found which factors do exert influences on the career choice of local and Foreign university students in Malaysia. Moreover, some limitations have been mentioned by researcher and researcher also has provide some suggestion and direction for the future studies.

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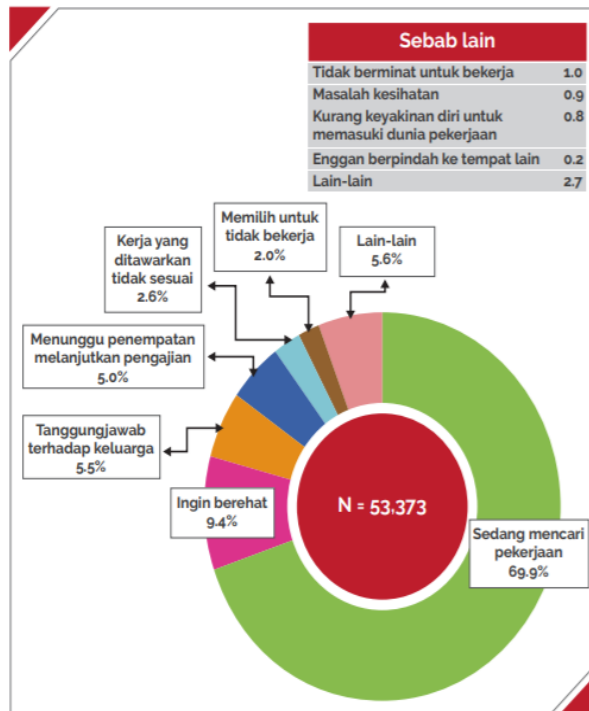
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(APPENDIX A)

Statistics of Unemployed Graduates in year 2017

**BAB 6: GRADUAN (WARGANEGARA) BELUM BEKERJA 2017**

Rajah 6.1: Sebab belum bekerja bagi keseluruhan graduan 2017



**Sebab Belum Bekerja bagi Keseluruhan Graduan 2017**

- Secara keseluruhan, 69.9 peratus graduan 2017 yang belum bekerja menyatakan mereka sedang mencari pekerjaan, diikuti 9.4 peratus ingin berehat, 5.5 peratus kerana tanggungjawab terhadap keluarga, 5.0 peratus sedang menunggu penempatan bagi melanjutkan pengajian dan 2.6 peratus memberi alasan kerja yang ditawarkan tidak sesuai.

Rajah 6.2: Kadar graduan 2017 yang belum bekerja mengikut peringkat pengajian

**Source:** Ministry of Higher Education [MOHE]. (2017). *Graduates tracer report 2017*. Retrieved from <http://graduan.moe.gov.my/v/Penerbitan/terbitan.aspx>

(APPENDIX B)



**UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)**  
SUNGAI LONG CAMPUS, JALAN SUNGAI LONG, BANDAR SUNGAI  
LONG, CHERAS 43000, KAJANG, SELANGOR

TEL: 603 9086 0288 FAX: 603 9019 8868

## **Questionnaire:**

### **Factors Affecting Career Choice Among Local and Foreign University Students in Malaysia.**

Dear Respondent,

A very good day to you.

I am a final year students currently pursuing Bachelor of International Business (Hons) in Universiti Tunku Abdul Rahman (UTAR) – Sungai Long Campus. I am conducting a research project titled as- “Factors Affecting Career Choice Among Local and Foreign University Students”.

The objective of this survey is to investigate the main factors that influence the career choice among local and foreign university students. Your assistance is kindly needed to complete the attached survey questionnaire. This study will take no more than 15 minutes to be completed. All information that has been collected from this questionnaire will be kept **anonymous** and strictly **confidential**. The data collected will only be accessed by the researcher and the supervisor of researcher. This survey is for education and research purposes only.

Please kindly return this questionnaire to me at your earliest convenient. Your response to this survey is highly appreciated. Without your help, I would not be able to complete this research project which is needed to fulfil my graduation requirements. Please do not hesitate to email me at [wongjosh0515@lutar.my](mailto:wongjosh0515@lutar.my) if you need any clarification regarding this survey.

Thank you very much.

Sincerely,  
Wong Rong Fu  
Universiti Tunku Abdul Rahman (UTAR)

**Section A: Demographic**

*Please write down or "Tick (√)" only ONE relevant answer for each question.*

1. Age: \_\_\_\_\_

2. Gender:

Male

Female

3. Nationality:

Malaysian

Other: \_\_\_\_\_

4. University Name (Full Name): \_\_\_\_\_

5. Year of Study:

Year 1

Year 2

Year 3

Year 4

Year 5

**Section B: Dependent Variable**

**Career Choice**

*In this section, there will be **FIVE** compulsory questions. Please select (**CIRCLE**) the appropriate answer for each of the questions. Please read the following items carefully and choose only **ONE** response which the most you agree with.*

*Strongly Disagree (SD) = 1, Disagree (D) = 2, Neither Agree nor Disagree (N) = 3, Agree (A) = 4, Strongly Agree (SA) = 5.*

	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1. I believe I have a free choice in making my career decision.	1	2	3	4	5
2. I have definitely made a career choice.	1	2	3	4	5
3. I find information about current job opening.	1	2	3	4	5
4. I may choose this career because I do not think I will get any other job offers.	1	2	3	4	5
5. When I make a career decision, I know which occupation I love.	1	2	3	4	5



**Section C: Independent Variables**

*In this section, there will be TWENTY-FOUR questions. Please select the appropriate answer for each of the questions. Please rate the following items using a five-point Likert scale.*

*Strongly Disagree (SD) = 1, Disagree (D) = 2, Neither Agree nor Disagree (N) = 3, Agree (A) = 4, Strongly Agree (SA) = 5.*

**a) Family Influence:**

<b>Items</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1. I consider my parents' opinion when selecting my career choice.	1	2	3	4	5
2. My family listened to my opinion about career plans.	1	2	3	4	5
3. My family showed me how to be successful in choosing a career.	1	2	3	4	5
4. My parents have the greatest influence in my career choice.	1	2	3	4	5
5. The example of my friends, family inspired me to choose a career.	1	2	3	4	5

**b) Economic Considerations:**

<b>Items</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1. I am satisfied with work that provides pay raises that keep me abreast with the cost of living.	1	2	3	4	5
2. I hope I will be paid a high salary.	1	2	3	4	5
3. I need good starting salary.	1	2	3	4	5
4. The wish for financial security is important factor	1	2	3	4	5

that influences my career choice.					
5. The amount of financial rewards influences me to choose a career.	1	2	3	4	5
6. Salary considerations are important for making career decisions.	1	2	3	4	5

**c) Personal Interest:**

<b>Items</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1. I choose a job that offers opportunities for further training.	1	2	3	4	5
2. I can get a chance of future advancement within my profession.	1	2	3	4	5
3. I concern about further study possibilities in my career.	1	2	3	4	5
4. I consider self-deciding on occupational choice as important.	1	2	3	4	5
5. This career provides opportunities to learn new things.	1	2	3	4	5
6. To become a leader in my profession is important to me.	1	2	3	4	5
7. I need to be challenged in my career to feel satisfied.	1	2	3	4	5

*For the following part, please read the following items carefully and choose only ONE response that best described you.*

*No confidence at all (NC) = 1, Slightly Confidence (SC) = 2, Somewhat Confidence (SWC) = 3, Fairly Confidence (FC) = 4, Completely Confidence (CC) = 5*

**d) Self-Efficacy:**

<b>Items</b>	<b>NC</b>	<b>SC</b>	<b>SWC</b>	<b>FC</b>	<b>CC</b>
1. Select one career from a list of potential careers you are considering.	1	2	3	4	5
2. Accurately assess your abilities.	1	2	3	4	5
3. Change careers if you did not like your first choice.	1	2	3	4	5
4. Choose a career that will fits your interests.	1	2	3	4	5
5. Persistently work at your career goal even when you get frustrated.	1	2	3	4	5
6. Determine what your ideal job will be.	1	2	3	4	5

-----

-----You have reached the **END** of the questionnaire. -----

Thank you very much for participating in this research. Your assistance is greatly appreciated.

-----

(APPENDIX C)

**Pilot Test results (n=30)**

**Reliability (Career Choice)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.731	5

**Reliability (Family Influence)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.702	5

**Reliability (Economic Considerations)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.816	6

**Reliability (Personal Interest)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.774	7

a. Listwise deletion based on all variables in the procedure.

**Reliability (Self-Efficacy)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.742	6

a. Listwise deletion based on all variables in the procedure.

(APEENDIX D)

**Reliability Analysis (n=148)**

**Reliability (Career Choice)**

**Case Processing Summary**

		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.700	5

**Reliability (Family Influence)**

**Case Processing Summary**

		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.705	5

**Reliability (Economic Considerations)**

**Case Processing Summary**

		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.787	6

**Reliability (Personal Interest)**

**Case Processing Summary**

		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.799	7

a. Listwise deletion based on all variables in the procedure.

**Reliability (Self-Efficacy)**

**Case Processing Summary**

		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.717	6

a. Listwise deletion based on all variables in the procedure.

## (APPENDIX E)

**Multiple Linear Regression****Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Self-Efficacy, Family Influence, Economic Consideration, Personal Interest <sup>b</sup>		Enter

a. Dependent Variable: Career Choice

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.410 <sup>a</sup>	.168	.145	.55282

a. Predictors: (Constant), Self-Efficacy, Family Influence, Economic Consideration, Personal Interest

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.813	4	2.203	7.209	.000 <sup>b</sup>
	Residual	43.703	143	.306		
	Total	52.516	147			

a. Dependent Variable: Career Choice

b. Predictors: (Constant), Self-Efficacy, Family Influence, Economic Consideration, Personal Interest

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.099	.562		3.732	.000
	Family Influence	-.136	.084	-.124	-1.618	.108
	Economic Consideration	.107	.091	.092	1.168	.245
	Personal Interest	.290	.088	.272	3.282	.001
	Self-Efficacy	.175	.088	.166	1.985	.049

a. Dependent Variable: Career Choice



(APPENDIX F)

**Independent T-Test**

**Group Statistics**

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Career Choice	Malaysian	76	3.7842	.62717	.07194
	Foreigner	72	4.0333	.54021	.06366

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Career Choice	Equal variances assumed	3.248	.074	-2.583	146	.011	-.24912	.09645	-.43975	-.05849
	Equal variances not assumed			-2.593	144.714	.010	-.24912	.09607	-.43900	-.05925