# FACTORS AFFECTING JOB SELECTION PREFERENCES AMONG BUSINESS STUDENTS IN MALAYSIA

BY

NG WAI OON
YEE KAH WEI

A final year project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2019

DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application of any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

(4) The word count of this research report 10,863 words.

| Name of Students: | Student ID | Signature: |
|---|---|---|
| 1. Ng Wai Oon | 1502870 | _____ |
| 2. Yee Kah Wei | 1503227 | _____ |

Date: _____

ACKNOWLEDGEMENT

We appreciate that we can complete this research project. In the progress of doing this research project, we have faced many problems and challenges. However, we have been helped by many parties and solve the entire problem at the last. We would like to take this opportunity to thank the people or parties that helped us in carrying this research project.

First of all, we would like to thank our supervisor, Ms. Linda Azlinda Binti Sahlan. During the progress of this research project, Ms. Linda always guides us with her superior and professional experiences and idea. It is undeniable that Ms. Linda has used her a lot of valuable time to guide us and supervise our research project. In the whole progress of research project, Ms. Linda guide and supervises us patiently and does not has any grumble. Because of this, our research project only can run smoothly and complete it.

Next, we would like to thank the moderator of final year project (FYP), Ms. Fitriya Binti Abdul Rahim. She briefs and gives us a clear direction of research project. She also helps us and gives us solution when we faced problems in the progress of research project.

Besides, we would like to express our great appreciation to the 300 respondents who answering our research project questionnaire surveys. We are not able to collect data or complete this research project without their cooperation and helping.

Last but not least, we would like to thank each of the group members. Each group member gave his/her commitment into this research project. Their contribution and enthusiasm toward accomplishing the final year project will be acknowledged.

TABLE OF CONTENTS

LIST OF TABLES

Page

LIST OF FIGURES

## LIST OF ABBREVATIONS

A               Agree

CSR             Corporate Social Responsibility

D               Disagree

DV              Dependent Variable

ER              Employer Reputation

FYP             Final Year Project

IV              Independent Variable

JS              Job Security

JSP             Job Selection Preferences

MBA             Master of Business Administration

MEF             Malaysian Employers Federation

MIA             Malaysian Institute of Accountants

N               Neutral

PI              Personal Interest

SA              Strongly Agree

SB              Salary and Benefits

| | |
|---|---|
| SD | Strongly Disagree |
| SPSS | Statistical Package for Social Sciences |
| UKM | Universiti Kebangsaan Malaysia |
| UM | Universiti Malaya |
| UPM | Universiti Putra Malaysia |
| USA | United States of America |
| USM | Universiti Sains Malaysia |
| UTAR | Universiti Tunku Abdul Rahman |
| UTM | Universiti Teknologi Malaysia |
| UUM | Universiti Utara Malaysia |

LIST OF APPENDICES

# PREFACE

In these few recent years, Malaysia faces a serious problem which is younger generation has a high unemployment rate. Younger generation unemployment rate even is higher three times than overall unemployment. According to local news and research, this situation is caused by many factors included societal factors, economic factors, personal factors and more.

This research project aims to examine the factors affecting job selection preferences among business students in Malaysia. The result is important for Malaysia's universities, business faculty, career advisors, business association, institutions or organizations.

In this research project, there have 300 respondents who come from different local universities to participate in it. This will describe the real reflect of the society and understand what factors are affecting the younger generations' job selection preferences.

ABSTRACT

The purpose of this research project is to investigate the factors that affecting job selection preferences of business students in Malaysia. Employer reputation, personal interest, job security, and salary and benefits have been selected as independent variables while job selection preferences as dependent variable.

In this research project, 300 business students from different local universities throughout the Malaysia have been surveyed and the data collected has been analyzed. The result of questionnaire is analyzed by using a software called Statistical Package for Social Sciences (SPSS). All the result was illustrated in charts, summaries, and measurement.

The result of this research project is expected to bring insights for Malaysia's universities, business faculty, career advisors, business associations, institutions, organizations or even is employers. The result of this research project can enable the parties to understand what the factor has the most impact to job selection preferences of young generations.

There have too many factors that affecting the job selection preferences of young generation. Therefore, this research project is focusing on four factors which are employer reputation, personal interest, job security, and salary and benefits. The result and justification have been explained in detail in Chapter 4 in this research project.

# CHAPTER 1: RESEARCH OVERVIEW

## 1.0   Introduction

This research project will provide a better understanding on the factors that affecting business students' job selection preferences in Malaysia. Chapter 1 showed a detailed overview of the subject matter and guidelines of this study. Chapter 1 contains the research background, research problem, research objectives and research questions, and research significance.

## 1.1 Research Background

The most important resource in the workplace is people (Devine, 2009). At VaynerMedia, the founder like to say "Family first, agency second." He said that employees are important because employees are the important skills to keep machine run (Vaynerchuk, 2016).

Anthony Dass stated in year 2017, Malaysia's youth unemployment rate is 10.8 per cent, in the other hand, this means that the youth unemployment rate has three times higher than the overall unemployment which is about 3.4 per cent (Chua,

2018). One of the contentious political issues is unemployment among young people while this is a burden for people living through it. This will result in a very serious long-term negative effects if the problem left unchecked (Dass, 2018).

Furthermore, Malaysian Employers Federation (MEF) stated that employers in Malaysia hesitate to hire fresh graduates because they normally have an unrealistic expectation and less interest to learn new skills (Ho, 2017).

## 1.2 Research Problem

According to an article entitled "Malaysians finding it tough to get jobs" (2016) stated Malaysian jobseekers are hard to find job because the employers have higher requirements and conditions in hiring new employees compared within these few years. In a survey, the result showed that there has 80.6 per cent of the respondents mentioned get a job is a challenge, at the same time, there has 35.3 per cent of the respondents said that get a job in Malaysia very hard. For instance, only 3.5 per cent of the respondents said that get a job in Malaysia is easy or very easy. When the employers in Malaysia were asked why it was hard to hire fresh graduates, most of the answer which is about 68 per cent of the respondents said that fresh graduates always asked for an unrealistic salaries and benefits. JobStreet has carried out a survey and disclosed that about 60 per cent of the fresh graduates request for their first job with a salary of RM3,500. Besides, there has about 30 per cent of the fresh graduates request for a salary of RM6,500. However, according to the survey, the fresh graduates' average salary is about RM2,100 to RM2,500 (JobStreet, 2015).

Azhar (2017) stated there has more than one third of the young generation in Malaysia quit their first jobs less than one year. Besides, they often jump from one company to another company for the purpose of income increasing and better opportunities. It is consistent with another survey by employment website, Monster.com found that there has about 36 per cent of the fresh graduates have exited their jobs within the first year and join the other organization for a range of reasons such as want a better prospects and salaries to a lack of job satisfaction. The study showed that 74 per cent of the respondents quit their jobs because they felt unhappy with lack of progress while another 43 per cent of the respondents wanted a better salary (Today, 2017).

Due to the reason, caused the recruitment or retaining of the top talents who are taking strategic position in an organization is a challenging to the organization in present (Huselid, 2005).

Figure 1. 1: Top 5 Reasons of Why Fresh Graduates Do Not Get Hired



Source: Employers: Fresh Graduates Have Unrealistic Expectations (2015). *JobStreet.com.*

# 1.3 Research Objectives & Research Questions

## 1.3.1 General Objective

- To determine the factors that affecting Malaysia's business students in job selection preferences.

## 1.3.2 Specific Objectives

- To determine whether employer reputation is affecting Malaysia's business students in job selection preferences.
- To determine whether personal interest is affecting Malaysia's business students in job selection preferences.
- To determine whether job security is affecting Malaysia's business students in job selection preferences.
- To determine whether salary and benefits is affecting Malaysia's business students in job selection preferences.

## 1.3.3 General Question

- What are the factors that affecting Malaysia's business students in job selection preferences?

## 1.3.4 Specific Questions

- Does employer reputation affect Malaysia's business students in job selection preferences?

- Does personal interest affect Malaysia's business students in job selection preferences?

- Does job security affect Malaysia's business students in job selection preferences?

- Does salary and benefits affect Malaysia's business students in job selection preferences?

# 1.4 Significant of Study

This research project is expected to show the result and bring insight for Malaysia's universities, business faculty, career advisors, business associations, institutions, organizations or even is employers.

For practitioners, the result of this research project can help them to understand the requirements and needs of the employees or fresh graduates. The result of this research can help them to get better understanding about the factors that affect the job selection among the job seekers. After understand about it, practitioners can try to satisfy them and hire or retain the talents of their own company. Furthermore, this research project can let the practitioners to understand the changing trend in the market and society in the industry, as well as the trend of the environment. Practitioners should upgrade and follow the trends of changing in order to survive in their industry respectively.

For academic, this research project can provide a new information about the factors affecting job selection preferences among business students to the universities' faculty. Besides, the result of this research project can help the future researchers to gain more idea about this type of title for their research or study in the future. Nowadays, most of the degree courses are required to carry out research, this research project can provide the information they needed as a reference in the progress of doing their own research.

## 1.5 Conclusion

This chapter provided an outline study on factors that affecting job selection preferences. Besides, it offered research background, research problems, research objectives and questions as well as research significance. Literature review on each variables of this study will be discussed in the coming chapter. Moreover, proposed conceptual framework and hypotheses will be developed to provide a better view in understanding about the relationship of the independent variables towards dependent variables.

# CHAPTER 2: LITERATURE REVIEW

## 2.0 Introduction

This chapter contains several components which are literature review by extracting the information from the secondary sources such as published academic journals and articles about the independent variables which are employer reputation, personal interest, job security and salary and benefits, and dependent variable which is job selection preferences. In addition, proposed conceptual framework will be developed via the adoption and modification of the relevant theoretical models from prior literatures and hypotheses will also be formed at the end of this chapter.

## 2.1 Underlying Theories

The theory that we used in this research project is called expectancy theory. Vroom (1964) defined expectancy theory as a cognitive process when people give an effort to a work, they believe that they will be motivated and lead to get the desired rewards. Victor Vroom is the first developer of this theory and developed this theory at 1964. This theory showed direct application to work settings. After that, the theory was expanded and refined by other developer such as Porter and Lawler in year 1968.

Vroom (1964) claimed that there have four assumptions in the expectancy theory. First, an organization will be joined by people who has the expectations for their needs, motivations and past experiences. The reaction of people towards the organization will be affected by these expectations. Secondly, this expectancy theory assumes that the result of conscious choice is the representative of individual's behaviour. This means individuals have the freedom to choose the behaviours based on the calculations of expectancy themselves. Third, people look forward for different benefits from the organization. For example, challenge, job security, high salary and advancement. Fourth, in order to optimize their own outcomes personally, they will select among different alternatives.

In expectancy theory, there has three key elements which are expectancy, instrumentality and valence. There has a basic equation in this expectancy theory which is F=E ($\Sigma$ I × V). This equation is used to hypothecates the effort's level of an employee that they will give to a given behaviour according to the multiplicative relationship of the three elements which are expectancy, instrumentality and valence (Vroom, 1965).

Expectancy is the first element in the theory. It has another meaning which is effort-to-performance. It is a principle that the performance level based on the job-related effort. In this element, it was according to the ranges of its probabilities with a value from 0 to 1. When the result of expectancy is 1, this means the individual can put forth effort and try to achieve certain performance level. Otherwise, the result of expectancy is 0, this means the individual does not have chance to achieve the desired performance level. For example, after job seekers make effort to visit several career fairs, they believe that they will have a more opportunity to get a job (Vroom, 1964).

For the second element, instrumentality is also meaning performance-to-outcome. It is a belief that the individual will get a particular outcome after the individual achieved a given performance level. The probabilities range of instrumentality is same as the probabilities range of expectancy which is range from 0 to 1. If the value of instrumentality is 1, this means the individual believe that he or she will get a salary growth after they achieved a good performance. For instance, if the value of instrumentality is 0, this means the people believe that there is no relationship between the salary growth and good performance rating (Vroom, 1964).

Valence is the third element in expectancy theory. Valence mentioned the preferences of individual's strength towards a certain award. Vroom (1964) stated different of individuals will have a different value of the awards. Furthermore, rewards can be act as increases in salary, recognition about the employee, and promotion. These may cause the individual employees has more value or less value. The measurement of valence can be positive or negative can the ranges are from -1 to +1. When the value of the measurement of valence is higher than zero, a person will have a strong priority towards an award, for instance, a person has weak or no preference for attaining an award when the value of the measurement of valence is lower than zero. When the value of the measurement of valence is exactly zero, this means the person is unconcern to the awards.

Before this, many other research areas used expectancy theory. The research use expectancy theory to explain a company's strategic action that used to competitive reprisal against its competitors or another company. Expectancy theory can be seen has been used in similar area and thus the action took by stakeholders against an organization in order to secure the interest has been examined (Hayibor, 2008). Furthermore, a conceptual framework and motivation to blogging among bloggers measurable model also used expectancy theory to develop it (Liao, Liu & Pi, 2010). Expectancy theory has been used by Caufield (2007) when want the

students to provide anonymous feedback to teachers during learning the motivational factors.

In this research project, the objective wants to determine the factors that are affecting the business students in selecting their job. Expectancy theory be used in this research project. This is because Gregory (2010) discussed job seekers have the rights to make decisions and choices about how they want to utilize their works and the immediate wants are not be affected significantly. Besides, they need to know what effect will be brought to their future needs and behaviour in the expectation after make the decisions. This is one of the elements of expectancy theory. If not, the individual believes that after they put an effort then they will have a good opportunity to get a job. The organizational policy and value have been based in the instrumentality. How an individual be motivated in order to get hire with an organization may affected by how the individual exposed the information of the organization (Chapman et al., 2005). The outcomes will be different among individuals because it may be determined by socially such as prestige, wealth or influence. It also may base on their own desires such as comfort, excitement and challenges. An individual will more likely to work with the organization when they believe the organization tends to increase their award (Gregory, 2010).

## 2.2 Review of Variables

### 2.2.1 Dependent Variable

#### 2.2.1.1 Job Selection Preferences

In these few recent decades, the factors that influencing job selection decisions have been investigated by many researchers. However, some of the research are focusing on a certain course of students such as accounting students and information systems students (Iacovou, Shirland & Thompson, 2002).

Azhin (2018) stated teenager should pass career selection because it is a duty until the age of 20. The students who in transition, have a responsibility for their growth. Therefore, before they finish their study, they better to have selected career.

Demel, Mariel and Meyerhoff (2019) analysed undergraduates business students' and MBA students' job preferences who study at a public university of USA.

## 2.2.2 Independent Variables

### 2.2.2.1 Employer Reputation

In general, employer reputation is also can be known as organizational reputation. Both of employer reputation and organizational reputation are perceptual representation to describe the overall appeal to different stakeholders and constituency groups of a company with its past activities and future prospects (Chong, H'ng, Khor, Ng & Ng, 2013).

However, there is one journal argued that organization's image or reputation refer to outsiders such as applicants and customers' views and

feelings instead of employees. The journal stated that organization's identity was defined as perspective and view of points of the insiders in the organization such as employees about the organizations (Lievens, 2017).

Besides organization reputation, Lievens and Slaughter (2016) stated there has a researcher called Kennedy debated that employer image has the same meaning and concept with the employer reputation. After that, he further explained that an organization may take many years to develop an image especially a positive image, regardless of a product or company.

Based on the research, positive employer reputation will be more perceived by applicants and they will be more attracted to apply to that particular organization (Low, 2009).

Geneva-based World Economic Forum has carried out a research and the result showed that there has more than 77 per cent of the respondents recognize that the success of a company is build up on organization reputation (Low, 2009)

On the other hand, Lievens and Slaughter (2016) found that job seekers would lose their interest on a company and define that company as "negative image" when they experienced with rude or inappropriate recruiters. Even a company has built a strong reputation among the job seekers, but when the company have occurred unethical things, its reputation still will lost.

Based on the journal entitled "Corporate environmental responsibility, employer reputation and employee commitment: an empirical study in

developed and emerging economies", employer reputation is relevant not only to attract but also to retain qualified employees (Holtbrügge, 2013)

On the other hand, from the article journal entitled "Changing an unfavourable employer reputation: the roles of recruitment message-type and familiarity with employer", the employers' ability in recruiting employees will be affected by an unfavourable employer reputation (Adam M. Kanar, 2015).

**2.2.2.2 Personal Interest**

Personal interest refers to the students' own enthusiasm towards their chosen professions. In the research article stated that it is important for students to consider about their personal interest in making choice of their career. They noted that interest in a career is based on their preferences, which is the pattern of likes and dislikes of students. The indifference in activities related to career and occupation predicts the career choice among students (Humayon, Raza, Khan & Ansari, 2018).

Furthermore, Ahmed, Sharif and Ahmad (2016) investigation disclosed that understanding about a person towards a certain field or subject is very important. This is because there has contribution in the career path when the person has preferences for his or her job.

Besides, interests can also be defined as the main tools to evaluate the performance when the person has preferences for a job or activities (Dobson, Gardner, Metz and Gore, Jr., 2014).

Studies have shown that individual's personality, interests, self-concept, attitudes and cultural identity are the examples of the main intrinsic factors responsible for affecting job choice decisions of an individual (Nyamwange, 2016).

### 2.2.2.3 Job Security

Tangem and Uddin (2014) stated students have a critical factor in selecting positions which is career or job growth prospects. Besides, employees think that other desired career or job decision can be according to the crucial issues such as availability of a job and security of job, payment or salary and future development of the job. For instance, employees concern about job security like the capability of the certain company to experience growth and sustainability of the company.

Marinas, Igret and Prioteasa (2016) stated that there have three categories factors can be determined in the career choice such as extrinsic factors, intrinsic factors and interpersonal factors. Extrinsic factors are not existing when the situation occur such as permanent in the nature of tasks or occupational role. Besides, labour market situations, organizational brand, salaries, job security, job availability, good remuneration and/or prestige of the occupation or job also may cause extrinsic factors are not existing.

There has a problem has been argued by various researchers which is either intrinsic factors or extrinsic factors want to be determined. The example of intrinsic factors that has been cited by the researchers included organizational reputation, company cultures, intricacy of job, the balancing between working and life; extrinsic factors included basic salary and benefits, security of the job and the progress of career. All of these have a large influence towards graduates in job selection preferences. However, there are distinct factors that would affect the professionals' choice of getting a job are different in different countries (Baliyan & Baliyan, 2016).

College students suggested three types of the most important attributes which are advancement opportunities, compensation and working environment. The first and second attribute are advancement opportunities and compensation respectively in which of a wider breadth than merely starting salary and also includes the health benefits, future earnings potential, and job security. The third attribute is working environment which are including the professional relationships and social relationships in the organization (McGraw, Popp, Dixon & Newton, 2012).

**2.2.2.4 Salary and Benefit**

There was an early study in 1970's to early 2000's about salary and benefits which stated that starting salary is considered as one of the major job characteristic preferences expected by graduates (Muhamad, Salleh & Nordin, 2016).

Most of the students believe that, if they want a comfortable lifestyle, they should have a stable economic. Therefore, they would choose the job with higher salary or involve the most job security in order to achieve their desirable lifestyle. However, the university students who are major in agribusiness has been influenced by great advancement opportunities, salary and benefits and work atmosphere (Fizer, 2013).

Kabir (2011) found out salary is the element which contain highest percentage in the survey question related to job satisfaction among all respondents. It means that the main factor to motivate and job satisfaction of the salaried employees is salary.

Cable and Judge (1994) found that pay level acted as an obstacle in selecting a job. This is because the decisions only will be affected when a predetermined level of pay was offered.

## 2.3 Proposed Conceptual Framework

Figure 2. 1: The relationship between Employer Reputation, Personal Interest, Job Security, Salary and Benefits and Job Selection Preferences.
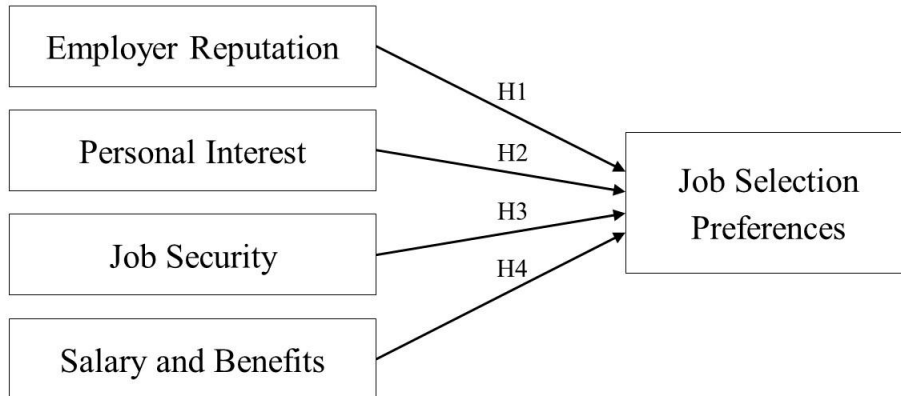
Adapted from: Chong, H'ng, Khor, Ng and Ng (2013).

## 2.4 Hypotheses Development

In this research, there have four hypotheses to be examined.

*Hypothesis 1:*

$H_0$: Employer reputation does not have significant relationship with job selection preferences.

$H_1$: Employer reputation has a significant relationship with job selection preferences.

*Hypothesis 2:*

$H_0$: Personal interest does not have significant relationship with job selection preferences.

$H_2$: Personal interest has a significant relationship with job selection preferences.

*Hypothesis 3:*

$H_0$: Job security does not have significant relationship with job selection preferences.

$H_3$: Job security has a significant relationship with job selection preferences.

*Hypothesis 4:*

$H_0$: Salary and benefits does not have significant relationship with job selection preferences.

$H_4$: Salary and benefits has a significant relationship with job selection preferences.

## 2.5 Conclusion

This chapter offered the literature reviews for each of the variables which were employer reputation, personal interest, job security and salary and benefits as well as job selection preferences. Besides, this chapter reviewed the relationship of the variables in this research project. The proposed conceptual framework of this research project had been presented and the hypotheses of this research project have been developed in this chapter.

# CHAPTER 3: METHODOLOGY

## 3.0 Introduction

This chapter outlines the methodology that used to implement the research. Research design, research approach, methods of data collection will be discussed and elaborated. Besides, it also explains sampling design, research instrument used along with the tools to process data collected and analyze data collected.

## 3.1 Research Design

The aim of this research project is to investigate the factors that business students in Malaysia would consider when selecting their job. In this case, descriptive research is used to identify the dependent variable and independent variables of this research project. Dependent variable is job selection preferences while independent variables are employer reputation, personal interest, job security as well as salary and benefits. Quantitative research is also used in implementing this research project to measure and find out statistical results from data collected. Besides, this research is a transverse study as the data are collected within a year. By the way, the data are collected through survey research method by distributing self-administered questionnaires to the respondents.

## 3.2 Sampling Design

### 3.2.1 Target Population

The target respondents of this research are business students who were currently taking business course in Malaysia's universities. The reason of selecting business students from different universities in Malaysia as target respondents was that they most probably have the greatest intention to take consideration in their job preferences by this period.

### 3.2.2 Sampling Location

The target respondents were from different Malaysia's universities such as Universiti Malaya (UM), Universiti Sains Malaysia (USM), Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi Malaysia (UTM), Universiti Tunku Abdul Rahman (UTAR), Universiti Utara Malaysia (UUM), and Universiti Putra Malaysia (UPM). Reason of collecting data from particular universities stated was to enable the participation of business students around whole Malaysia but not only one state.

### 3.2.3 Sampling Technique

Convenience sampling method is used for this research. This sampling is the most common non-probability sampling techniques that researchers use as it is very easy and fast to manage. It works when the elements that

are easiest to acquire randomly for sample (Saunders, Lewis & Thornhill, 2009). It will only stop selecting sample when the required sample size is achieved. The population of Malaysia's business students are represented by the entire sample which is drawn randomly. Convenient sampling is used to save budget and time in carrying out this research project on targeted population.

### 3.2.4 Sampling Size

A total of 300 business students in Malaysia were undertaken to involve in this research. Sample size is very critical in deciding how valid and how reliable of the result will be (Littler, 2019). For a more accurate and reliable statistic of result, it is more preferable to have a large sample size. Greater sample size is also very important when its findings are to be assumed to a bigger population of data collected (Zamboni, 2018). Besides, a journal showing that it will be more appropriate for most of the research given that the sample sizes are between 30 and 500 (Asaari, 2012).

## 3.3 Data Collection Method

In this research project, both primary data and secondary data are used to progress.

### 3.3.1 Primary Data

In order to collect primary data, a self-administered questionnaire survey was prepared to gain responds from target respondents. Questionnaire were distributed in two ways which were face-to-face and online is via an application of Google called "Google Form". For the questionnaire, 100 questionnaires were collected physically while another 200 questionnaires were gained through Google Form.

The research instrument used in this research project was questionnaires in which it can empowers researchers with the transmission of accurate data from target respondents. Besides, researchers could gather the useful information from respondents in a shorter period of time with more cost-effectively compared to other research instruments. Questionnaires with question set of one dependent variable and four independent variables along with respondents' demographic information were prepared in order to achieve data collection for this research. By the way, the questionnaires prepared were distributed in two manners which were through face-to-face distribution and through Google Form which increase convenience of each other. 100 set of questionnaires were gathered from students from different universities and 200 questionnaires were obtained from Google Form. In order to increase the accuracy of the data, we have set a setting in Google Form is enable the respondents to fill in whether he or she is business students, if the respondents are business students, the system will enable the respondents to proceed the questionnaire; for instance, if the respondents are not business students, the system will not allow the respondents to proceed the questionnaire.

In the questionnaire, the demographic information of respondents, dependent variable and independent variable were divided into three sections respectively. For demographic information section, this enables researchers to better understand the basic background of respondents in

terms of gender, age, race, education level, field of study, marital status, etc. Secondly, questions about dependent variable which was Job Selection Preferences were listed in the questionnaires. It is because dependent variable is dependent on the independent variables or what researchers start with (The Use of Variables in Research, 2011). On the other hand, the four independent variables which indicated the factors of this research existed that are employer reputation, personal interest, job security as well as salary and benefits. Four independent variables and the only one dependent variable were split into several statements each. Therefore, respondents were required to look into the average of six statements for each variable of the research. Each of the statements was asked according to a 5-point Likert scale, where 1 was strongly disagree (SD), 2 was disagree (D), 3 was for neutral (N), 4 was agree (A) and finally 5 was for strongly agree (SA) statement. Since these questionnaires were being adopted and adapted questionnaires from previous studies that used 5-point Likert scale, the comparability of the research results would be available and easier. Table 3.1 showed the entire divisions of questionnaires in terms of variables, structure, measurement scale and the sources of the journal that used to create the measurement for the variables.

Table 3. 1 Overall Distribution of Questionnaires

| Section | Variables | Items | Scale | Sources |
|---|---|---|---|---|
| **1** | Demographic | Gender | Ordinal scale and nominal scale | |
| | | Age | | |
| | | Race | | |
| | | Field of Study | | |
| | | Year of Study | | |
| **2** | Employer Reputation (ER) | ER1 | 5-point Likert scale | Uebbing (2015) |
| | | ER2 | | |
| | | ER3 | | |
| | | ER4 | | |
| | | ER5 | | |

| | | | | |
|---|---|---|---|---|
| | Personal Interest (PI) | PI1 | 5-point Likert scale | Baron, Bantilan, Caseñas, Jumawid, Laga and Tomol (2017) |
| | | PI2 | | |
| | | PI3 | | |
| | | PI4 | | |
| | | PI5 | | |
| | | PI6 | | |
| | Job Security (JS) | JS1 | 5-point Likert scale | Gümüş (2016) |
| | | JS2 | | |
| | | JS3 | | |
| | | JS4 | | |
| | | JS5 | | |
| | | JS6 | | |
| | | JS7 | | |
| | | JS8 | | |
| | | JS9 | | |
| | | JS10 | | |
| | | JS11 | | |
| | | JS12 | | |
| | | JS13 | | |
| | | JS14 | | |
| | Salary and Benefits (SB) | SB1 | 5-point Likert scale | Chong, H'ng, Khor, Ng and Ng (2013) |
| | | SB2 | | |
| | | SB3 | | |
| | | SB4 | | |
| **3** | Job Selection Preferences (JSP) | JSP1 | 5-point Likert scale | Borchert (2002) |
| | | JSP2 | | |
| | | JSP3 | | |
| | | JSP4 | | |
| | | JSP5 | | |

Source: Developed for the research.

### 3.3.2 Secondary Data

For the secondary data collection, we obtained from internet or educational websites such as Google Scholar and CORE. All the journals collected in these websites will be checked before cited into this research project. The information suitability, sources of the journal, writer of the journal, citation of the journal, references of the journal or other related information will be checked whether suitable for using in this research project. In this research project, there has one dependent variable and four independent variables. Each of the dependent variable and independent variables has supported by three to four journals. Each of the journals is the supporting details to support the reliability of the data of this research project.

## 3.4 Proposed Data Analysis Tool

At the time data are successfully collected from the questionnaires and translated into usable information, data processing process occurs. Questionnaires that were invalid such as somebody answered for the question which is "I am not business student" and left blank answer have been withdrawn to ensure the accuracy and quality of the questionnaires. That is why 300 questionnaires were collected but only 280 questionnaires were relevant and valid to be used. After that, the suitable collected data were entered into Statistical Package for the Social Sciences (SPSS) software for later analysis.

For data analysis part, Statistical Package for the Social Sciences (SPSS) software was used to evaluate wide variety of statistical data for this project (Sridhar, 2018).

At first, the data collected and appropriate variables were exported to the SPSS and then saved to a file with a file type of .sav format. By doing so, all the information needed by the researchers in terms of variable names, variable types, titles, and value labels will be set up automatically by the system. Moreover, SPSS would present with the output as tables or graphs directly by using the data exported. In short, SPSS is considered a data analysis software that is easy to manage and operate. By using SPSS, descriptive analysis and inferential analysis has been analyzed.

Descriptive analysis is useful when describing a number of features of data involved in a research especially quantitative research. It is because descriptive analysis aims to provide a brief summary for samples of a research. (Descriptive Statistic - What Is It And How To Use It , n,d). Descriptive analysis aims to discover the demographic characteristics of the respondents in terms of gender, age, race, year of study and field of study for our research project.

For the inferential analysis, Pearson Product Moment Correlation Analysis, Multiple Linear Regression Analysis, and ANOVA Test has been analyzed in this research project. The function of Pearson Correlation Coefficient is to test the level of relationship between the independent variables and dependent variables. Multiple Linear Regression Analysis showed that how well a dependent variable can be justified and explained by each of the independent variables by measuring the correlation coefficient value (R value). ANOVA Test can help to determines whether the model as a whole is significant to influence the dependent variable.

# 3.5 Conclusion

In conclusion, this chapter determines the methodology used for this research project. This included the research design, data collection method, population and sampling procedures, research instruments, data processing, and data analysis techniques. By the way, SPSS software was used to analyse all the data that were collected from the respondents for this study. The review of data collection outcome and research findings will be interpreted in the coming chapter.

# CHAPTER 4: DATA ANALYSIS

## 4.0 Introduction

Chapter 4 consists of the analysis of the collected research data from online questionnaires which were created in Google Form as well as the interpretation and findings of the result. There were 3 sections in the questionnaires and results were analysed through these parts which includes descriptive analysis, scale measurement and inferential analysis. Basically, SPSS was used to analyse and generate the result data.

## 4.1 Descriptive Analysis

Descriptive analysis is useful when describing a number of features of data involved in a research especially quantitative research. It is because descriptive analysis aims to provide a brief summary for samples of a research (Descriptive Statistic - What Is It And How To Use It , n,d).

### 4.1.1 Demographic Profile of the Respondents

Descriptive analysis aims to discover the demographic characteristics of the respondents in terms of gender, age, race, year of study and field of study for our research project. The data for frequency and percentage of demographic characteristics of 280 respondents were also computed from SPSS software and were recorded into table format which were Table 4.1, Table 4.2, Table 4.3, Table 4.4 and Table 4.5. By the way, the result was formed into pie chart or histogram, showing the percentage of each demographic variables of overall 280 respondents.

**4.1.1.1 Gender**

Table 4. 1: Frequency and Percentage of Demographic Characteristics: Gender

| Variables (Gender) | Frequency | Percentage (%) |
|---|---|---|
| Female | 125 | 44.6 |
| Male | 155 | 55.4 |

Source: Developed for the research.

Figure 4. 1: Gender
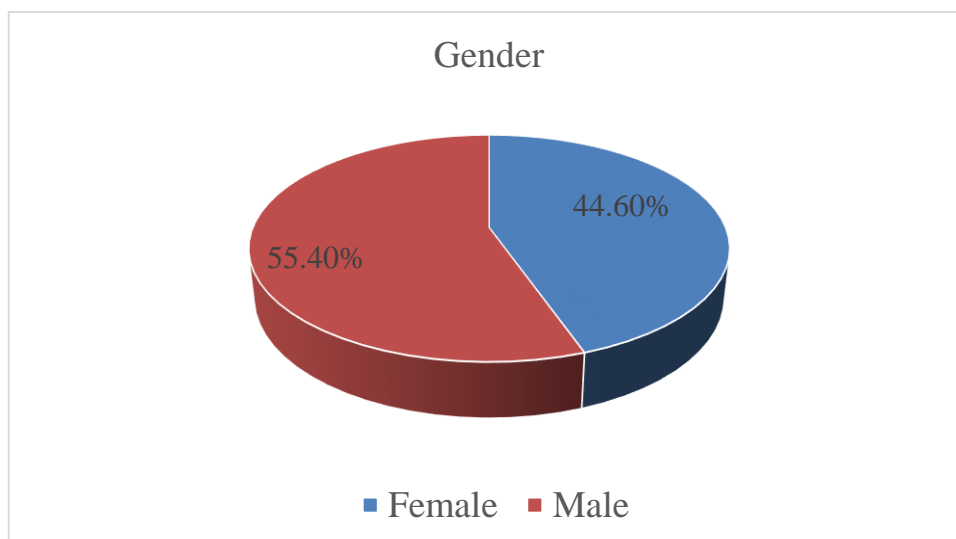
Source: Developed for the research.

In a total of 280 respondents, 125 of them are female and 155 of them are male. The female respondents consist of 44.6%, whereas the male respondents consist of 55.4%.

**4.1.1.2 Age**

Table 4. 2: Frequency and Percentage of Demographic Characteristics: Age

| Variables (Age) | Frequency | Percentage (%) |
|---|---|---|
| **20 years old and below** | 17 | 6.1 |
| **21 - 25 years old** | 253 | 90.4 |
| **26 - 30 years old** | 6 | 2.1 |
| **31 - 35 years old** | 4 | 1.4 |
| **36 - 40 years old** | 0 | 0 |
| **41 - 45 years old** | 0 | 0 |
| **46 - 50 years old** | 0 | 0 |
| **51 years old and above** | 0 | 0 |

Source: Developed for the research.

Figure 4. 2: Age
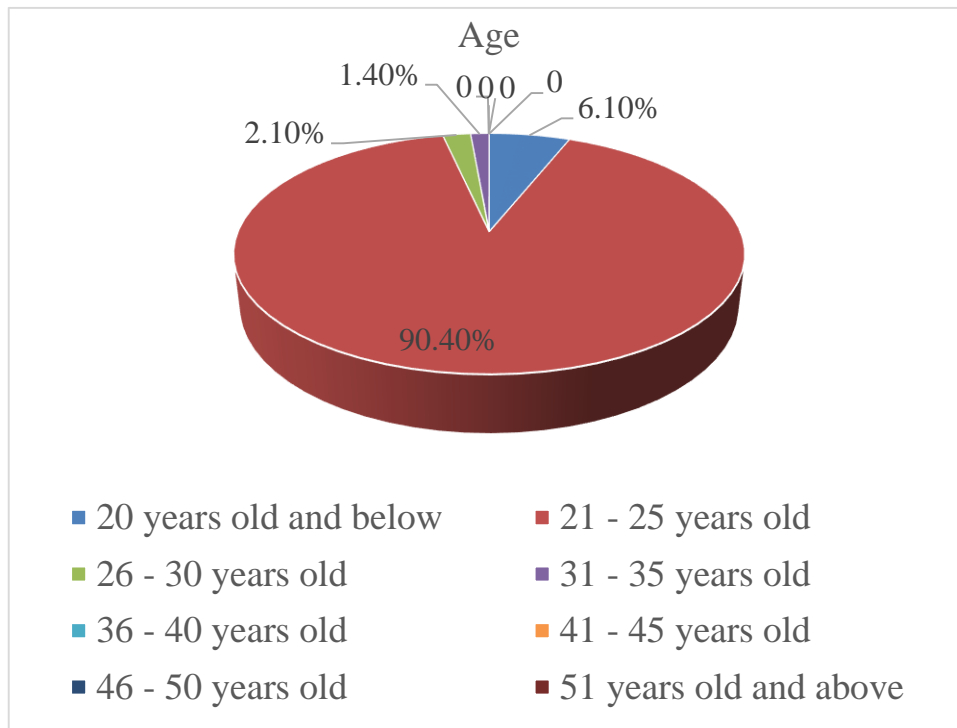


Source: Developed for the research.

The age group had been categorized into 8 categories, that were 20 years old and below, 21-25 years old, 26-30 years old, 31-35 years old, 36-40 years old, 41-45 years old, 46-50 years old and 51 years old and above. Majority of the respondents are from the ages of 21-23, which made up from 90.4% (253 respondents). After that, the age group of 26-30 years old consists of 2.1% (6 respondents). Meanwhile the minority proportion age group among 280 respondents is 31- 35 years old which is 1.40% or 4 respondents respectively. However, for age more than equal to 36 years old, the frequency and percentage of respondents are 0 and thus there are 4 groups of age which had no result.

**4.1.1.3 Race**

Table 4. 3: Frequency and Percentage of Demographic Characteristics: Race

| Variables (Race) | Frequency | Percentage (%) |
|---|---|---|
| Chindian | 4 | 1.4 |
| Chinese | 169 | 60.4 |
| India | 33 | 11.8 |
| Malay | 74 | 26.4 |

Source: Developed for the research.

Figure 4. 3: Race
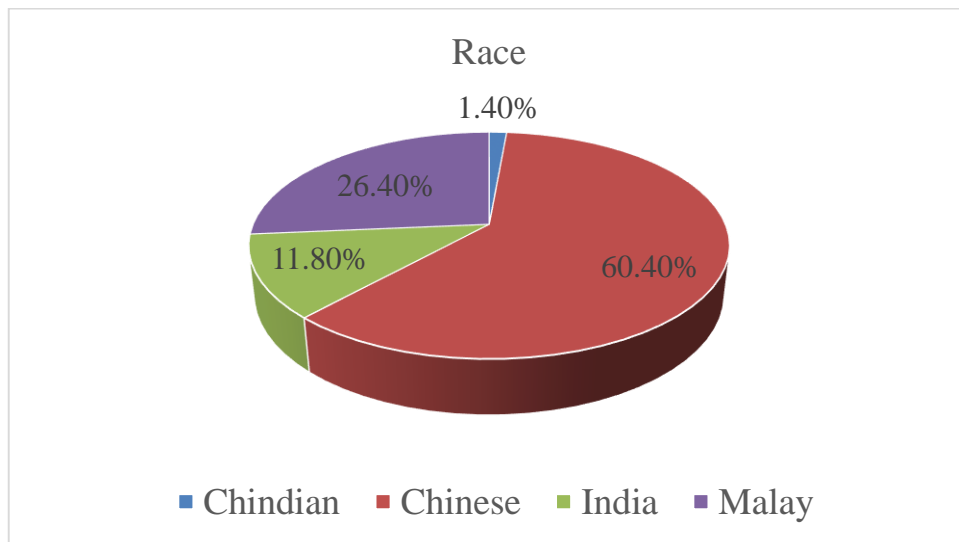


Source: Developed for the research.

According to the analysis result for race, 4 respondents (1.4%) are Chindian. In addition, there are 169 respondents (60.4%) who are Chinese, 33 respondents (11.8%) who are India and 74 respondents (26.4%) who are Malay.

**4.1.1.4 Field of Study**

Table 4. 4: Frequency and Percentage of Demographic Characteristics: Field of Study

| Variables (Field of Study) | Frequency | Percentage (%) |
|---|---|---|
| Accounting | 6 | 2.2 |
| Banking and Finance | 16 | 5.7 |
| Business Administration | 66 | 23.5 |
| Corporate administration | 1 | 0.4 |
| Corporate Management | 28 | 10.0 |
| Entrepreneurship | 42 | 15.0 |
| International Business | 73 | 26.0 |
| Marketing | 39 | 13.9 |
| Retail Management | 8 | 2.9 |
| Supply Chain Management | 1 | 0.4 |

Source: Developed for the research.

Figure 4. 4: Field of Study
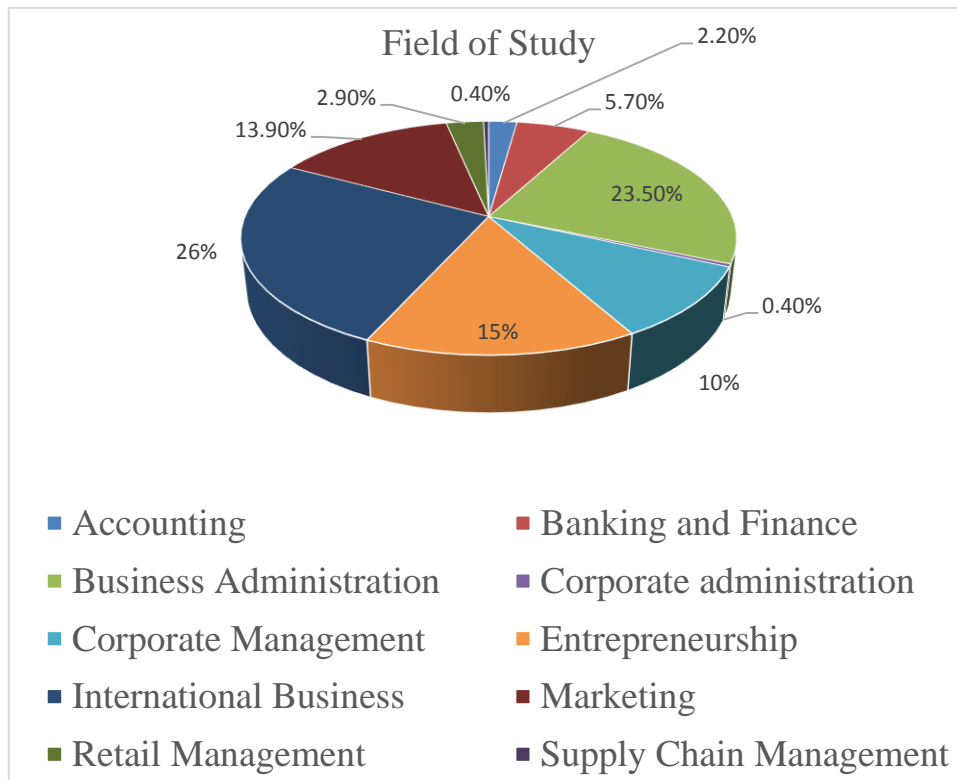


Source: Developed for the research.

From the result shown in Table 4.4, it shows that the majority of the respondents take International Business course which is 26% (73 respondents) out of 280 respondents. Meanwhile, there is only 1 respondent who take Corporate Administration (0.4%) and Supply Chain Management (0.4%) respectively. For the others, there are 6 respondents (2.2%) from Accounting course, 16 respondents (5.7%) from Banking and Finance course, second highest number of respondents, 66 respondents (23.5%) who take Business Administration course, 28 respondents (10%) of Corporate Management course, 15% which are 42 respondents come from Entrepreneurship, 39 respondents (13.9%) from Marketing course and 8 respondents (2.9%) from Retail Management course.

**4.1.1.5 Year of Study**

Table 4. 5: Frequency and Percentage of Demographic Characteristics: Year of Study

| Variables (Year of Study) | Frequency | Percentage (%) |
|---|---|---|
| Year 1 | 20 | 7.1 |
| Year 2 | 99 | 35.4 |
| Year 3 | 155 | 55.4 |
| Year 4 and above | 6 | 2.1 |

Source: Developed for the research.

Figure 4. 5: Year of Study
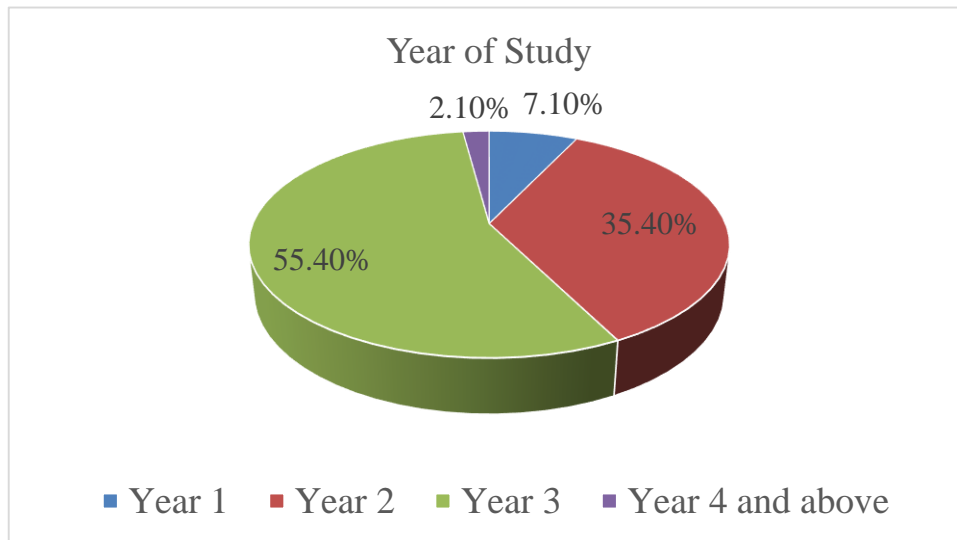


Source: Developed for the research.

Based on the results obtained from Table 4.5, most of the respondents (55.4%) are Year 3 students. There are 20 respondents (7.1%) are Year 1 students whereas there are 99 respondents (35.4%) who are Year 2 students.

## 4.2 Scale Measurement

### 4.2.1 Normality Test

Table 4. 6: Skewness and Kurtosis Tests

| Variables | Items | Skewness | Kurtorsis |
|---|---|---|---|
| Employer Reputation | ER 1 | -0.274 | -1.205 |
| | ER 2 | -0.390 | -0.862 |
| | ER 3 | -0.219 | -0.848 |
| | ER 4 | -0.214 | -0.806 |
| | ER 5 | -0.357 | -0.966 |
| Personal Interest | PI 1 | -0.262 | -1.210 |
| | PI 2 | -0.388 | -0.879 |
| | PI 3 | -0.227 | -0.860 |
| | PI 4 | -0.195 | -0.810 |
| | PI 5 | -0.346 | -0.975 |
| | PI 6 | -0.273 | -1.195 |
| Job Security | JS 1 | -0.505 | -0.634 |
| | JS 2 | -0.383 | -0.831 |
| | JS 3 | -0.287 | -0.968 |
| | JS 4 | -0.548 | -0.657 |
| | JS 5 | -0.379 | -0.826 |
| | JS 6 | -0.214 | -0.919 |
| | JS 7 | -0.505 | -0.455 |
| | JS 8 | -0.378 | -0.621 |
| | JS 9 | -0.297 | -0.686 |
| | JS 10 | -0.118 | -0.869 |
| | JS 11 | -0.308 | -0.906 |
| | JS 12 | -0.361 | -0.618 |
| | JS 13 | -0.212 | -0.792 |
| | JS 14 | -0.080 | -0.884 |
| Salary and Benefits | SB 1 | -0.395 | -0.790 |
| | SB 2 | -0.331 | -0.890 |

| | | | |
|---|---|---|---|
| | SB 3 | -0.502 | -0.633 |
| | SB 4 | -0.557 | -0.653 |
| Job Selection Preference | JSP 1 | -0.319 | -1.103 |
| | JSP 2 | -0.547 | -0.663 |
| | JSP 3 | -0.476 | -0.743 |
| | JSP 4 | -0.384 | -0.634 |
| | JSP 5 | -0.439 | -0.991 |

Source: Developed for the research.

For normality tests, Skewness and Kurtosis Test was used to examine whether a data set is normal distributed (Bai, n.d.). There were two elements to be tested in Skewness and Kurtosis Test which were "skewness" of the distribution and "kurtosis" of the distribution.

By general definition, skewness is a measure of the asymmetry of the probability distribution of a random variable about its mean and the value of skewness can be positive, negative or even undefined (Ullah, 2017). The best measure of skewness is 0, it means that the data are perfectly symmetrical. For general rules of thumb of skewness, if skewness is less than -1 or greater than 1, the distribution is highly skewed. If skewness is between -1 and -0.5 or between 0.5 and 1, the distribution is moderately skewed. If skewness is between -0.5 and 0.5, the distribution is approximately symmetric. From Table 4.6, the result for skewness based on our data generated by using SPSS, almost all of the values of skewness for each of the items of each variables were between -0.5 and 0.5, which distribution was symmetric. Only skewness values of items JS1, JS4, JS7, SB3, SB4 and JSP2 were between -1 and -0.5, which distribution was moderately skewed.

Kurtosis is a measure of the sharpness of the peak of the curve and it is often measured against probability distribution. For rule of thumbs of

kurtosis, mesokurtic distributions have a kurtosis value of 3, leptokurtic distributions have values significantly greater than 3 and platykurtic distributions have kurtosis values that are significantly lower than 3 (Kenton, 2019). From Table 4.6, all of the values of kurtosis from our data were less than 3 which was platykurtic distribution. Its tails are shorter and thinner, and often its central peak is lower and broader.

Overall, based on the table, the critical values of skewness for all the variables are positioned between -0.557 (SB4) and -0.080 (JS14); while their critical values of kurtosis are from -1.21 (PI1) to -0.455 (JS7). Based on the results for both skewness and kurtosis of the variables, the rules of thumb of Skewness and Kurtosis Test has been achieved. In conclusion, all the data of each variables for this research project are normally distributed.

### 4.2.2 Reliability Test

Table 4. 7: Cronbach's Alpha Reliability Test

| Variables | Number of Items | Cronbach's Alpha |
|---|---|---|
| Employer Reputation | 5 | 0.840 |
| Personal Interest | 6 | 0.806 |
| Job Security | 14 | 0.909 |
| Salary and Benefit | 4 | 0.868 |
| Job Selection Preferences | 5 | 0.854 |

Source: Developed for the research.

Cronbach's Alpha is of the most popular method to examine the reliability of the scale measurement of each variable. In this research, Cronbach's Alpha is used for the purpose of computing the internal consistency level and reliability of total 34 items especially for Likert Scale questions (Goforth, 2015). The Cronbach's Alpha ranges from 0 to 1, the general rule

of thumb is that a Cronbach's Alpha of 0.70 and above is acceptable, 0.80 and above is good, and 0.90 and above is excellent while the value of 0.7 or less indicates poor internal consistency reliability.

Table 4.7 shows the value of Cronbach' Alpha for all the variables. The alpha coefficient of Employer Reputation is 0.840; Personal Interest is 0.806; Job Security is 0.909; Salary and Benefit is 0.868 and job selection preferences is 0.854. The result shows that the highest alpha coefficient is 0.909, measured by job security of 14 items while the lowest alpha coefficient is 0.806 represented by personal interest. As mentioned before, the value of Cronbach's alpha 0.8 and above is good. Therefore, it can conclude that all the variables have a strong reliability and internal consistency level.

For testing reliability of variables used including independent variables and dependent variable, Cronbach's Alpha is developed to measure the internal consistency of each variables especially for Likert Scale questions. (Goforth, 2015). The general rule of thumb of Cronbach's Alpha test is categorized into 6 categories which are excellent internal consistency (α is more than equal to 0.9), good internal consistency (α is less than 0.9 but more than equal to 0.8), acceptable internal consistency (α is less than 0.8 but more than equal to 0.7), questionable internal consistency (α is less than 0.7 but more than equal to 0.6), poor internal consistency (α is less than 0.6 but more than equal to 0.5) and also unacceptable internal consistency (α is more than 0.5). Once again, SPSS software was used to generate data and result for Cronbach's Alpha. Refer to Table 4.7 which was result for Cronbach's Alpha Reliability Test, α for Employer Reputation, Personal Interest, Salary and Benefit and Job Selection Preferences were higher than 0.8, which means that their reliability was good. While for Job Security, its α was more than 0.9 and it was considered as excellent reliability.

## 4.3 Inferential Analysis

### 4.3.1 Pearson Product Moment Correlation Analysis

Table 4. 8:  Pearson Correlation Coefficient for all variables

| Correlations | | |
|---|---|---|
| | | **Job Selection Preferences** |
| Employer Reputation | Pearson Correlation | 0.766 |
| | Sig.( 1- tailed) | 0.000 |
| | N | 280 |
| Personal Interest | Pearson Correlation | 0.761 |
| | Sig.( 1- tailed) | 0.000 |
| | N | 280 |
| Job Security | Pearson Correlation | 0.741 |
| | Sig.( 1- tailed) | 0.000 |
| | N | 280 |
| Salary and Benefit | Pearson Correlation | 0.656 |
| | Sig.( 1- tailed) | 0.000 |
| | N | 280 |

Source: Developed for the research.

Pearson Correlation Coefficient is used to test how strong a relationship is between the independent variables and dependent variables. A correlation coefficient of 1 means there is a strong positive relationship, while correlation coefficient of -1 indicates a strong negative relationship. A result of zero indicates there is no relationship between the independent variables and dependent variables.

In this research, independent variables include Employer Reputation, Personal Interest, Job Security and Salary and Benefit while the dependent variable is Job Selection Preferences. Based on Table 4.8, it shows the correlation efficient for all the independent variables to dependent variable are positive values. It means that there is relationship between Employer Reputation, Personal Interest, Job Security and Salary and Benefit with Job Selection Preferences.

Moreover, the correlation coefficient also determines the strength of the relationship between variables. The value of Employer Reputation is 0.766; Personal Interest is 0.761; Job Security is 0.741 and Salary and Benefit is 0.656. This means four of the independent variables represent a moderate strong relationship with dependent variables.

### 4.3.2 Multiple Linear Regression Analysis

Table 4. 9:  Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .809[a] | .654 | .649 | 3.06249 |

Source: Developed for the research.

Model summary (Table 4.9) shows that how well the dependent variable can be explained by the independent variables of the model by measuring the correlation coefficient value (R value). From Table, R value for overall result is 0.809 and R Square value is 0.654. According to the value of R Square, it indicates 65.4% of the dependent variable can be explained by

the independent variables. Despite the 65.4% explained, there are another 34.6% cannot be explained in this study. This means that there may have some other important variables that are critical in explaining the job selection preferences among business students in Malaysia.

### 4.3.3 ANOVA Test

Table 4. 10: ANOVA Test

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------|
| 1 | Regression | 4871.897 | 4 | 1217.974 | 129.864 | 0.000 |
| | Residual | 2579.189 | 275 | 9.379 | | |
| | Total | 7451.086 | 279 | | | |

Source: Developed for the research.

Based on Table 4.10, F value determines whether the model as a whole is significant to influence the dependent variable. The F value for the result is 129.864. The significant value (p-value) is 0.000 which it is less than alpha 0.05. Therefore, it shows that this model is appropriate and reliable to test the relationship among independent and dependent variable. This ANOVA model indicates that the independent variables which are employer reputation, personal interest, job security and salary and benefits possess significant relationship in explaining the dependent variable which is job selection preferences.

Table 4. 11: Coefficient

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2.679 | .637 | | 4.207 | .000 | | |
| | Employer Reputation | .338 | .059 | .373 | 5.701 | .000 | .295 | 3.394 |
| | Personal Interest | .209 | .085 | .282 | 2.458 | .015 | .096 | 10.459 |
| | Job Security | .032 | .039 | .090 | .820 | .413 | .104 | 9.657 |
| | Salary and Benefit | .152 | .063 | .132 | 2.433 | .016 | .426 | 2.350 |

Source: Developed for the research.

By using the tolerance and variance inflation factor values, multicollinearity can also be identified. If the tolerance values are lower than the cut off value which is 0.10, there will be serious multicollinearity problem. (Hair, Anderson, Tatham, & Black, 1998; Liu, 2010) Besides, another way to determine multicollinearity problem is that if the variance inflation factor (VIF) values more than 10 (Frost, 2019). As Table 4.11 provides, the tolerance values of the independent variables for Employer Reputation (0.295), Job Security (0.104) and Salary and Benefit (0.426) are higher than 0.10, has satisfied the rules of thumb. However, for Personal Interest, its tolerance value is 0.096 which is a bit lower than 0.10 has multicollinearity problem. For variation inflation factors, Personal Interest with 10.459 is also the only variable which obey with the rules of thumb that its VIF value is higher than 10 while the other independent variables are normal.

The Coefficients table (Table 4.11) provides information to develop multiple regression equation that explains job selection preferences in term of Employer Reputation, Personal Interest, Job Security and Salary and Benefit. The equation is expressed as following:

JSP= 0.637 + 0.59(ER) + 0.085(PI) + 0.039(JS) + 0.063(SB)

Where:

JSP=Job Selection Preferences;

ER=Employer Reputation

PI= Personal Interest;

JS= Job Security;

SB= Salary and Benefit;

Assuming all the dependent and independent variables in this research project are constant, the result of Multiple Linear Regression Equation can be explained as below:

JSP will increase by 0.637 when ER increase in one unit;

JSP will increase by 0.059 when PI increase in one unit;

JSP will increase by 0.039 when JS increase in one unit;

JSP will increase by 0.063 when SB increase in one unit.

# 4.4 Hypothesis Testing

*Hypothesis 1*

H0: Employer Reputation is not significantly related to job selection preferences.

$H_1$: Employer Reputation is significantly related to job selection preferences.

Based on the results shown in Table, the p-value for Employer Reputation is 0.000, which is below the level of significance at $\alpha = 0.05$. The null hypothesis is rejected. Thus, there is a significant relationship between Employer Reputation and job selection preferences.

*Hypothesis 2*

H0: Personal Interest is not significantly related to job selection preferences.

$H_2$: Personal Interest is significantly related to job selection preferences.

The p-value for Personal Interest, as noted in Table, is 0.015. The null hypothesis is rejected since the p-value is below the significance level ($\alpha = 0.05$). Hence, Personal Interest is significantly related to job selection preferences.

*Hypothesis 3*

H0: Job Security is not significantly related to job selection preferences.

$H_3$: Job Security is significantly related to job selection preferences.

The null hypothesis for this construct is not rejected because its p-value is 0.413 which is more than the significance level ($\alpha = 0.05$). Therefore, there is not significant relationship between Job Security and job selection preferences.

*Hypothesis 4*

H0: Salary and Benefit is not significantly related to job selection preferences.

H4: Salary and Benefit is significantly related to job selection preferences.

According to the analysis results (Table), the null hypothesis is rejected for variable 'Salary and Benefit' as the p-value is 0.016, which is lower than the significance level. Thus, there is a significant relationship between Salary and Benefit and job selection preferences.

# 4.5 Conclusion

This chapter provided the summary of data analysis generated from SPSS. It also indicates the findings of the relationship and strength of relationship between the different independent variables with the dependent variable. Subsequently, the results in Chapter 4 are determined for the more discussion in the coming chapter such as implications and limitations faced during the study and suggestions and recommendations will be discussed also in the coming chapter.

# CHAPTER 5:

# DISCUSSION, CONCLUSION AND IMPLICATIONS

## 5.0 Introduction

This chapter will be focused on the major findings by interpreting and summarising the hypothesis of each variables in detailed. Subsequently, the implication and limitation of study, and the recommendations and suggestions for this study in future will also be discussed in this chapter. Last but not least, the chapter will conclude the relationship between Employer Reputation, Personal Interest, Job Security and Salary and Benefit and Job Selection Preferences among business student in Malaysia.

## 5.1 Discussions of Major Findings

Table 5. 1: Summary of Results on the Hypotheses Testing

| Hypotheses | Value | Decision |
|---|---|---|
| H1: Employer Reputation is significantly related to job selection preferences. | β: 0.338 P-value: 0.00 | ACCEPTED |
| H2: Personal Interest is significantly related to | β: 0.209 P-value: 0.015 | ACCEPTED |

| | | |
|---|---|---|
| job selection preferences. | | |
| H3: Job Security is significantly related to job selection preferences. | β: 0.032 P-value: 0.413 | REJECTED |
| H4: Salary and Benefit is significantly related to job selection preferences. | β: 0.152 P-value: 0.016 | ACCEPTED |

Source: Developed for the research.

Hypotheses serve as an important statement that essential for the prediction of the relationship between independent variables which are employer reputation, personal interest, job security and salary and benefits and dependent variable which is job selection preferences. From Table 5.1, it showed that the result for employer reputation, personal interest, and salary and benefits had a P-value below 0.05. Therefore, H1, H2 and H4 were accepted and it means there had significant relationship with job selection preferences. However, for job security, its P-value, 0.413 was higher than 0.05, cause H3 to be rejected and it means it would not have relationship with job selection preferences. The results further show that the most influential predictor of job selection preferences is employer reputation (β= 0.338) and then followed by personal interest (β= 0.209).

### 5.1.1 Employer Reputation

Based on the research done by Omar, Zakaria, Ismail, Jeanie, Selvakumar (2015), the findings showed that the average mean of all the dependent variable which is job selection preferences and the four independent variables which are starting salary, employer reputation, and working environment has a value of 3.0 and above in the mean scale. This means

that most of the 200 respondents agreed that their job selection preferences are affected by the starting salary, employer reputation, and working environment. After analyzed the Pearson's correlation analysis, the result showed revealed that the three independent variables which are starting salary, employer reputation and working environment has significant positive relationship towards the dependent variable, job selection preferences since the value of starting salary towards job selection preferences is r=0.318, employer reputation towards job selection preferences is r=0.354 while working environment towards job selection preferences is r=0.474.

Besides, the result of the research which done by Evelyn (2009) showed that employer reputation has a significant relationship towards the application decisions since the value of correlation of employer reputation towards application decisions is r= .495. The result is based on the data collection from 280 respondents.

## 5.1.2 Personal Interest

According to the result obtained, there has a positive correlation between personal interest and career choice with r=0.40 and p<0.01. In the research, it found that the students can decide for the career choice after they know their own personal interests. In Multiple Regression Analysis of the research, personal interest with a value of $\beta = .03$, $p < .05$ to show that there is a very significant predictors to the career choice. The result of this research is supported by studies of Schiefele, Krapp, and Winteler (1992) and Lent et al. (2002) who examined the knowledge and deeper passion on selected career. Besides, when the person gets a job that they want to, they

will put all their efforts to do the best and achieve the dream career (Humayon, Raza, Khan, and Ansari, 2018).

In the research done by Ahmed, Sharif and Ahmad (2016), the result showed that there has a highly positive relationship between interest and career choices with the value of r=0.307 and p=0.001. This research has four independent variables which are financial outcomes, interest in the subject, future job opportunities and ease of subject. However, among the four independent variables, only interest in subject and career choices is found there has the most significant relationship. Interest in the subject was the foremost important factor investigated in the research. According to a research carried out in a university of Makere Uganda, the result showed that about 30.3% of the respondents agreed that thy will have a chance to adopt career with their interest along with their past experience in the field (James and Denis, 2015).

### 5.1.3 Job Security

The result of the research done by Chong, H'ng, Khor, Ng and Ng (2013) showed there has no significant relationship between job security and job selection preferences. Nowadays, most of the undergraduates may focus more on how to make themselves upgrading with skills and knowledge and not easily lose out in the competition. This is the difference between young generation currently and previous generations. Previous generation may seek for job security in selecting job because they afraid of losing their jobs. However, young generation currently may focus on skills and knowledge.

### 5.1.4 Salary and Benefits

Salary is one the essential determinants when respondents make any decision about the career to pursue in the future. Although the students are studying at degree level now, but they would pursue the benefit in term of monetary value not worth. One of the interviewees said that pay plays an important role because the cost of living getting higher now. For the result of this research, salary has been ranked as highest factors that influence in career choice decision making. (Haslinah, Salleh and Nordin, 2016).

The research done by McSuliffe, Galligan, Revill, Kamwendo, Sidat, Masanja, Pinho, and Araujo (2016) involved 602 respondents. Due to some reason, the data can be used is only 568 respondents. According to the result, the individual showed strong preferences for jobs with a better basic salary. There have several independent variables in the research, but the result showed that salary is the one which mostly affect the job selection preferences.

## 5.2 Implications of the Study

### 5.2.1 Practical Implications

The result of this research project can provide the current information and situation for the parties such as employers, universities' business faculty and career advisors. This research project is to find out the most probability factor among the four factors which are employer reputation,

personal interest, job security and salary and benefits that have the greatest affect towards the Malaysia's business students in selecting their job. Employers can refer to the result of this research project and understand the requirements and wants of the fresh graduates in present. An organization cannot operate without employees, especially in this modem era, most of the working are using computer, if an organization does not have new generation into it, it might be eliminated.

Besides, if an employer wants to restructure an organization and change a new blood of the organization, the employer must have a certain understanding about the wants and needs of the employees. How to make policy to attract and retain the talents is very important for an organization, therefore, the employer must find out what the factor has the most affect to the employees and thus they can create a strategic, efficient, and effective policy or strategy to retain or hire talents from the industry.

The problem of introducing foreign workers from foreign country in Malaysia has become a topic of concerned by everyone. This is because there have many jobs in Malaysia cannot hire people such as scavenger and builder. However, what are the factors that affecting the fresh graduates do not want to involve into these industries is very important. This is because if Malaysia want to depend on the introducing of foreign workers, Malaysia has to be eliminated or replaced in one day in the future. Therefore, this research can help the employer to understand what are the factors affecting young generation in selecting career and thus they can try to solve the problem and to hire local employees.

### 5.2.2 Theoretical Implication

From the academic prospective, the universities in Malaysia such as UTAR, UM and UPM can refer to the result of this research for references. The academic institutions may use this type of information in the studying, so they can refer to the result of this research and get the more accurate information. This is because every country has different cultural and environment, this type of research that done by foreigners are based on their own country, cultural and environment. Therefore, if the academic institutions use the information from the foreign research may affect the accuracy and reliability of the information.

# 5.3 Limitations of the Study

### 5.3.1 Focus on Malaysia's local business students

The result and questionnaire of this research project is based on Malaysia's universities business students only, so that the result may not suitable for outside of Malaysia due to every country has different cultural and environment. Besides, due to the result is focusing on business students, therefore the other industry that non-related to business may generated a limited or contributions to the parties such as agriculture industry and craft industry.

*Recommendation*

Researchers that will try the same type of topic in the future can try to target different courses of students. This can help the society and the employers from different industry to understand the requirements and situation of the employees for their own industry. Besides, if the research

is carried out by target different courses, the result can be compared and analyzed the differences of the employees of different industry. This can help the industries more understanding about their own industries condition and try to solve it and then to keep the industry can be developed constantly.

## 5.3.2 Business students from universities which is located in Peninsular Malaysia

The questionnaire of this research project has surveyed 300 business students from different universities throughout the Malaysia. However, all of the universities involved are located in Peninsular Malaysia. There have cultural difference and environment different between Peninsular Malaysia and East Malaysia. Therefore, the result may not suitable be used for the employers, career advisors, and universities in East Malaysia.

*Recommendation*

Future researchers are recommended to do the research by involve business students in East Malaysia. This can increase the accuracy and credibility of the research. When the parties such as employers and institutions refer to the result of the research, they have the more accurate and dependable information. This can help the industry have more understanding about the industry and can change their planning as soon as possible in order to survive.

## 5.3.3 Variables may not accurate

In the real environment, the factors that affect job selection preferences has too many such as influencing of parents or friends, the location of the company, working environment and transportation near the company. However, in this research project, it limited in only four factors which are employer reputation, personal interest, job security and salary and benefits. Therefore, the result may be different or may not be accurate with the real situation in the reality. This may also cause the parties such as employers, universities' faculties, or career advisors to get an inaccurate information.

*Recommendation*

The future researchers who are willing to carry out this type of research are recommended to involve different factors as much as the researcher can. This can help the researchers to get the sufficient and more accurate result as many as possible. When there is a high accuracy information, the parties can understand more about the situation of the employees and solve the problem.

## 5.3.4 Most of the respondents are Chinese

All of our members are Chinese and thus most of the friends and friends in social media such as Facebook are Chinese. This is the main reason why the result of this research project has high percentage which is 60.4%. This may cause the result inaccurate and less reliability. Malaysia is a country of multiracial, if the result has majority come from Chinese, this may cause this research project cannot be references for other racial except for Chinese.

Future researchers who do this type of research project in Malaysia should focus on the balancing of different racial for the result in order to increase the reliability. In order to contribute to whole Malaysian and not only Chinese, future research are recommended to focus the respondents of the research based on the ratio of real population of different racial in Malaysia. This is because different of racial has different of culture and religion, this may cause the mind or idea different between each of the racial. In order to increase the reliability of the result and can be expected to contribute to whole Malaysian and not only Chinese, future researcher are recommended to focus on the balancing of different racial among the respondents.

# 5.4 Recommendations for Future Research

## 5.4.1 Targeted Respondents

Due to the restrictions of resources and time, we surveyed 300 business students from different universities throughout Malaysia. However, all the universities involved are only located in Peninsular Malaysia. Different places have different culture and environment, even is Peninsular Malaysia and East Malaysia have differences in terms of lifestyle and behavior. The result of this research project is based on Peninsular Malaysia only, so that might be not suitable for the parties who are from East Malaysia. Therefore, future researchers of this type of research are recommended to carry out research with focus on Peninsular Malaysia or only East

Malaysia. This can help the research to get more accurate and more reliable information.

## 5.4.2 Factors (Independent Variables)

There are too many factors that affect job selection preferences. However, in this research, there are only four factors which are employer reputation, personal interest, job security and salary and benefits. Thus, the respondents are limited to answer the questionnaires based on these four factors even though they may not agree with that. Therefore, this reduced the accuracy of the results. Recommendation for future researchers to avoid this problem is to do the research by investigating more available potential factors that may affect job selection.

## 5.4.3 Questionnaire

There are three parts in the questionnaire of this research project which are demographic, independent variables and dependent variable. The measurement used for demographic is nominal scale and ordinal scale; independent variables and dependent variable are using 5-point Likert scale only. Therefore, respondents can only respond to the question with limited answer. Future researchers are recommended to add some more questionnaire that is using paragraph method to answer in order for them to suggest clearer opinion towards the title.

## 5.5 Conclusion

This study examined relationship between the factors which are employer reputation, personal interest, job security, salary and benefit with the job selection preferences among business students in Malaysia.

Three out of the all four independent variables in this study which are employer reputation, personal interest and salary and benefit was found that they have positive significant impact on job selection preferences. This suggests that reputation of employer, interest of employee himself toward the particular job and benefit of employees can get from company will really affect the decision of employee to choose a job. However, there is 1 independent variable which is job security has negative significant effect on job selection preferences. Among the independent variables, employer reputation and personal interest are the highest and second highest impact respectively on job selection preferences among business students in Malaysia. These findings showed that the companies which want to recruit fresh graduates as employees can focus on employer reputation, personal interest and salary and benefit to minimize the chance of hiring "job-hopper" in the companies.

Nevertheless, there are some limitations in this study about job selection preferences. Several recommendations and suggestions were mentioned in order to minimize some problems faced and increase the accuracy of the findings of the research. The future study of the factors affecting job selection preferences is expected to be done with other potential factors to discover more information among the university students in all over the world.

REFERENCES

Ahmed, K. A., Sharif, N., & Ahmad, N. (2017). *Factors Influencing Students' Career Choices: Empirical Evidence from Business Students.* Institute of Business Management, Pakistan.

Asaari, M. H. A. H. (2012). *Academic Leadership and Work-Related Attitude.* University of Denver, Universiti Sains Malaysia.

Azahar, W. (2017). *Over a third of Malaysian fresh graduates quit first job in less than a year.* Retrieved December 18, 2018, from https://www.humanresourcesonline.net/over-a-third-of-malaysian-fresh-graduates-quit-first-job-in-less-than-a-year/

Azhin, A. U. (2018). *Factors Differentiating Career Selection of Accounting Students.* Yogyakarta State University.

Bai, J. & Ng, S. (2005). *Tests for Skewness, Kurtosis, and Normality for Time Series Data.* New York University, University of Michigan.

Baliyan, P. S., Baliyan, S. P. (2016). *Employment Preference of Undergraduate Accounting Students in Botswana: Perceptional Analysis of Practitioners and Students.* University of Botswana, Botswana.

Baron, R., Bantilan, R., Casenas, J., Jumawid, M. J., Laga, R. D., and Tomol, R. J. (2017). *Factors Affecting the Career Choice of The Grade 12 Students in The Sisters of Malary School-Boystown, Inc.* Sisters of Mary School-Boystown, Inc. Tungkop, Minglanilla, Cebu.

Borchert, M. (2002). *Career Choice Factors of High School Students.* University of Wisconsin-Stout.

Cable, D. M. & Judge, T. A. (1994). *Pay Preferences and Job Search Decisions: A Person-Organization Fit Perspective.* Cornell University.

Chong, H. O., H'ng, C. K., Khor, P. H., Ng, L. C., Ng, S. V. (2013). *Factors Affecting Job Selection Preferences of Accounting Students in Malaysia Universities.* Universiti Tunku Abdul Rahman.

Chua, J. (2018). *The Number Of Unemployed Malaysian Youth Is Reaching An Alarming Rate.* Retrieved December 12, 2018, from http://www.rojakdaily.com/news/article/5560/the-number-of-unemployed-malaysian-youth-is-reaching-an-alarming-rate

Dass, A. (2018). *Young and jobless in Malaysia.* Retrieved December 13, 2018, from https://www.thestar.com.my/business/business-news/2018/08/06/young-and-jobless-in-malaysia/

Demel, S., Mariel, P. & Meyerhoff, J. (2017). *Job preferences of business and economics students.* Queen's University Belfast, UK, Universidad del Pais Vasco, Spain, Technische Universität Berlin, Germany

Devine, C. (2009). *People are the most Important Resource in the Workplace.* Retrieved December 31, 2018, from http://www.talenthq.com/2009/03/people-are-the-most-important-resource-in-the-workplace/

Dobson, L. K., Gardner, M. K., Metz, A. J., & Gore, J. P. A. (2014). *The Relationship Between Interests and Values in Career Decision Making: The Need for an Alternative Method of Measuring Values.* University of Utah, USA.

Dögi, C. & Holtbrügge, D. (2013). *Corporate environmental responsibility, employer reputation and employee commitment: an empirical study in developed and emerging economies.* University of Eriangen- Nürnberg, Germany.

*Employers: Fresh Graduates Have Unrealistic Expectations.* (2015, December). Retrieved December 15, 2018, from https://www.jobstreet.com.my/career-resources/employers-fresh-graduates-unrealistic-expectations/#.XGgigeQzY2y

Fievens, F. (2017). *Organizational image/reputation.* Singapore Management University.

Fizer, D. (2013). *Factors Affecting Career Choice of College Students Enrolled in Agriculture.* University of Tennessee, Martin.

Foo, C. F., Lee, Y. S., Teoh, S. P. L., Tan, S. M., and Wan, K. J. (2012). *A Study of Job Selection Criteria Towards The Future Career Prospect of Undergraduates in Malaysia.* Universiti Tunku Abdul Rahman.

Gümüş, H. (2016). *The Relationship of Job Insecurity with Job-Related Outcomes: Job Engagement, Organizational Commitment & Intention to Resign.* Istanbul Bilgi University.

Haslinah, M., Salleh, M. M., & Nordin, M. S. M. (2016). *Factors influencing career choice of accounting students in University Putra Malaysia: Qualitative pilot study.* University Putra Malaysia, Malaysia.

Ho, K. Y. (2017). *Why employers hesitate to hire fresh graduates.* Retrieved December 31, 2018, from https://www.freemalaysiatoday.com/category/nation/2017/03/28/why-employers-hesitate-to-hire-fresh-graduates/

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.* Institute of Information Technology, Pakistan, Islamabad.

Iacovou, C. L., Shirland, L. & Thompson, R. L. (2002). *Job Selection Preferences of Business Students.* Wake Forest University, University of Vermont.

Kabir, M. M. N. (2011). *Factors Affecting Employee Job Satisfaction on Pharmaceutical Sector.* Sher-e Bangla Agricultural University, Dhaka.

Kanar, A. M., Collins, C. J. & Bell, B. S. (2015). *Changing an unfavourable employer reputation: the roles of recruitment message-type and familiarity with employer.* Brock University & Cornell University.

Kenton, W. (2019). *Platykurtosis.* Retrieved March 28, 2019, from https://www.investopedia.com/terms/p/platykurtosis.asp

*Low wages, lack of prospects prod fresh grads in Malaysia to quit jobs.* (2017, November). Retrieved December 18, 2018, from https://www.todayonline.com/world/asia/low-wages-lack-prospects-prod-fresh-grads-malaysia-quit-jobs

*Malaysians finding it tough to get jobs.* (2016, September). Retrieved December 13, 2018, from https://www.freemalaysiatoday.com/category/nation/2016/09/14/malaysians-finding-it-tough-to-get-jobs/

Marinas, L. E., Igret, R. S., Marinas, C. V., & Prioteasa, E. (2016). *Factors influencing career choice: the Romanian business and administration students' experience.* European Jounal of Sustainable Development, 2, 3, 267-278.

McAulliffe, E., Galligan, M., Revill, P., Kamwendo, F., Sidat, M., Masanja, H., Pinho, H., & Araujo, E. (2016). *Factors influencing job preferences of health workers providing obstetric care: results from discrete choice experiments in Malawi, Mozambique and Tanzania.* University College Dublin, Ireland.

McGraw, K., Popp, J. S., Dixon, B. L. & Newton, D. J. (2012). *Factors Influencing Job Choice among Agricultural Economics Professionals.* Southern Agricultural Economics Association, 251-265.

Nyamwange, J. (2016). *Influence of Student's Interest on Career Choice among First Year University Students in Public and Private Universities in Kisii County, Kenya.* Masai Mara University.

Omar, M. K., Zakaria, A., Ismail, S., Sim, J. L. S., & Selvakumar, V. (2015). *Job Selection Preferences of Accounting Students in Malaysian Private Universities.* Mara University of Technology, UCSI University, Malaysia.

Slaughter, J. E. & Lievens, F. (2016). *Employer Image and Employer Branding: What We Know and What We Need to Know.* Ghent University, Belgium, University of Arizona, Tucson, Arizona

Sridhar, J. (2018). *What Is Data Analysis and Why Is It Important?.* Retrieved March 18, 2019, from https://www.makeuseof.com/tag/what-is-data-analysis/

Tangem, S. & Uddin, M. I. (2014). *An Investigate Study on Factors Causing Job Choice of Business School Students in Private Universities of Bangladesh.* University of Asia Pacific, 2279-0039.

*The use of variables in research.* (2011, October). Retrieved March 17, 2019, from https://sitwe.wordpress.com/2011/10/30/the-use-of-variables-in-research/

Uebbing, M. (2015). *Employer branding as competitive advantage: Important employer branding elements from the perspective of young professionals.* University of Twente.

Ullah, M. I. (2017). *Basic Statistics and Data Analysis.* Retrieved March 28, 2019, from http://itfeature.com/statistics/skewness-measure-of-asymmetry

Vaynerchuk, G. (2016). *Why Employees Are More Important Than Clients.* Retrieved December 12, 2018, from https://www.inc.com/magazine/201606/gary-vaynerchuk/prioritizing-employee-happiness.html

Wilkinson, D. & Birmingham, P. (2003). *Using Research Instruments: A Guide for Researcher.* Taylor & Francis Group.

Woo, P. J. (2009). *The Effects of Employer Knowledge and Product Awareness on Job Seekers' Application Decisions.* Sunway University College, Malaysia.

APPENDICES

**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 Job Selection Preferences among Business Students in Malaysia**

Dear Respondent,

A very good day to you.

We are final year students currently pursuing Bachelor of International Business (Hons) in Universiti Tunku Abdul Rahman (UTAR) – Sungai Long Campus. We are conducting a research project on the topic of "**Factors Affecting Job Selection Preferences among Business Students in Malaysia**".

The objective of this survey is to collect data about the factors which are affecting job selection preferences among business students in Malaysia. Your assistance is needed to complete the attached survey questionnaire. It will take a few minutes of your time to complete this questionnaire. All the data in this survey will be kept **anonymous** and **confidential**. This survey is for education and research purposes only. Data collected will be analysed on a group basis.

Please return this questionnaire to us by attachment at your earliest convenient. Your response to this survey is highly appreciated. Without your help, we won't be able to complete this research assignment which is needed to fulfil our

graduation requirements. Please do not hesitate to email us at **ngwaioon1997@gmail.com** if you need any clarification regarding this survey.

Thank you very much.

Sincerely,
Ng Wai Oon & Yee Kah Wei
Undergraduate Students
Universiti Tunku Abdul Rahman (UTAR)

## Section A: Demographic
*Please "Tick (√)" only ONE relevant answer in each question.*

1. Gender:
   - ☐ Male
   - ☐ Female
2. Age:
   - ☐ 20 years old and below
   - ☐ 21 – 25 years old
   - ☐ 26 – 30 years old
   - ☐ 31 – 35 years old
   - ☐ 36 – 40 years old
   - ☐ 41 – 45 years old
   - ☐ 46 – 50 years old
   - ☐ 51 years old and above
3. Race:
   - ☐ Malay
   - ☐ Chinese
   - ☐ India
   - ☐ Other: _____
4. Field of study:
   - ☐ Banking and Finance
   - ☐ Entrepreneurship
   - ☐ Retail Management
   - ☐ Corporate Management
   - ☐ Business Administration
   - ☐ International Business
   - ☐ Marketing
   - ☐ Supply Chain Management
   - ☐ Other: _____
5. Year of study:
   - ☐ Year 1
   - ☐ Year 2
   - ☐ Year 3
   - ☐ Year 4 and above

## Section B: Independent Variables

Please select your answer to each statement using the 5-point Likert scale:
(1) = strongly disagree (SD);
(2) = disagree (D);
(3) = neutral (N);
(4) = agree (A); and
(5) = strongly agree (SA)].

### Employer Reputation

| Items | Questions | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| 1 | Employees are probably proud to say they work at this company. | 1 | 2 | 3 | 4 | 5 |
| 2 | This is a reputable company to work for. | 1 | 2 | 3 | 4 | 5 |
| 3 | This company probably has a reputation as being an excellent employer. | 1 | 2 | 3 | 4 | 5 |
| 4 | I would find this company a prestigious place to work. | 1 | 2 | 3 | 4 | 5 |
| 5 | There are probably many who would like to work at this company. | 1 | 2 | 3 | 4 | 5 |

### Personal Interest

| Items | Questions | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| 1 | I am satisfied with what I am going to do in my job. | 1 | 2 | 3 | 4 | 5 |
| 2 | I am always ready in every task given. | 1 | 2 | 3 | 4 | 5 |
| 3 | I want to learn new things. | 1 | 2 | 3 | 4 | 5 |
| 4 | Having this job is very easy. | 1 | 2 | 3 | 4 | 5 |
| 5 | I am very interested in my chosen job. | 1 | 2 | 3 | 4 | 5 |
| 6 | These are my decision in choosing this job. | 1 | 2 | 3 | 4 | 5 |

### Job Security

| Items | Questions | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| 1 | The possibility of keeping my job occupies my thoughts constantly. | 1 | 2 | 3 | 4 | 5 |
| 2 | How hard I work has guarantee that I am going to keep my job. | 1 | 2 | 3 | 4 | 5 |
| 3 | I am certain of keeping my job. | 1 | 2 | 3 | 4 | 5 |
| 4 | I am sure of how long my job will last. | 1 | 2 | 3 | 4 | 5 |
| 5 | I am certain about my future with this organization. | 1 | 2 | 3 | 4 | 5 |
| 6 | The probability of being laid-off is low. | 1 | 2 | 3 | 4 | 5 |
| 7 | Senior management is really trying to build this organization and make it | 1 | 2 | 3 | 4 | 5 |

| | | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| | successful. | | | | | |
| 8 | Management appears to be preparing in advance and planning for the future. | 1 | 2 | 3 | 4 | 5 |
| 9 | Overall, my physical working conditions are likely to improve. | 1 | 2 | 3 | 4 | 5 |
| 10 | I am expecting positive changes to my job. | 1 | 2 | 3 | 4 | 5 |
| 11 | I expect to have more resources to meet the performance requirements of my job. | 1 | 2 | 3 | 4 | 5 |
| 12 | The rewards of my job are likely to increase. | 1 | 2 | 3 | 4 | 5 |
| 13 | I will probably gain many features of my job that I value the most. | 1 | 2 | 3 | 4 | 5 |
| 14 | I wish my job could go back to the way it used to be. | 1 | 2 | 3 | 4 | 5 |

**Salary and Benefits**

| Items | Questions | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| 1 | Money has been an issue for me in choosing a career. | 1 | 2 | 3 | 4 | 5 |
| 2 | I would choose any other occupation in which I could earn as much money. | 1 | 2 | 3 | 4 | 5 |
| 3 | I would choose a job that will provide me an opportunity to achieve a good standard of living. | 1 | 2 | 3 | 4 | 5 |
| 4 | I would reject a job offer if the salary is inadequate and/or the benefits do not meet my needs. | 1 | 2 | 3 | 4 | 5 |

**Section C: Dependent Variable**

Please select your answer to each statement using the 5-point Likert scale:
(1) = strongly disagree (SD);
(2) = disagree (D);
(3) = neutral (N);
(4) = agree (A); and
(5) = strongly agree (SA)].

**Job Selection Preferences**

| Items | Questions | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| 1 | I have definitely made a career choice. | 1 | 2 | 3 | 4 | 5 |
| 2 | I have no career plans at present. | 1 | 2 | 3 | 4 | 5 |
| 3 | My parents had/will have the greatest influence in my career choice. | 1 | 2 | 3 | 4 | 5 |
| 4 | Friends are/have been the greatest influence in my career choice. | 1 | 2 | 3 | 4 | 5 |
| 5 | Teachers are/have been the greatest influence in my career choice. | 1 | 2 | 3 | 4 | 5 |

---------------------------------------------------------------------------------------------------

# Thank you for your participation

# All responses will be kept private and confidential.

--------------------------------------------------------------------------

Appendix 1. 2: Frequency Distribution Tables

1.2.1 Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Female | 125 | 44.6 | 44.6 | 44.6 |
| | Male | 155 | 55.4 | 55.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.2.2 Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 20 years old and above | 17 | 6.1 | 6.1 | 6.1 |
| | 21 – 25 years old | 253 | 90.4 | 90.4 | 96.4 |
| | 26 – 30 years old | 6 | 2.1 | 2.1 | 98.6 |
| | 31 – 35 years old | 4 | 1.4 | 1.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.2.3 Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Chindian | 4 | 1.4 | 1.4 | 1.4 |
| | Chinese | 169 | 60.4 | 60.4 | 61.8 |
| | India | 33 | 11.8 | 11.8 | 73.6 |
| | Malay | 74 | 26.4 | 26.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.2.4 Field of Study

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Accounting | 6 | 2.2 | 2.2 | 2.2 |
|  | Banking and Finance | 16 | 5.7 | 5.7 | 7.9 |
|  | Business Administration | 66 | 23.6 | 23.6 | 31.4 |
|  | Corporate administration | 1 | 0.4 | 0.4 | 31.8 |
|  | Corporate Management | 28 | 10.0 | 10.0 | 41.8 |
|  | Entrepreneurship | 42 | 15.0 | 15.0 | 56.8 |
|  | International Business | 73 | 26.1 | 26.1 | 82.9 |
|  | Marketing | 39 | 13.9 | 13.9 | 96.8 |
|  | Retail Management | 8 | 2.9 | 2.9 | 99.6 |
|  | Supply Chain Management | 1 | 0.4 | 0.4 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

1.2.5 Year of Study

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Year 1 | 20 | 7.1 | 7.1 | 7.1 |
|  | Year 2 | 99 | 35.4 | 35.4 | 42.5 |
|  | Year 3 | 155 | 55.4 | 55.4 | 97.9 |
|  | Year 4 and above | 6 | 2.1 | 2.1 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

Appendix 1. 3: Central Tendencies Measurement of Constructs

1.3.1 Statistics

| | N | | Skewness | Std. Error of Skewness | Kurtosis | Std. Error of Kurtosis |
|---|---|---|---|---|---|---|
| | **Valid** | **Missing** | | | | |
| ER1 | 280 | 0 | -0.274 | 0.146 | -1.205 | 0.290 |
| ER2 | 280 | 0 | -0.390 | 0.146 | -0.862 | 0.290 |
| ER3 | 280 | 0 | -0.219 | 0.146 | -0.848 | 0.290 |
| ER4 | 280 | 0 | -0.214 | 0.146 | -0.806 | 0.290 |
| ER5 | 280 | 0 | -0.357 | 0.146 | -0.966 | 0.290 |
| PI1 | 280 | 0 | -0.262 | 0.146 | -1.210 | 0.290 |
| PI2 | 280 | 0 | -0.388 | 0.146 | -0.879 | 0.290 |
| PI3 | 280 | 0 | -0.227 | 0.146 | -0.860 | 0.290 |
| PI4 | 280 | 0 | -0.195 | 0.146 | -0.810 | 0.290 |
| PI5 | 280 | 0 | -0.346 | 0.146 | -0.975 | 0.290 |
| PI6 | 280 | 0 | -0.273 | 0.146 | -1.195 | 0.290 |
| JS1 | 280 | 0 | -0.505 | 0.146 | -0.634 | 0.290 |
| JS2 | 280 | 0 | -0.383 | 0.146 | -0.831 | 0.290 |
| JS3 | 280 | 0 | -0.287 | 0.146 | -0.968 | 0.290 |
| JS4 | 280 | 0 | -0.548 | 0.146 | -0.657 | 0.290 |
| JS5 | 280 | 0 | -0.379 | 0.146 | -0.826 | 0.290 |
| JS6 | 280 | 0 | -0.214 | 0.146 | -0.919 | 0.290 |
| JS7 | 280 | 0 | -0.505 | 0.146 | -0.455 | 0.290 |
| JS8 | 280 | 0 | -0.378 | 0.146 | -0.621 | 0.290 |
| JS9 | 280 | 0 | -0.297 | 0.146 | -0.686 | 0.290 |
| JS10 | 280 | 0 | -0.118 | 0.146 | -0.869 | 0.290 |
| JS11 | 280 | 0 | -0.308 | 0.146 | -0.906 | 0.290 |
| JS12 | 280 | 0 | -0.361 | 0.146 | -0.618 | 0.290 |
| JS13 | 280 | 0 | -0.212 | 0.146 | -0.792 | 0.290 |
| JS14 | 280 | 0 | -0.080 | 0.146 | -0.884 | 0.290 |
| SB1 | 280 | 0 | -0.395 | 0.146 | -0.790 | 0.290 |
| SB2 | 280 | 0 | -0.331 | 0.146 | -0.890 | 0.290 |
| SB3 | 280 | 0 | -0.502 | 0.146 | -0.633 | 0.290 |
| SB4 | 280 | 0 | -0.557 | 0.146 | -0.653 | 0.290 |
| JSP1 | 280 | 0 | -0.319 | 0.146 | -1.103 | 0.290 |
| JSP2 | 280 | 0 | -0.547 | 0.146 | -0.663 | 0.290 |
| JSP3 | 280 | 0 | -0.476 | 0.146 | -0.743 | 0.290 |
| JSP4 | 280 | 0 | -0.384 | 0.146 | -0.634 | 0.290 |
| JSP5 | 280 | 0 | -0.439 | 0.146 | -0.991 | 0.290 |

1.3.2 ER1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 40 | 14.3 | 14.3 | 14.3 |
| | Disagree | 54 | 19.3 | 19.3 | 33.6 |
| | Neutral | 44 | 15.7 | 15.7 | 49.3 |
| | Agree | 80 | 28.6 | 28.6 | 77.9 |
| | Strongly Agree | 62 | 22.1 | 22.1 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.3 ER2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 25 | 8.9 | 8.9 | 8.9 |
| | Disagree | 54 | 19.3 | 19.3 | 28.2 |
| | Neutral | 53 | 18.9 | 18.9 | 47.1 |
| | Agree | 104 | 37.1 | 37.1 | 84.3 |
| | Strongly Agree | 44 | 15.7 | 15.7 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.4 ER3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 26 | 9.3 | 9.3 | 9.3 |
| | Disagree | 63 | 22.5 | 22.5 | 31.8 |
| | Neutral | 71 | 25.4 | 25.4 | 57.1 |
| | Agree | 94 | 33.6 | 33.6 | 90.7 |
| | Strongly Agree | 26 | 9.3 | 9.3 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.5 ER4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Strongly Disagree | 17 | 6.1 | 6.1 | 6.1 |
| | Disagree | 54 | 19.3 | 19.3 | 25.4 |
| Valid | Neutral | 78 | 27.9 | 27.9 | 53.2 |
| | Agree | 82 | 29.3 | 29.3 | 82.5 |
| | Strongly Agree | 49 | 17.5 | 17.5 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.6 ER5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Strongly Disagree | 27 | 9.6 | 9.6 | 9.6 |
| | Disagree | 56 | 20.0 | 20.0 | 29.6 |
| Valid | Neutral | 49 | 17.5 | 17.5 | 47.1 |
| | Agree | 98 | 35.0 | 35.0 | 82.1 |
| | Strongly Agree | 50 | 17.9 | 17.9 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.7 PI1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Strongly Disagree | 40 | 14.3 | 14.3 | 14.3 |
| | Disagree | 55 | 19.6 | 19.6 | 33.9 |
| Valid | Neutral | 44 | 15.7 | 15.7 | 49.6 |
| | Agree | 80 | 28.6 | 28.6 | 78.2 |
| | Strongly Agree | 61 | 21.8 | 21.8 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.8 PI2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 27 | 9.6 | 9.6 | 9.6 |
| | Disagree | 53 | 18.9 | 18.9 | 28.6 |
| | Neutral | 53 | 18.9 | 18.9 | 47.5 |
| | Agree | 103 | 36.8 | 36.8 | 84.3 |
| | Strongly Agree | 44 | 15.7 | 15.7 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.9 PI3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 27 | 9.6 | 9.6 | 9.6 |
| | Disagree | 63 | 22.5 | 22.5 | 32.1 |
| | Neutral | 70 | 25.0 | 25.0 | 57.1 |
| | Agree | 95 | 33.9 | 33.9 | 91.1 |
| | Strongly Agree | 25 | 8.9 | 8.9 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.10 PI4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 18 | 6.4 | 6.4 | 6.4 |
| | Disagree | 54 | 19.3 | 19.3 | 25.7 |
| | Neutral | 80 | 28.6 | 28.6 | 54.3 |
| | Agree | 79 | 28.2 | 28.2 | 82.5 |
| | Strongly Agree | 49 | 17.5 | 17.5 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.11 PI5

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 27 | 9.6 | 9.6 | 9.6 |
|  | Disagree | 57 | 20.4 | 20.4 | 30.0 |
|  | Neutral | 49 | 17.5 | 17.5 | 47.5 |
|  | Agree | 98 | 35.0 | 35.0 | 82.5 |
|  | Strongly Agree | 49 | 17.5 | 17.5 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

1.3.12 PI6

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 54 | 19.3 | 19.3 | 19.3 |
|  | Disagree | 42 | 15.0 | 15.0 | 34.3 |
|  | Neutral | 50 | 17.9 | 17.9 | 52.1 |
|  | Agree | 92 | 32.9 | 32.9 | 85.0 |
|  | Strongly Agree | 42 | 15.0 | 15.0 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

1.3.13 JS1

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 32 | 11.4 | 11.4 | 11.4 |
|  | Disagree | 38 | 13.6 | 13.6 | 25.0 |
|  | Neutral | 68 | 24.3 | 24.3 | 49.3 |
|  | Agree | 109 | 38.9 | 38.9 | 88.2 |
|  | Strongly Agree | 33 | 11.8 | 11.8 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

### 1.3.14 JS2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 37 | 13.2 | 13.2 | 13.2 |
| | Disagree | 37 | 13.2 | 13.2 | 26.4 |
| | Neutral | 71 | 25.4 | 25.4 | 51.8 |
| | Agree | 89 | 31.8 | 31.8 | 83.6 |
| | Strongly Agree | 46 | 16.4 | 16.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.15 JS3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 33 | 11.8 | 11.8 | 11.8 |
| | Disagree | 51 | 18.2 | 18.2 | 30.0 |
| | Neutral | 62 | 22.1 | 22.1 | 52.1 |
| | Agree | 87 | 31.1 | 31.1 | 83.2 |
| | Strongly Agree | 47 | 16.8 | 16.8 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.16 JS4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 32 | 11.4 | 11.4 | 11.4 |
| | Disagree | 35 | 12.5 | 12.5 | 23.9 |
| | Neutral | 59 | 21.1 | 21.1 | 45.0 |
| | Agree | 107 | 38.2 | 38.2 | 83.2 |
| | Strongly Agree | 47 | 16.8 | 16.8 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.17 JS5

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 36 | 12.9 | 12.9 | 12.9 |
|  | Disagree | 38 | 13.6 | 13.6 | 26.4 |
|  | Neutral | 71 | 25.4 | 25.4 | 51.8 |
|  | Agree | 89 | 31.8 | 31.8 | 83.6 |
|  | Strongly Agree | 46 | 16.4 | 16.4 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

### 1.3.18 JS6

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 26 | 9.3 | 9.3 | 9.3 |
|  | Disagree | 64 | 22.9 | 22.9 | 32.1 |
|  | Neutral | 64 | 22.9 | 22.9 | 55.0 |
|  | Agree | 94 | 33.6 | 33.6 | 88.6 |
|  | Strongly Agree | 32 | 11.4 | 11.4 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

### 1.3.19 JS7

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 28 | 10.0 | 10.0 | 10.0 |
|  | Disagree | 36 | 12.9 | 12.9 | 22.9 |
|  | Neutral | 81 | 28.9 | 28.9 | 51.8 |
|  | Agree | 106 | 37.9 | 37.9 | 89.6 |
|  | Strongly Agree | 29 | 10.4 | 10.4 | 100.0 |
|  | Total | 280 | 100.0 | 100.0 |  |

1.3.20 JS8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 32 | 11.4 | 11.4 | 11.4 |
| | Disagree | 43 | 15.4 | 15.4 | 26.8 |
| | Neutral | 87 | 31.1 | 31.1 | 57.9 |
| | Agree | 95 | 33.9 | 33.9 | 91.8 |
| | Strongly Agree | 23 | 8.2 | 8.2 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.21 JS9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 26 | 9.3 | 9.3 | 9.3 |
| | Disagree | 50 | 17.9 | 17.9 | 27.1 |
| | Neutral | 81 | 28.9 | 28.9 | 56.1 |
| | Agree | 92 | 32.9 | 32.9 | 88.9 |
| | Strongly Agree | 31 | 11.1 | 11.1 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.22 JS10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 28 | 10.0 | 10.0 | 10.0 |
| | Disagree | 61 | 21.8 | 21.8 | 31.8 |
| | Neutral | 78 | 27.9 | 27.9 | 59.6 |
| | Agree | 77 | 27.5 | 27.5 | 87.1 |
| | Strongly Agree | 36 | 12.9 | 12.9 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.23 JS11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 34 | 12.1 | 12.1 | 12.1 |
| | Disagree | 44 | 15.7 | 15.7 | 27.9 |
| | Neutral | 70 | 25.0 | 25.0 | 52.9 |
| | Agree | 82 | 29.3 | 29.3 | 82.1 |
| | Strongly Agree | 50 | 17.9 | 17.9 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.24 JS12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 30 | 10.7 | 10.7 | 10.7 |
| | Disagree | 46 | 16.4 | 16.4 | 27.1 |
| | Neutral | 87 | 31.1 | 31.1 | 58.2 |
| | Agree | 95 | 33.9 | 33.9 | 92.1 |
| | Strongly Agree | 22 | 7.9 | 7.9 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

### 1.3.25 JS13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 18 | 6.4 | 6.4 | 6.4 |
| | Disagree | 66 | 23.6 | 23.6 | 30.0 |
| | Neutral | 73 | 26.1 | 26.1 | 56.1 |
| | Agree | 98 | 35.0 | 35.0 | 91.1 |
| | Strongly Agree | 25 | 8.9 | 8.9 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.26 JS14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 34 | 12.1 | 12.1 | 12.1 |
| | Disagree | 65 | 23.2 | 23.2 | 35.4 |
| | Neutral | 78 | 27.9 | 27.9 | 63.2 |
| | Agree | 77 | 27.5 | 27.5 | 90.7 |
| | Strongly Agree | 26 | 9.3 | 9.3 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.27 SB1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 34 | 12.1 | 12.1 | 12.1 |
| | Disagree | 37 | 13.2 | 13.2 | 25.4 |
| | Neutral | 72 | 25.7 | 25.7 | 51.1 |
| | Agree | 88 | 31.4 | 31.4 | 82.5 |
| | Strongly Agree | 49 | 17.5 | 17.5 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.28 SB2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 33 | 11.8 | 11.8 | 11.8 |
| | Disagree | 46 | 16.4 | 16.4 | 28.2 |
| | Neutral | 66 | 23.6 | 23.6 | 51.8 |
| | Agree | 89 | 31.8 | 31.8 | 83.6 |
| | Strongly Agree | 46 | 16.4 | 16.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.29 SB3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 33 | 11.8 | 11.8 | 11.8 |
| | Disagree | 37 | 13.2 | 13.2 | 25.0 |
| | Neutral | 70 | 25.0 | 25.0 | 50.0 |
| | Agree | 108 | 38.6 | 38.6 | 88.6 |
| | Strongly Agree | 32 | 11.4 | 11.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.30 SB4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 33 | 11.8 | 11.8 | 11.8 |
| | Disagree | 34 | 12.1 | 12.1 | 23.9 |
| | Neutral | 59 | 21.1 | 21.1 | 45.0 |
| | Agree | 108 | 38.6 | 38.6 | 83.6 |
| | Strongly Agree | 46 | 16.4 | 16.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.31 JSP1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 37 | 13.2 | 13.2 | 13.2 |
| | Disagree | 50 | 17.9 | 17.9 | 31.1 |
| | Neutral | 50 | 17.9 | 17.9 | 48.9 |
| | Agree | 83 | 29.6 | 29.6 | 78.6 |
| | Strongly Agree | 60 | 21.4 | 21.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.32 JSP2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 26 | 9.3 | 9.3 | 9.3 |
| | Disagree | 51 | 18.2 | 18.2 | 27.5 |
| | Neutral | 60 | 21.4 | 21.4 | 48.9 |
| | Agree | 125 | 44.6 | 44.6 | 93.6 |
| | Strongly Agree | 18 | 6.4 | 6.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.33 JSP3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 25 | 8.9 | 8.9 | 8.9 |
| | Disagree | 57 | 20.4 | 20.4 | 29.3 |
| | Neutral | 65 | 23.2 | 23.2 | 52.5 |
| | Agree | 119 | 42.5 | 42.5 | 95.0 |
| | Strongly Agree | 14 | 5.0 | 5.0 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.34 JSP4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 22 | 7.9 | 7.9 | 7.9 |
| | Disagree | 57 | 20.4 | 20.4 | 28.2 |
| | Neutral | 82 | 29.3 | 29.3 | 57.5 |
| | Agree | 105 | 37.5 | 37.5 | 95.0 |
| | Strongly Agree | 14 | 5.0 | 5.0 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

1.3.35 JSP5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 33 | 11.8 | 11.8 | 11.8 |
| | Disagree | 64 | 22.9 | 22.9 | 34.6 |
| | Neutral | 79 | 28.2 | 28.2 | 62.9 |
| | Agree | 103 | 36.8 | 36.8 | 99.6 |
| | Strongly Agree | 1 | 0.4 | 0.4 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

Appendix 1. 4: Descriptive Analysis

1.4.1 Statistics

| | | Employer Reputation | Personal Interest | Job Security | Salary and Benefits | Job Selection Preferences |
|---|---|---|---|---|---|---|
| N | Valid | 280 | 280 | 280 | 280 | 280 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 16.3179 | 19.3464 | 44.7036 | 13.1393 | 15.6571 |
| Median | | 18 | 21 | 48 | 14 | 17 |
| Mode | | 22 | 21.00[a] | 49.00[a] | 13 | 21 |
| Std. Deviation | | 5.70314 | 6.98729 | 14.59174 | 4.48796 | 5.16782 |
| Skewness | | -0.362 | -0.356 | -0.408 | -0.569 | -0.5 |
| Std. Error of Skewness | | 0.146 | 0.146 | 0.146 | 0.146 | 0.146 |
| Kurtosis | | -1.151 | -1.194 | -1.031 | -0.736 | -1.061 |
| Std. Error of Kurtosis | | 0.29 | 0.29 | 0.29 | 0.29 | 0.29 |
| Minimum | | 5 | 6 | 15 | 4 | 5 |
| Maximum | | 25 | 30 | 68 | 20 | 23 |

\*\*\* Multiple modes exist. The smallest value is shown.

Appendix 1. 5: Reliability Statistics

### 1.5.1 Case Processing Summary

|  |  | N | % |
|---|---|---|---|
| Cases | Valid | 280 | 100.0 |
|  | Excluded[a] | 0 | 0.0 |
|  | Total | 280 | 100.0 |

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

### 1.5.2 Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| 0.877 | 5 |

### 1.5.3 Item Statistics

|  | Mean | Std. Deviation | N |
|---|---|---|---|
| **Employer Reputation** | 16.3179 | 5.70314 | 280 |
| **Personal Interest** | 19.3464 | 6.98729 | 280 |
| **Job Security** | 44.7036 | 14.59174 | 280 |
| **Salary and Benefits** | 13.1393 | 4.48796 | 280 |
| **Job Selection Preferences** | 15.6571 | 5.16782 | 280 |

Appendix 1. 6: Pearson's Correlation Analysis

1.6.1 Correlations

|  |  | Job Selection Preferences | Employer Reputation | Personal Interest | Job Security | Salary and Benefits |
|---|---|---|---|---|---|---|
| Pearson Correlation | Job Selection Preferences | 1.000 | 0.766 | 0.761 | 0.741 | 0.656 |
|  | Employer Reputation | 0.766 | 1.000 | 0.812 | 0.778 | 0.714 |
|  | Personal Interest | 0.761 | 0.812 | 1.000 | 0.943 | 0.687 |
|  | Job Security | 0.741 | 0.778 | 0.943 | 1.000 | 0.712 |
|  | Salary and Benefits | 0.656 | 0.714 | 0.687 | 0.712 | 1.000 |
| Sig. (1-tailed) | Job Selection Preferences |  | 0.000 | 0.000 | 0.000 | 0.000 |
|  | Employer Reputation | 0.000 |  | 0.000 | 0.000 | 0.000 |
|  | Personal Interest | 0.000 | 0.000 |  | 0.000 | 0.000 |
|  | Job Security | 0.000 | 0.000 | 0.000 |  | 0.000 |
|  | Salary and Benefits | 0.000 | 0.000 | 0.000 | 0.000 |  |
| N | Job Selection Preferences | 280 | 280 | 280 | 280 | 280 |
|  | Employer Reputation | 280 | 280 | 280 | 280 | 280 |
|  | Personal Interest | 280 | 280 | 280 | 280 | 280 |
|  | Job Security | 280 | 280 | 280 | 280 | 280 |
|  | Salary and Benefits | 280 | 280 | 280 | 280 | 280 |

1.6.2 Model Summary

| Model | | 1 |
|---|---|---|
| **R** | | .809ᵃ |
| **R Square** | | 0.654 |
| **Adjusted R Square** | | 0.649 |
| **Std. Error of Estimate** | | 3.06249 |
| **Change Statistics** | **R Square Change** | 0.654 |
| | **F Change** | 129.864 |
| | **df1** | 4 |
| | **df2** | 275 |
| | **Sig. F Change** | 0.000 |

\*\*\* a. Predictors: (Constant), Salary and Benefit, Personal Interest, Employer Reputation, Job Security

1.6.3 ANOVAᵃ

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4871.897 | 4 | 1217.974 | 129.864 | 0 |
| | Residual | 2579.189 | 275 | 9.379 | | |
| | Total | 7451.086 | 279 | | | |

\*\*\* a. Dependent Variable: job selection preferences

\*\*\* a. Predictors: (Constant), Salary and Benefit, Personal Interest, Employer Reputation, Job Security