

FACTORS THAT DRIVE BRAIN DRAIN OF
GENERATION Z IN MALAYSIA

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**FACTORS THAT DRIVE BRAIN DRAIN OF
GENERATION Z IN MALAYSIA**

BY

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

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(HONS)**

UNIVERSITI TUNKU ABDUL RAHMAN

**FACULTY OF ACCOUNTANCY AND
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I hereby declare that:

- (1) This undergraduate FYP is the end result of my 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 for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
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DEDICATION

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LIST OF ABBREVIATION

IV	Independent Variables
IV 1	Quality of Life
IV 2	Job Satisfaction
IV 3	Compensation Package
DV	Dependent Variable (Brain Drain)
SPSS	Statistical Package for Social Science

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PREFACE

This research is conducted and submitted as a partial fulfilment of the requirement for the undergraduate student in Bachelor of International Business (HONS) in Universiti Tunku Abdul Rahman (UTAR). This research paper is supervised by Puan Rozitaayu Binti Zulkifli. The topic for this research study is Factors that Drive Brain Drain of Generation Z in Malaysia. Due to the increasing migration rate in Malaysia, it is necessary for us to understand what are the fact and factors that make so many talents leave Malaysia and desire move to foreign countries.

Talents is valuable asset for a developing country and important for an organization to achieve the competitive advantages. However, it is not an easy task for the organization to retain the talents as the talents nowadays have their own expectation and opinion. They are likely to find somethings that they can take advantages. Hence, this research study will provide an understanding on how the factors quality of life, job satisfaction and compensation package drive brain drain of Gen-Z in Malaysia

ABSTRACT

The main objective of this study is to examine the factors that drive brain drain of generation Z in Malaysia. A few numbers of hypotheses concerning the factors of brain drain issue that gradually increase in recent years. The factors included quality of life, job satisfaction, and compensation package will be discussed in this research. Thus, the previous research that done by other researchers will be adopted in this research in order to develop the hypotheses in this research study. The objective of this research study is trying to investigate and identify the relationship between independents variables (quality of life, job satisfaction, compensation package) and dependent variable (brain drain).

A self-administered questionnaire was selected to collect the firsthand data from the respondent and 200 respond is successfully collected in Selangor. SPSS was used to test the collected data and conduct the result such as pilot test, Descriptive Analysis, Pearson Correlation Analysis and Multiple Regression Analysis. The result show that the factors are significant to the brain drain in Malaysia.

To conclude this research, the summary of descriptive analysis, discussion of major findings, implication of the study and the limitation of the study will be discussed in this research study. There are also has several recommendations highlighted to overcome and potential improvement area for future study.

Chapter 1: RESEARCH OVERVIEW

1.0 Research Background

During 21st century, brain drain has become a prevalent trend and it is a negative phenomenon which is happening globally as people look for a brighter future or even seeks for an environment that is more suitable for themselves. According to the research from Dorquier and Rapaport (as cited by Iacob, 2018), brain drain refer to the global transfer or movement of valuable resources in form of human capital, and primarily referring to the migration of individuals with higher education or skills from developing nations to developed nations. In another words, it is a phenomenon that the people are not satisfied with their current status and therefore migrate to other countries in order to change and seek a better future.

Brain drain is happening around the world which also consider as a problematic phenomenon to Malaysia and it threat the future of Malaysia. According to Table 1.1, it points to the highlight of International Migrant Stock 2020 which Malaysia have a total of 1,860,037 Malaysian diaspora in mid-year of 2020. According to information obtained from Department of Statistics Malaysia Official Portal (2022) which stated that there was more than 1.86 million Malaysian diaspora in various countries and majority are group as skilled category.

Besides, there is a serious shortage of high technical skills in Malaysia especially from the circle of fresh graduates and this negative phenomenon continued well until today (Supramani and Ali, 2022). As stated by Yeo (2021), younger talents who aged 35 and below are prepared to resign on their current workplaces. 81% of

the Gen Z employees who born between 1995 and 2010 have planned to switch from their workplace. Plus, there is 72% of the Malaysian employees including Gen Z workers are considering working oversea since the companies had threatened by the pandemic and forced to reduce the salary for the employees as compared to Singapore workers, Malaysia workers faced serious pay cut during pandemic. In comparison to 1990, the rate of high-skilled labor migration abroad increases by more than 130% in 2010 (Kerr et al., 2016 as cited by Hamid, Ali, and Han, 2022).

Table 1.0: Total Malaysian diaspora in mid-year of 2020

Region, development group, country or area	Notes	Location code	Type of data	Destination			Origin		
				International migrant stock at mid-year, both sexes combined	International migrant stock as a percentage of the total population, both sexes combined	Refugee and asylum seekers at mid-year, both sexes combined	Female migrants as a percentage of the international migrant stock	Median age at mid-year, both sexes combined	International migrant stock at mid-year, both sexes combined
Turkmenistan		795	B R	194 920	3.2	22	52.6	53.5	242 554
Uzbekistan		860	B R	1 162 007	3.5	14	53.2	50.6	2 027 823
Eastern Asia		906		8 975 729	0.5	363 563	52.3	40.0	14 820 004
China*		156	C	1 039 675	0.1	304 041	38.6	35.4	10 461 170
China, Hong Kong SAR*		344	B R	2 962 492	39.5	130	62.6	49.5	1 007 788
China, Macao SAR*		446	B	403 490	62.1	~	53.6	45.5	145 192
China, Taiwan Province of China*		158		-	-	~	-	-	-
Dem. People's Republic of Korea		408	I	49 549	0.2	~	50.2	41.2	110 377
Japan		392	C	2 770 996	2.2	30 588	51.4	38.2	808 825
Mongolia		496	C R	21 345	0.7	10	33.2	36.7	82 098
Republic of Korea		410	C R	1 728 182	3.4	28 792	44.5	31.5	2 204 554
South-Eastern Asia		920		10 615 377	1.6	292 874	46.8	32.8	23 580 736
Brunei Darussalam		96	B	111 959	25.6	~	43.4	36.6	45 340
Cambodia		116	B R	79 341	0.5	27	46.1	35.6	1 104 819
Indonesia		360	B R	355 505	0.1	13 657	41.9	31.0	4 601 369
Lao People's Democratic Republic		418	C R	48 731	0.7	~	35.6	35.8	1 296 051
Malaysia*		458	C R	3 476 560	10.7	179 744	38.0	28.2	1 860 037
Myanmar		104	C	76 446	0.1	~	45.2	36.5	3 711 751
Philippines		608	C R	225 525	0.2	1 023	48.1	33.6	6 094 307
Singapore		702	B	2 523 648	43.1	~	55.9	44.8	348 464
Thailand		764	B R	3 632 496	5.2	98 418	49.8	31.9	1 086 985
Timor-Leste		626	B R	8 399	0.6	~	39.6	31.4	39 588

Source: *International Migration 2020 Highlight*. (2020). United Nations Department of Economic and Social Affairs.

1.1 Research Problem

By referring the analysis of International Migration 2020 Highlight (2020), indicating the International Migration 2020, there were 97 million foreign migrants living in Europe, Northern America with approximate 59 million which hosted the second largest number of migrants and followed by Northern Africa and Western Asia, each with approximate of 50 million migrants and Malaysian contributed into these data. If this current phenomenon continuous in future, there will have a greater competition because it provides diversification of economic opportunities to migrant workers especially highly skilled foreigner (Boeri et al., 2012; Czaika and Parsons, 2017 as cited by International Migration 2020 Highlight, 2020). Then it makes the developing countries or not well-developed countries lost their talent citizen.

Brain drains issue in Malaysia had happened in past few decades until today which it is a serious issue that affect the future and overall prosperity of Malaysia since Malaysia as a developing country. Based on the research of Mohammad Auzai et al (2019), Malaysia is a developing country with a quality-of-life index in 2018 ranked 47th which higher than Indonesia, Hong Kong, and Thailand. In fact, there are still have many Malaysians decided to leave the country in order to have a beneficial quality of life. They decide to go developed country such as United States of America and Australia due to these developed countries tend to have a high status of living compared to the countries that not well developed or still developing.

Besides, based on the latest report from TalentCorp Malaysia, it stated that Malaysia labor market is difficult to hold talent which is the high skilled labor due the raising ability of skilled labor to demand high incomes and better opportunities that offered by other countries. In addition, Malaysia southern region are facing a big brain drain than the rest of Malaysia because the poor employee benefits. Plus, Singapore as a developed neighbor country of Malaysia is having good economic growth that

enable their local company to offer better compensation package and attract the foreign talents. (Critical Occupations List 2020/2021, 2021).

Refer to the Table 1.1, a survey conducted by Randstad (2019) as cited by Chong (2019), 90% of Malaysians desire to leave their country in search of improved employment prospects and a better work-life balance and majority of them are categorized age 18 to 34. They are willing to work oversea in order to pursue a meaningful career in foreign countries. This show that the future development and economic growth of Malaysia are at risk due to the high intention of Malaysia to work abroad and migrate (Tyson et al.,2017 as cited by Hamid et al.,2022).

According to study of Dolot (2018), current youngest generation is called generation Z who born after 1995 and raised in completely different circumstance than other generations. They do not concern about the stability of work because they have the ability to switch from the workplace easily. Research from Poczowski, Buchelt, Pauli, (2015) as cited by Dolot (2018) showed that, high-skilled young people have they professional to self-employment because they want to seek for better paid.

Furthermore, Generation Z in Malaysia is inquisitive and open-minded. They are willing to accept and take the challenges at work as long as it can bring beneficial to themselves. A study from Asian Institute of Finance (2018) as cited by (Tjiptono, Khan, Yeong and Kunchambo, 2020) show that, Generation Z are prepared to give up immediate pleasures for a better benefit in future. This study indicates that Generation Z may act differently compared to Malaysia's Generation Y which is known for needing rapid satisfaction.

Besides, there was a study conducted among Generation Z in Malaysia age 11 to 17 and 100 teachers and it showed that 96% of the respondents believed that creativity and education on technology as well as computers is needed for them in order to

have a full creatively preparation for their future careers. Furthermore, Generation Z in Malaysia are not preferred and unsatisfied with the careers which just follow the instruction and to-do list from their top-level managers. In fact, they are preferring innovative tasks and feel satisfy when they successful develop new solutions for the challenging tasks they accepted (Deep Patel, 2017 as cited by Tjiptono et al., 2020). In addition, 42% of Generation Z respondents are prefer new thing while making career decision, 37% hope their profession is their own hobbies and 31% prefer to have their own business (INTI International University, 2015 as cited by Tjiptono et al., 2020). So, the previous study showed that Gen-Z have their own personal opinion and is more prefer a flexible style to do things and willing to accept the challenges. Next, generation Z appreciated having a work-life balance that enables individuals to schedule time for both their personal live and work (AIF, 2018 as cited by Tjiptono et al., 2020).

Table 1.1: Survey conducted by Randstad (2019)

I would consider emigrating if I can improve my career and work-life balance. [%]

	Asia Pacific	Southeast Asia	Greater China	Malaysia	Hong Kong SAR	Singapore
All	72	82	78	90	78	79
Men	72	82	80	93	79	74
Women	73	83	75	88	77	84
18 - 34	84	90	81	94	90	86
35 - 54	70	81	76	91	76	78
55 - 67	48	63	60	70	50	68

Source: Chong, C. (2019, October 29). *Most Malaysians looking to emigrate for career, work life balance.*

1.2 Research Objectives & Research Questions

1.2.1 Research Objectives

The objective of this study is to identify and understand the factors that cause brain drain happen among Generation Z in Malaysia. Besides, this study also investigating on the relationship between independent variables and dependent variables.

- i. To determine the relationship between quality of life and brain drain among Generation Z.
- ii. To determine the relationship between job satisfaction and brain drain among Generation Z.
- iii. To determine the relationship between compensation package and brain drain among Generation Z.

1.2.2 Research Questions

The research involves several questions as indicated below:

- i. How does quality of life affect brain drain?
- ii. How does job satisfaction affect brain drain?
- iii. How does compensation package affect brain drain?

1.3 Research Significance

The vital of the paper is to develop the understand and deliver awareness regarding what are the factors that contribute to brain drain among Generation Z in Malaysia. It would advantage Malaysia government to inspire the Generation Z in the country to stay and do not decide or have intention to leave Malaysia. Without talent high-skilled labor, Malaysia will be unable to achieve high income nation and turn to advance or develop country. Plus, for improving the general development of the nation economy, living standard of citizen. Besides, it also carries extra knowledge regarding brain drain which as a problematic in global. This will improve society to recognize that brain drain is bring advantages for certain people or countries, but it may also cause various problems which influence the country in the future.

Chapter 2: LITERATURE REVIEW

2.0 Underlying Theories

The concept of brain drain can be elucidated through the Push and Pull theory. According to Adesote and Osunkoya (2018), Push-Pull theory remains as one of the main theoretical approaches that used widely by researchers in a discourse on the study that relevant with brain drain. Not only that, Segal (2019) also proves that push and pull theory of migration is continuing to hold the true. The study of Khan (2021) was implementing Push and Pull theory in the study and stated that the theory is constructed around fundamental factors that relevant in term of brain drain.

The factors that can forced or cause individuals to move from their home country and go for the countries is classified as Push factors. They preferred to migrant because the country that they currently in are having problems such as the economic factors, political issue, social factors, or other relevant push factors. According to Urbański (2022), low quality of life is another push factor that drive brain drain. Whereby, pull factors are opposite of push factors which determined as factor of attraction that attract local citizens migrate to foreign country that benefited to them from the foreign country that decide to go. For instance, good compensation package, better employment, social advantages, and any relevant pull factors in term of brain drain. Push and Pull theory may help to understand the factors that drive Generation Z in Malaysia to leave the country and decide to emigrate to developed countries with high quality of resources.

2.1 Review of Variables

2.1.1 Dependent Variable: Brain Drain

According to Jauhar et al. (2015) as cited by Shariff, Krishnaswamy, Abdullah, and Chau (2018), brain drain refers to the migration or movement of talented and skilled people seeking employment from their nation of origin to another country. Besides, Shariff et al. (2018) refer a study from Bushnell and Choy, (2011) stated that the knowledge and high skill competent individual are referred to as 'brain' and the term of 'drain' refers to a lack of skilled or talented workers in the workforce because of the migration rate beyond standard level. Based on the research of Shariff et al. (2018), brain drain is frequently perceived that it is a negative phenomenon as it makes negative effects to the home country especially worse on developing countries which scholars believed on it because developing countries are often limited skilled workers.

However, some of the studies are still investigate that brain drain will also provide benefits to the home country while the emigrants back to the home country. Some of the researcher believed that brain drain will enables the transfer of knowledge from the host country or even offering work opportunities. On the other side, some of the Malaysian students are pursuing tertiary education in foreign country instead of study in Malaysia. Upon graduation, they are not willing to come back or having a job in Malaysia because they realized that the foreign countries are offering a better future compared to Malaysia. As cited by Shariff et al. (2019) from (World Bank, 2011), approximate one million Malaysian migrated in 2010 and it break record over the last three decades and it almost a third of all migration is brain drain. The majority of the Malaysia diaspora lived in

Singapore which about 55% and the remaining Malaysia diaspora lived in Brunei, United Kingdom, Australia, and United States. These countries have a common characteristic which is they are developed country.

2.1.2 Independent Variable: Quality of Life

Based on a study of Hamid et al., (2022) by referring from Gattino et al., (2013), states that the term of quality of life refers to a person's overall health, including mental, physical, and social well-being, as well as the absence of illness or disease. According to Diener et al (1999), referenced by Lim et al (2016), a person's sense of pleasure with their lifestyle and sense of fulfilment in life is a component of their quality of life (Hamid et al.,2022). Furthermore, Nar and Nar (2019) stated that the fundamental ideas that constitute quality of life are influenced by some of the items including the economy, the level of social rights, information access, the number of leave days, environment quality, working environment or conditions, justice, safety as well as level of freedoms.

According to Cardona, (2010) as cited by Hamid et al., (2022), the subjectivity in term of quality of life which a person evaluates and interprets aspects of their quality of life based on Satisfaction of Life Scale, whereby the multidimensionality in term of quality of life is referring to country's ranking and index for quality of life. Thus, people able to understand self-satisfaction from different aspect such as life fulfilment, crime rate of countries, society condition and the rank of quality of life.

2.1.3 Independent Variable: Job Satisfaction

Job satisfaction has been a longstanding paradigm and used in the context of organizational psychology. Numerous authors consider it as significant gauge of attitudes when conducting research on organizations (Wright 2006 as cited by Torrasi and Pernagallo, 2020). Job satisfaction refer to the feeling of pleasure resulting from the appraisal of the employment performance (Locke 1976 as cited by Torrasi and Pernagallo, 2020). According to a study of Ali and Anwar (2021), one of the main areas of study for organizational and industrial psychologists is employee satisfaction. As a result, the researcher found that some of the people take their work serious and important as their one part of life, whereby some of the people are forced to work because they have to work for survival. A happiness worker during working hour is shown by their job satisfaction and it is the most researched aspect of organizational behavior (Anwar, 2017 as cited by Ali and Anwar, 2021).

Besides, it is important that the organization to take serious on the level of job satisfaction as it influences the overall of the company's performance as well as the efficient of the workers. According to Ali and Anwar 2021, treating fair to the workers is one of the solutions to make job satisfaction against the employees because they will feel respected at work and also an employee productivity and retention are often regarded as being driven by the employees against job satisfaction. A high level of job satisfaction from employees are more effectivity and efficient in productivity, they are taking job responsibilities. As supported to the study of Ali and Anwar (2021), Smith, Davis, Malone, and Owens-Jackson (2020) stated that the organization provide with a good job satisfaction to employees can increase the workers performance and indirectly impact the company's performance.

2.1.4 Independent Variable: Compensation Package

Based on a study from Gurmessa (2019), some of the researcher mentioned that implementing and executing techniques to appropriately reward employees is for motivating, attracting, and retaining who as a part of the company that successfully achieved the goals and tasks. Besides, a good reward and benefits will determine the decision of the employees whether stay or leave the company. On the other hand, Gorde, (2019) stated that compensation forms the biggest part of the retention process. Employees' compensation expectations are normally high like bonus, high wages and salary, preferable health insurance, a better after retirement benefits and so on.

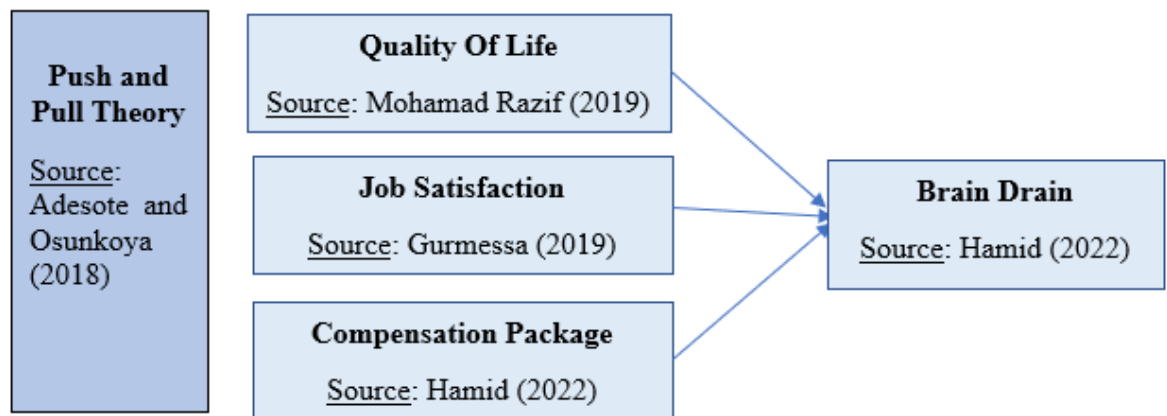
Furthermore, Sehar, Mushafiq, Asif, and Rafiq (2021), compensation can be a strategy to minimize the problem of brain drain and also minimize the migration rate to the local country. The organization can be based on the company's performance and out come with the compensation package that fit to the employees and make employees satisfy with it. Plus, non-monetary compensation ensures the employees effectively in their job position and stay with the company because of the high quality of the compensation package. However, some of the past research mentioned that some of the organizations are trying to have authority abuse against the employees and using compensation package to force their employees to have extra work but gain little reward (Sehar et al., 2021).

2.2 Conceptual Framework

The conceptual framework of this research is developed from past literature review. This research investigates and suggests the factors that drive brain drain among generation Z in Malaysia. There are three independent variables including quality

of life, job satisfaction and compensation package. There is one dependent variable which is brain drain.

Figure2.1: Conceptual Framework



Source: Developed for the research.

2.3 Hypotheses Development

2.3.1 Quality of life

According to the study of Mohamad Razif and Muhammad Afandi and Huzir (2019), quality of life in Malaysia ranked 47th as a developing country but Malaysian are still not satisfied with the standard living in Malaysia, and it led them to leave Malaysia in order to seek well quality of life in another country. By referring to survey of Hays (2018) showed that 93% of the Malaysian considered to move from local and work in foreign country and 9% of them indicated that because of seeking of better quality of life (Mohamad Razif et al. 2019). In addition, research from Matzhanova, Kairbekova and Matzhanova (2021), showing that Generation Z are less

satisfied with their current quality of life compared to the previous generation. Besides, a nation's quality of life can be identified and accessed through the quality-of-life rankings. Citizens of the particular nations with the low ranking for quality of life such as Malaysia, Sri Lanka, Romania will typically attracted emigrate to those with highest ranking of quality of life for instance Singapore, New Zealand, Germany, and Poland (Foster, 2018). Moreover, the number of Malaysian works oversea in New Zealand is growth because of the better quality of life in the country compared to Malaysia (Ehambaranatha et al., 2015 as cited by Hamid et al., 2022). Poland, one of the European countries that be selected by health professionals for migrating purpose (Domagała & Dubas-Jakóbczykb, 2019). Apart from that, the research conducted by Siekierski, Lima, Borini, (2018), when the local people found and compared the quality of life in foreign country are better from home country, the brain drain issue will follow to increase. Besides, the individual in home country who does not satisfy with their current quality of life they would leave the country and migrate to foreign countries which having a better quality of life compared to home country (Castelli, 2018).

H_{01} : There is no significant relationship between the quality of life and brain drain.

H_1 : There is significant relationship between the quality of life and brain drain

2.3.2 Job Satisfaction

Paais and Pattiruhu (2020), believed that when high level of job satisfaction given to the employees they will be motivated and proactive to achieve the goal that set by the company. However, based on research from Akinwale and George, (2023), poor job satisfaction against the employees it will force

them to migrate which is brain drain to another country or foreign company that offer better job satisfaction. Poor job satisfaction happened is because the employees feel that lack of recognition to their performance, unequal opportunities provided by the company. According to Torrisi and Pernagallo (2020), the local employees with poor job satisfaction are forced to leave the home company which is more willing to work in foreign country instead of work in home country because they are satisfy and comfortable with job satisfaction of the foreign. Apart from that, lack of job satisfaction will make the employees to leave the current companies and country as they are forced to work aboard and seek for more career opportunity oversea (Akinwale and George, 2023). Also, according to Mlambo and Adetiba (2020), job satisfaction had proven in their study and stated that it is a major factor that cause worker brain drain and work in foreign countries instead of home country.

H_{02} : There is no significant relationship between the job satisfaction and brain drain.

H_2 : There is significant relationship between the job satisfaction and brain drain.

2.3.3 Compensation Package

There is a study show that Generation Z are taken seriously and consider on the compensation package especially the base salary (Kirchmayer and Fratričová,2020). In addition, poor compensation package can lead the skilled citizen moved from developing country to developed countries in order to have a favorable benefit (Makhbul, 2020). The base salary that offered in Malaysia market is much lower compared to neighboring country, which is Singapore, a developed country as well as other developed countries such as United States, Australia, and United Kingdom (Kana,

2018). According to Dinkovski and Markovska-Simoska (2018), poor compensation package is a factor that forced young talents to work oversea. Plus, El Saghir, Anderson, Gralow, Lopes, Shulman, Moukadem and Hortobagyi (2020) indicated that unfavorable package like low salary is a reason influence and led talents to leave home country. Besides, poor compensation package that offer by the company is one of the factors behind that drive brain drain as the talents are aiming high compensation (Kattel and Sapkota, 2018). In addition, poor compensation package as a financial item has the ability to cause talents to leave home country (Panagiotakopoulos, 2020).

H_{03} : There is no significant relationship between the compensation package and brain drain.

H_3 : There is significant relationship between the compensation package and brain drain.

Chapter 3: METHODOLOGY

3.0 Introduction

Chapter 3 covers the details for sampling design, research design, data collection method, data processing as well as proposed data analysis tool. This study involves the collection of primary data through the distribution of questionnaires as research instrument to determine the drives of brain drain.

3.1 Research Design

3.1.1 Quantitative Research

Quantitative research is implemented to analyze a huge amount of data from the respondents. According to the research of Rutberg and Bouikidis (2018), questionnaire will be used to collect numeric data. Quantitative research is carried out in a more controlled environment that frequently allows the researcher to have control over study factors or variables or even environment, and research questions. Besides, quantitative research can be applied for determining the relationship between variables and the results. In order to apply quantitative research, a hypothesis should be created that describes the anticipated result, relationship or to predict the result from the question being researched (Polit and Beck, 2012 as cited by Rutberg and Bouikidis, 2018).

3.1.2 Causal Research

Causal research can be called as explanatory research and is used to determine the extent and nature of cause-and-effect relationships. This type of research can be conducted to evaluate the effect of particular changes on existing norms and numerous processes. In order to explain and understand the patterns of relationship between variables, causal research is normally applied by the researchers for analyzing the situation or certain problem (Dudovskiy ,2018). Hence, when there are the causes occur, it will come out with the effect and this effect will be the result of the study so that the research can have a clearer picture and more understanding about which independent variables is significant and effect to the dependent variable after conducting the causal research.

This study is trying to investigate the independent variables relationship to dependent variable and determine whether the independent variables which are quality of life, job satisfaction and compensation package have significant effect to the dependent variable which is brain drain of Generation Z in Malaysia.

3.2 Sampling Design

Admin (2020) stated that sampling design can be understand that the researcher will select some of the elements and obtain the data from subset of a large grouping so that the outcome obtained from the sample can be applied as an estimate of the big population. Moreover, the researcher is required to determine the size of the sample and target populations due to it is complex and complicate to gather the whole information from the large population. Using the right sampling method, sampling technique, sampling element are also important to the study as it will affect the result.

3.2.1 Target Population

A certain group or population which they are sharing similar characteristics known as target population. Research should make an analysis on determining who will be included in the research and excluded the person who is not related in the research. Plus, it must be a target that the researcher is interested in conducting a research and make an analysis on it and then only drawn from this target population become a sampling frame. In this study generation Z in Malaysia will be targeted as target population. This is because an article shows that there are three quarters of the study's respondents in Malaysia consider leaving the country in order to find a better career in foreign countries (Jordan,2021).

3.2.2 Sampling Elements

The respondents targeted will be who born between 1995 and 2010 which category as the Gen-Z. Moreover, the respondents must be a Malaysian and currently live in Malaysia. The respondents must have the working experience while having an experience in working will have more ideas and know what are the things that they are pursuing. Plus, the selected respondents are required to have the basic English understanding in order to respond for the questionnaire that in an English basis so that it is able to improve the result reliability.

However, there are some of the units will be not qualified to answer the survey especially those who are not born between the year of 1995 to 2010 and who is the foreigners although they are working in Malaysia also will

be terminated. Furthermore, he or she who is born between year of 1995 to 2010 yet not an employee and is not working under a company will be disqualified.

3.2.3 Sampling Frame and Sampling Location

Glen (2023) stated that a database of all the items of the population from which a sample will be drawn namely sampling frame. The main difference between a population and a sampling frame is that the population is broader concept while the frame is focused specifically of those individuals that qualified to be include in the sample. Since there is a huge numbers of population generation Z in Malaysia, the sample size is very big to collect the whole data. Besides, some individuals unwilling to accept surveys that they perceive as privacy concerns. The location that selected for data collection is within Selangor area. The population of Selangor was estimated approximate seven million which is the most populous state with the largest economy in terms of gross domestic product (Statista Research Department, 2023). Plus, Selangor selected as sampling location is because Selangor is ranked lowest in Malaysian Happiness Index 2021 due to the low income and economic issue compared to other state's citizen (Selangor the unhappiest state due to 'economic issues.'2022).

3.2.4 Sampling Technique

According to Singh (2018), there are numerous types of sampling technique that differentiate in non-probability sampling and probability sampling. The different between this two is whether the sample selection is based on randomization or not. While every single element has a known and an equal probability of being picked up and being part of the study then it is a probability sampling that is using random sampling techniques to create

sample (Admin, 2020). For data collecting in this study, convenience sampling is applied which falls under the category of non-probability sampling. It used to obtain the most readily available persons or individuals and it is unexpensive and timesaving.

3.2.5 Sampling Size

Bullen (2022) claim that a minimum sample size is 100 which is most of the statisticians are agree with it and also advised to have a sample size that around 10% of the population as long as the number of samples is not more than 1000. The sample size can be chosen a sample size between the minimum and maximum sample size. Tjiptono et al., (2020) sated that in Malaysia, the largest age group currently is represented by Gen- Z which comprises 29% of the total population. The population of Malaysia is 33,573,874 in year 2021 (The World Development Indicators 2021 as cited in Data Commons Place Explorer 2021). So, the 29% of generation Z in overall population of Malaysia is approximately to 9,736,423 and 10% of this population will be approximately to 973,642 which mean the maximum sample size can go to 1000 but not exceed on it. However due to the limited time, this study decided to take 200 as a sample size as stated by Bullen 2022 which is choose a number closer to the minimum sample size when there is limited time and money. By supporting to take 200 as a sample size, there is a study suggested that the range of sample size 30 to 500 is enough to conduct the study in order to minimize the error. Besides, according to Van Bennekom (2018), a rule of thumb, obtaining 200 responses is generally considered to provide reasonable accuracy for most of the survey project. In addition, a too large simple size will be a problem which an even a weak relationship might reach significance levels, and then the result will make public to believe that their significant relationship which it is inaccurate (Bougie and Sekaran, 2019). Hence, 200 questionnaires were delivered to the respondents via Google Form.

3.3 Data Collection Method

While conducting a research, data collection is one of the vital parts that should be consider. This is because the sources of the data are significant to the validity of the results. Undesirable outcomes may result from inaccurate data.

3.3.1 Primary Data

According to Glen (2023), primary data collection is collecting data directly from a first-hand source without any modifications that made by another individual. It is more accurate and more reliable compared to secondary data because all the information is gathered by the researchers himself. The collection of primary data can take various forms such as indirect oral investigation or direct personal investigation, information or data obtained through correspondents, interview via telephone, questionnaires by mailing and questionnaires filled out by enumerators (BYJU'S).

Generation Z in Malaysia will be targeted for the study. The survey involves Section A and Section B. Data of demographic which generate in Section A whereas independent variables and dependent variable questionnaire are developed in Section B. The survey form will be distributed to 200 respondents in Malaysia. It will be created in a Google form and sent via WhatsApp, Instagram Messenger, email to make it more convenience way for the respondents and also convenience for collect the data.

3.3.2 Secondary Data

Second-hand sources or data that has been posted or uploaded plus collected by someone else earlier known as secondary data. Secondary data can be any form such as the government publications, newspaper, magazines, books, articles, websites, journals, internal records and so on. It is economics as is not require spending too much cost, save time and energy to gather the data, so it is efficient in data collecting and more friendly to researchers (Wagh, 2023).

3.3.3 Research Instrument

Research instruments indicate to any tool that is used by a researcher to obtain, measure, and analyze data that related to the study (LibGuides 2022). The questionnaire picked to conduct the research and collect the primary data from the respondents in order to investigate the factors that drive brain drain of Generation Z in Malaysia. Self-administered questionnaires were applied in the study which it is one of the data collection tools in a written question and respondents have the obligation to read and response the question in a written form (Minhaz. 2022).

3.3.3.1 Design of Questionnaire

The structure of the questionnaire is extensively essential in which it should be carefully designed to collect firsthand data which is the primary data from the respondents for minimized error as well as gather the data more efficiently. The language of the questionnaire will be English and as a

closed-ended questions with providing several options for answering the questions.

The first layout of the questionnaire will be the cover page of questionnaire which consists of an introduction and the main objective of the study. The second page will separate to two section which is Section A regarding with the demographic information and construct measurement is for Section B.

Section A, it encompasses of five simple question which are age, gender, working experience, education level and income level. These data allowed the researcher to understand the respondents more accurately and also for the use of group result analysis.

As for the Section B consists of the general view that regarding to construct measurement of quality of life, job satisfaction and compensation package which classified as three independent variables, plus with one dependent variable, brain drain. After obtained the enough data from respondents, the relationship between the independent variable and the dependent variable will be tested. For Section B, respondents are required to base on their view to answer the question with the Likert Scale (5-point) anchored on 'Strongly Disagree' to Strong Agree'.

The total of 200 questionnaire were distributed online via several social platform. Before moving to the questions, respondents were given a disclaimer about their willingness to participate in the survey. The disclaimer is to promote the veracity and data accuracy with the confidentiality of its details and responses.

3.3.3.2 Pilot Test

The pilot test was conducted out by sending the questionnaires to 30 respondents which sample size to conduct pilot test 20 to 30 individual by recommended from a study by (Lewis, 2020). This is test to validity and whether the question is not suitable or difficult for respondents to respond. The feedback from respondent were collected to improve the quality of the questionnaire.

Table 3.1: Pilot Test Result

Construct	Cronbach's Alpha	Number of Items
Quality of Life	0.759	6
Job Satisfaction	0.866	11
Compensation Package	0.722	6
Brain Drain	0.876	4

Source: Developed for the research.

Based on the outcome of the test, it clearly shows that the all the result in Cronbach's Alpha is acceptable, it indicates reliability of the research instrument. 0.70 and above will be accepted as an acceptable range of Cronbach's Alpha but in some of the study like exploratory stage the value of 0.60 is sufficient to prove the questionnaire is acceptable and reliability (Hair et al., 2010 as cited by Wadood,2021).

3.3.3.3 Construct Measurement

The Likert Scale is widely used in research for measuring subjective variables as it allows for easy collection of large amounts of data. Therefore, a five-point Likert Scale was used to assess Section B. According to WorkTango (2023), Likert scale (5-point) is easy plus simple to make the respondents while responding questionnaire, it is a common method to be used while collecting data as it is user friendly to researcher and respondents.

Table 3.2: The Origin of Constructs

Variables	Source(s)
Quality of Life	Gurmessa (2019)
Job Satisfaction	Gurmessa (2019)
Compensation Package	Gurmessa (2019)
Brain Drain	Blynova, Popovych, Bokshan, Tsilmak, Zavatska (2019)

Source: Developed for the research.

3.3.3.4 Nominal Scale

For the gender, age and other demographic term that cannot be measure or quantifies, a nominal scale can be used (Glen, 2023). Thus, questionnaire with the demographic profile of the respondents which generate in Section A are applied nominal scale for analysis.

3.3.3.5 Likert Scale

Likert Scale is a standard rating scale for survey to get the data respond from the respondents (Lionello 2021). This study will apply interval scale for example: 1 is indicate as Strong Disagree, 2 is indicated as Disagree, 3 is indicated as Neutral, 4 is indicated as Agree and 5 is indicated as Strongly Agree.

3.4 Data Processing

3.4.1 Checking

The researcher requires to check the questionnaire whether it have inaccurate or invalid questionnaire after 30 questionnaires from the target respondent in pilot test. Any issues found will needed to address and correct the questionnaire before conducting the actual survey. This will minimize the errors and misunderstandings among respondents.

3.4.2 Coding

In data coding, each of the response is coded which all of the respond is converted into numbers. Whereby in this questionnaire, a numbering coding of 1 to 5 will be indicated whether the respondents' respond. For the Section B of questionnaire, the questions are about the 3 independent variables and dependent variable and thus coding is added from '1' as strongly disagree until '5' as strong agree. After that, the data only can be generated by using SPSS version 26 software.

3.5 Proposed Data Analysis Tool

3.5.1 Descriptive Analysis

Descriptive analysis is a type of data analytics that looks at past data that has happened by the respondents such as their gender, age which can be used for Section A of demographic data. The result is normally in the form of bar chart, pie chart, table, and histogram so that can be easily understood and interpreted. Descriptive analysis performs some mathematical calculations which can be described as data that is analyzed through its central tendencies like mean, and standard deviation (Lawton, 2022).

3.5.2 Pearson Correlation Analysis

Turney (2022) said that Pearson correlation analysis is one of the common methods to measure a linear correlation. The use of this analysis is to measure the strength of the relationship between independent variables and dependent variable and the ranges of coefficient ranges from -1 to +1. When it is between 0 and 1 it is a positive correlation which can be conclude while one variable changes, the other variable changes in the same direction. On the other hand, when it is 0 then it is no correlation which mean there is no relationship between the variables. As for the coefficient range between 0 and -1 then it is a negative correlation which mean that while one variable changes, the other variable changes in the opposite direction.

3.5.3 Multiple Regression Analysis

Bevans (2022), multiple regression analysis is applied to estimate the relationship between two or more independent variables and one dependent variable. It enables to identify the most significant predictor of brain drain with quality of life, job satisfaction and compensation package.

The multiple regression equation is as followed:

$$y = \beta_0 + \beta_1 X_1 + \dots + \beta_n X_n + \epsilon$$

y = the predicted value of the dependent variable

B_0 = the y-intercept (value of y when all other parameters are set to 0)

$B_1 X_1$ = the regression coefficient (B_1) of the first independent variable (X_1) (a.k.a. the effect that increasing the value of the independent variable has on the predicted y value)

... = do the same for however many independent variables you are testing

$B_n X_n$ = the regression coefficient of the last independent variable

ϵ = model error (a.k.a. how much variation there is in our estimate of y)

After the complete the analysis, the result of multiple regression analysis will conclude the positive or negative relationship between dependent variable and independent variables. Thus, it can be used to identify the factors that drive brain drain of generation Z in Malaysia as it able to provide the sufficient evidence to prove the theoretical framework.

3.5.4 Inferential Statistics

The function of inferential statistics is to make conclusion and also the prediction base on the data that have collected from a sample. It can use to

estimate and understand the larger population from taken sample. Plus, it can test hypotheses to draw conclusion about the populations (Bhandari, 2022).

3.6 Conclusion

Chapter 3 is showing the research methodologies that applied in this study were justify and also stated on how the research is conducted. SPSS software was applied to identify and analyze the data which collected from the respondents.

Chapter 4: DATA ANALYSIS

4.0 Introduction

In Chapter 4, SPSS is implemented to generate the outcome of the questionnaires. The outcome of the analysis was evaluated based on the assumption presented at Chapter 1. The demographic profile will be included in descriptive analysis. Pearson Correlation will also be applied to study the relationship between the dependent variable and independent variables. Similarly, Multiple Regression Analysis also applied in order to identify the relationship between the independent variables and a dependent variable which determine whether which independent variables are most strongly connected with the dependent variable while controlling for other variables.

4.1 Descriptive Analysis

4.1.1 Respondents' Demographic Profile

4.1.1.1 Gender

Table 4.1: Descriptive Analysis for Gender

Gender	Frequency	Percent (%)	Cumulative Percent (%)
Female	98	49	49
Male	102	51	10
Total	200	100	

Source: Developed for the research.

Figure 4.1 Gender

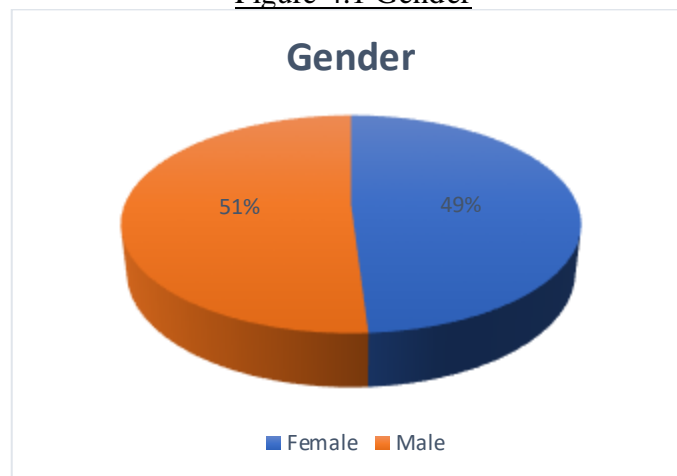


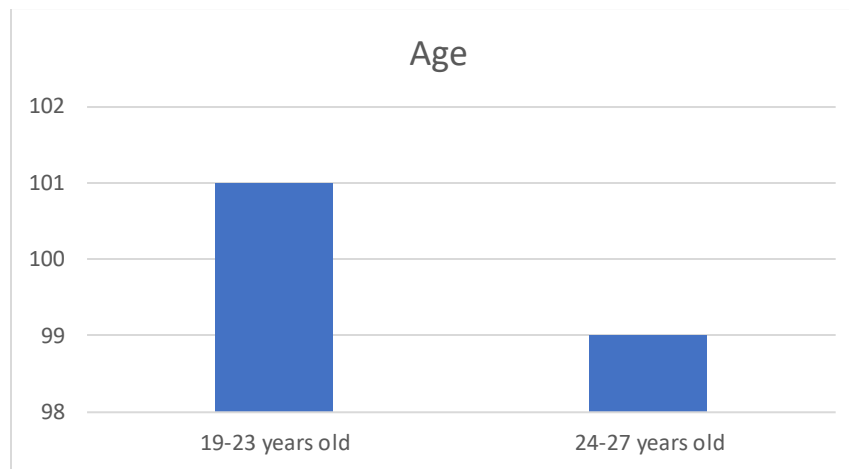
Table 4.1 and Figure 4.1 present the gender distribution of the respondents in the study. According to the table and pie chart above, the data reveals that out of 200 respondents, 102 of them (51%) were male and 98 of them (49%) were female.

4.1.1.2 Age

Table 4.2: Descriptive Analysis for Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
19-23 years old	101	50.5	50.5
24-27 years old	99	49.5	100
Total	200	100	

Source: Developed for the research.

Figure 4.2: Age

Source: Developed for the research.

Table 4.2 and Figure 4.2 it shows age distribution of the respondents in the study. The result indicate that highest percentage of age group is between 19 and 23 years old with 101 (50.5%) respondents and age range between 24-27 years old with 99 (49.5%) respondents.

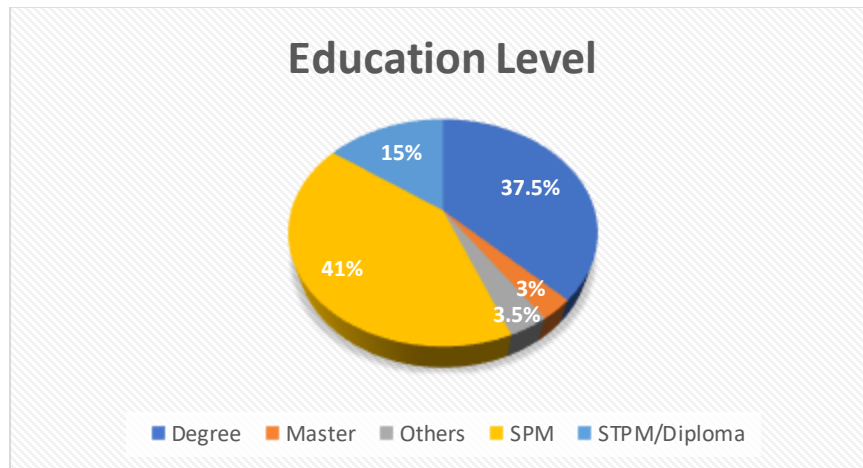
4.1.1.3 Education Level

Table 4.3: Descriptive Analysis for Education Level

Education Level	Frequency	Percentage (%)	Cumulative Percentage (%)
Degree	75	37.5	37.5
Master	6	3.0	40.5
Others	7	3.5	44.0
SPM	82	41.0	85.0
STPM/Diploma	30	15.0	100.0
Total	200	100.0	

Source: Developed for the research.

Figure 4.3: Education Level



Source: Developed for the research.

Table 4.3 and Figure 4.3 show the education level of the respondents. Referred to the table and pie chart above, 81 (41%) respondents had reached to Sijil Pelajaran Malaysia (SPM) while 75 (37.5%) had obtained a Bachelor of Degree, and 30 (15%) respondents have the STPM or Diploma. In addition, there are only 6 (3%) of the respondents have reached to Master degree. The others category which accounts for 3.5% of the total, refer to individuals who do not fall into any of the previously mentioned categories. This group could include individuals who have not completed their SPM education or those who have a specific professional qualification.

4.1.1.4 Working Experience

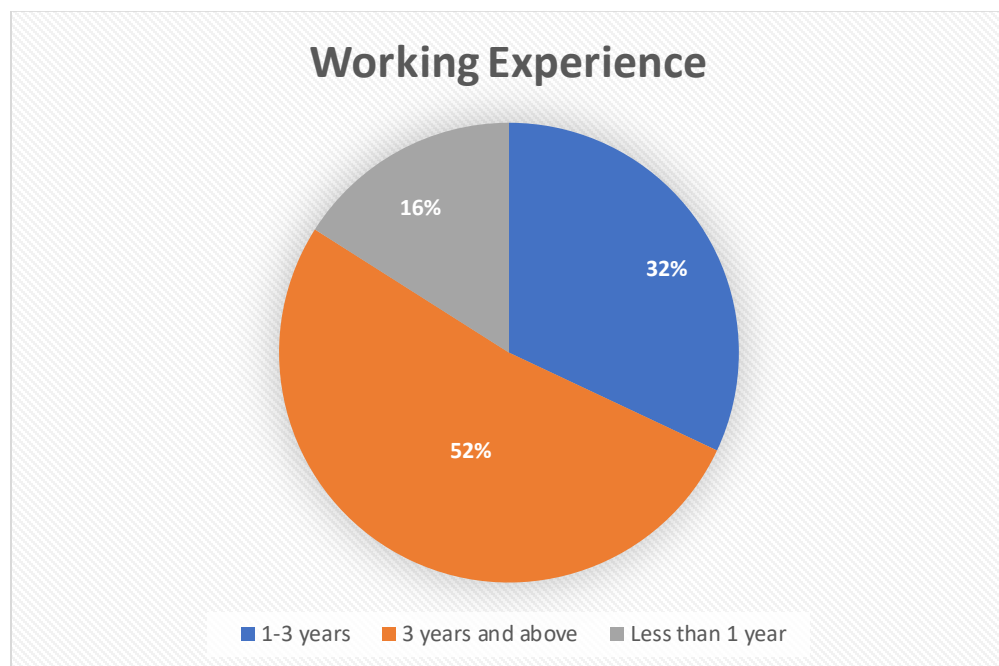
Table 4.4: Descriptive Analysis for Working Experience

Working Experience	Frequency	Percentage (%)	Cumulative Percent (%)
1-3 years	64	32.0	32.0
3 years and above	104	52.0	84.0

Less than 1 year	32	16.0	100.0
Total	200	100.0	

Source: Developed for the research.

Figure 4.4: Working Experience



Source: Developed for the research.

Table 4.4 and Figure 4.4 disclose the work experience of the participants. Based on the table and pie chart above, it shows that the majority of the respondents, 104 (52%), had 3 years and above working experience, followed by 1-3 years with 64 (32%). In addition, the data reveals that 32 (16%) respondents' work experience is less than 1 year.

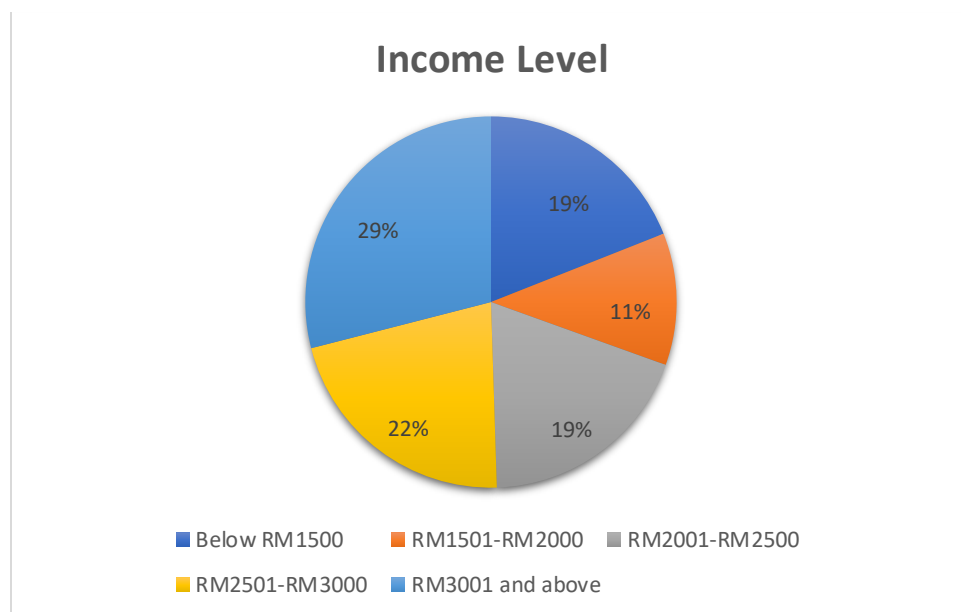
4.1.1.5 Income Level

Table 4.5: Descriptive Analysis for Income Level

Income Level	Frequency	Percentage (%)	Cumulative Percentage (%)
Below RM1500	38	19.0	19.0
RM1501-RM2000	23	11.5	30.5
RM2001-RM2500	38	19.0	49.5
RM2501-RM3000	43	21.5	71.0
RM3001 and above	58	29.0	100.0
Total	200	100.0	

Source: Developed for the research.

Figure 4.5: Income Level



Source: Developed for the research.

According to the Table 4.5 and Figure 4.5, 29% of the respondents are having their salary at a range of RM3001 and above and followed by the range of RM2501-RM3000 which is around 22%. Besides, the salary range of the respondents below RM1500 and RM2001-RM2500 both were 19%. However, the range RM 1501-RM2000 has 11% which the lowest percentage of the salary range.

4.1.2 Central Tendencies Measurement of Constructs

The central tendencies of the 5 constructs that are measured using interval scales will be determined by calculating the standard deviation and mean score for 27 items in the survey form. SPSS will be used to generate the result.

4.1.2.1 Quality of Life

Table 4.6: Statement of Quality of Life

No	Statement	Mean	Standard Deviation	Rank
1.	I feel that my life is secure.	3.47	0.902	5
2.	I feel grateful in my life.	3.82	0.843	2
3.	Family and friends respected me.	4.12	0.908	1
4.	I feel that my life has potential to explore new things.	3.67	0.937	3
5.	I feel that I am able to realize my potential in my life.	3.37	1.024	6
6.	I feel that I am always learning something new that enable me to have better quality of life.	3.55	0.843	4

Source: Developed for the research

Looking at Table 4.6, we could see that the statement “Family and friends respected me,” with 4.12 mean score which is the highest between all the statements in the questionnaire. As for the lowest mean score, is it the statement “I feel that I am able to realize my potential in my life”, with the mean score of 3.37.

4.1.2.2 Job Satisfaction

Table 4.7 Statement of Job Satisfaction

No	Statement	Mean	Standard Deviation	Rank
1.	I am satisfied with the ability of my supervisor in decisions making.	2.81	1.014	5
2.	I am satisfied the respect from my owner and treat me in fair.	2.71	1.088	8
3.	My job gives me the opportunity to do something that uses my abilities.	2.73	1.079	7
4.	I am satisfied with my personal growth and development in my career.	2.40	1.186	10
5.	My job gives me the opportunity to try my own solution to do the job.	2.71	1.020	8
6.	I am able to use my own judgement when performing tasks required by my job.	2.79	1.000	6
7.	I am satisfied with overall working environment.	3.31	0.909	2
8.	I am satisfied with my job as it provides flexibility in the working hours.	2.49	1.134	9
9.	I am satisfied with the task achievement in performing my job.	2.85	0.960	4
10.	I am satisfied with the relationship between my colleagues.	3.65	1.031	1
11.	I am satisfied with the recognition I received after I performed the job well	2.90	0.984	3

Source: Developed for the research

According to Table 4.7, “I am satisfied with the relationship between my colleagues,” has the mean score of 3.65 which is the highest score compared to other statements. As for the lowest mean score, is it the statement “I am satisfied

with my personal growth and development in my career.”, with the mean score of 2.40.

4.1.2.3 Compensation Package

Table 4.8 Statement of Compensation Package

No	Statement	Mean	Standard Deviation	Rank
1.	The salary I received is enough to support my family.	1.93	1.000	6
2.	I am happy with the company’s health benefits.	2.70	1.104	1
3.	I am happy with the company’s leave benefits.	2.68	1.186	3
4.	The retirement benefits that offered by current company are sufficient for me after my retirement.	2.69	0.876	2
5.	The salary and benefits offered by the company is attractive to me.	2.58	0.958	4
6.	I am satisfied with the compensation and benefits received in return for my contribution in this company.	2.56	0.855	5

Source: Developed for the research

Based on the Table 4.8, the statement “I am happy with the company’s health benefits,” has the highest mean score of 2.70. As for the lowest mean score, is it the statement “The salary I received is enough to support my family.”, with the mean score of 1.93.

4.1.2.4 Brain Drain

Table 4.9: Statement of Brain Drain

No	Statement	Mean	Standard Deviation	Rank
1.	I plan to live and work in foreign country	3.60	1.190	3

2.	I want to work in foreign countries if the working conditions and salary satisfy me.	4.08	0.997	1
3.	I will probably work abroad while there is an opportunity to be employed under profitable condition abroad.	3.80	1.072	2
4.	I will work abroad in near future	3.53	1.061	4

Source: Developed for the research.

According to the Table 4.9, the statement “I want to work in foreign countries if the working conditions and salary satisfy me.,” received the highest mean score of 4.08. As for the lowest mean score, is it the statement “I will work abroad in near future.,” with the mean score of 3.53.

4.2 Inferential Statistics

4.2.1 Pearson Correlation

According to Mcleod (2023), there are three possible outcome of the correlation which are positive correlation, negative correlation, and no correlation. For positive correlation is a relationship between two variable and both of the variables is move in the same direction, for instance when one variable increase then the other variable will follow to increase and vice versa. Furthermore, a negative correlation refers to the relationship between two variables, where an increase in one variable is accompanied by a decrease in the other variables. In other words, while a variable increase, the other tends to decrease. No correlation also can know as zero correlation which there is no relationship between the two variables.

4.2.1.1 Correlation between Quality of Life and Brain Drain

Table 4.10: Pearson Correlations between Quality of Life and Brain Drain

		Quality of Life	Brain Drain
Quality of Life	Pearson Correlation	1	-0.211**
	Sig. (2-tailed)		0.003
	N	200	200
Brain Drain	Pearson Correlation	-0.211**	1
	Sig. (2-tailed)	0.003	
	N	200	200

Source: Developed for the research.

According to the outcome presented in Table 4.10, there is a negative correlation between quality of life and brain drain as evidenced by the correlation value of -0.211. When the perceived quality of life is low, the likelihood of brain drain increase. According to LaMorte (2021), when the correlation value falls under ± 0.2 to ± 0.4 it is weak but association. Hence, the correlation value -0.211 which mean quality of life has weak relationship with brain drain.

4.2.1.2 Correlation between Job Satisfaction and Brain Drain

Table 4.11: Pearson Correlations between Job Satisfaction and Brain Drain

		Job Satisfaction	Brain Drain
Job Satisfaction	Pearson Correlation	1	-0.792**
	Sig. (2-tailed)		<0.001
	N	200	200
Brain Drain	Pearson Correlation	-0.792**	1

	Sig. (2-tailed)	<0.001	
	N	200	200

Source: Developed for the research.

Table 4.11 indicated that job satisfaction has negative relationship with brain drain as job satisfaction has -0.792 correlation value with brain drain. When perceive that job satisfaction is low, the brain drain will be high. According to LaMorte (2021), when the correlation value falls under ± 0.6 to ± 0.8 it is strong and association. Hence, the correlation value -0.792 which mean job satisfaction has strong relationship with brain drain.

4.2.1.3 Correlation between Compensation Package and Brain Drain

Table 4.12: Pearson Correlations between Compensation Package and Brain Drain

		Compensation Package	Brain Drain
Compensation Package	Pearson Correlation	1	-0.754**
	Sig. (2-tailed)		<0.001
	N	200	200
Brain Drain	Pearson Correlation	-0.754**	1
	Sig. (2-tailed)	<0.001	
	N	200	200

Source: Developed for the research.

Referring to the outcome in Table 4.12, compensation package has a negative relationship with brain drain due to correlation value is -0.754 correlation value. Hence, when perceive that compensation package is low, the brain drain will be high. According to LaMorte (2021), when the

correlation value falls under ± 0.6 to ± 0.8 it is strong and association. Hence, the correlation value -0.754 which mean compensation package has strong relationship with brain drain.

4.2.2 Multiple Regression Analysis

Table 4.13: Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.716	.714	.49611

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.508	3	40.503	164.561	<.001 ^b
	Residual	48.241	196	.246		
	Total	169.749	199			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	6.182	.221		27.915	<.001	5.746	6.619
	IV1	.157	.062	.105	2.518	.013	.034	.280
	IV2	-.669	.067	-.567	-10.023	<.001	-.801	-.538
	IV3	-.438	.061	-.382	-7.171	<.001	-.559	-.318

a. Dependent Variable: DV

Source: Developed for the research.

According to the Table 4.13 above, IV1 is indicated as quality of life, IV2 is indicated as job satisfaction, IV3 is indicated as compensation package. These three are the independent variables and DV is indicated as Brain Drain which is a dependent variable for this study. The p-value of quality of life, job satisfaction and compensation package are lower than 0.05, with the values of 0.013, <0.001 and <0.001 respectively.

4.2.3 Hypotheses Testing

Hypotheses 1

H_{01} : There is no significant relationship between the quality of life and brain drain.

H_1 : There is significant relationship between the quality of life and brain drain

Reject H_{01} if $p < 0.05$.

Reject H_1 if $p > 0.05$.

The p-value of quality of life is 0.013 which is below the p-value of 0.05. Thus, H_{01} is rejected which proves that there is a significant relationship between quality of life and brain drain.

Hypotheses 2

H_{02} : There is no significant relationship between the job satisfaction and brain drain.

H_2 : There is significant relationship between the job satisfaction and brain drain.

Reject H_{02} if $p < 0.05$.

Reject H_2 if $p > 0.05$.

The p-value for job satisfaction variables is less than 0.001 which is lower than the significance level of 0.05. Thus, H_{02} indicating that there is a significant relationship between job satisfaction and brain drain,

Hypothesis 3

H_{03} : There is no significant relationship between the compensation package and brain drain.

H_3 : There is significant relationship between the compensation package and brain drain.

Reject H_{03} if $p < 0.05$.

Reject H_3 if $p > 0.05$.

The p-value of compensation package is < 0.001 which is below the p-value of 0.05. Thus, H_{03} is rejected which prove that there is a significant relationship between compensation package and brain drain.

Table 4.13 indicated that the R square value represents the percentage of variation in the dependent variable that can be explained by the independent variables. In this case, the quality of life, job satisfaction, and compensation package variables explained 71.6% of the variations in the dependent variable, which is brain drain. Nevertheless, there are still left 28.6% are not explained which mean there are still have numerous of other variables that may also related and significant to investigate the brain drain yet it has not been involved in this study.

4.3 Conclusion

The demographic profile of respondents was analyzed and justify in descriptive analysis. Plus, measures of central tendency were calculated for each construct to determine the mean and standard deviation for each item. This chapter also conducted pilot test, Multiple Linear Regression Analysis, Person Correlation Analysis by SPSS software.

Chapter 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

The statistical analysis that conducted in Chapter 4 will be discussed in Chapter 5. Besides, some of the limitations of this study will also be acknowledged and discussed plus with the recommendations for future research.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

Table 5.1: Summary of Demographic Profile

Profile	Category	Frequency	Percentage (%)
Gender	Female	98	49
	Male	102	51
Age	19-23 years old	101	50.5
	24-27 years old	99	49.5
Education Level	Degree	75	37.5
	Master	6	3.0
	Others	7	3.5

	SPM	82	41.0
	STPM/Diploma	30	15.0
Working Experience	1-3 years	64	32.0
	3 years and above	104	52.0
	Less than 1 year	32	16.0
Income Level	Below RM1500	38	19.0
	RM1501-RM2000	23	11.5
	RM2001-RM2500	38	19.0
	RM2501-RM3000	43	21.5
	RM3001 and above	58	29.0

Source: Developed for the research.

This study targeted 200 respondents on investigating the factors that drives brain drain of generation Z in Malaysia. It has a total of 98 female (49%) and 102 male (51%). These respondents were approached randomly, and it show that male is more willing to answer the questionnaire. Most of the respondents' age is under category of 19-23 years old which contributed 50.5% and the remaining respondents are under group age of 24-27 years old. Majority of the respondent are from SPM education level which contributed 41%, followed by Bachelor of Degree 37.5, STPM, or Diploma 15%, 6% respond are from Master education level and 7% is from others. Besides, there is also 104 respondents have 3 year and above working experience, followed by 64 respondents who have at least 1 to 3 years, and 32 respondents are having less than 1 year working experience. Apart from that, majority of the respondent are from RM3001 and above income level which has a total of 58 of them or 29%.

5.1.2 Reliability and Validity Analysis

Pilot test had been applying to this study to test the reliability of the questions. The Cronbach Alpha values for each variable were generally accepted because each of the value range above 0.7 which it indicated there is strong and reliability for every variable in this study.

5.2 Discussions of Major Findings

Table 5.2: Summary of the Results of Hypotheses Testing

Hypotheses	Significant Value	Supported/Rejected
H1: There is a relationship between quality of life and brain drain	p-value = 0.013 (P<0.05)	Supported
H2: There is a relationship between job satisfaction and brain drain	p-value = <0.001 (P<0.05)	Supported
H3: There is a relationship between compensation package between brain drain	p-value = <0.001 (P<0.05)	Supported

Source: Developed for the research.

H1: There is a significant relationship between quality of life and brain drain.

According to the result, quality of life has a significant value of 0.013 which show that there is a relationship between quality of life and brain drain. According to the research of Siekierski et al (2018), there is a prove showing that there is a positive and significant relationship between quality of life between brain drain. This mean that when the quality of life of foreign country is high, the issue of brain drain of home country will follow to increase. In addition, Castelli (2018) prove that a poor quality of life is one of the positive drivers to promote migration of individuals in search of better life. This is because local people like to compare the quality of western lifestyle with the local phenomenon where the luxury cars, property which this often contrast with the poor living conditions of the local populations.

Consequently, there is a relationship between quality of life and brain drain thus, the research objective is achieved.

H2: There is a significant relationship between job satisfaction and brain drain.

According to the result, job satisfaction has a significant value of <0.001 and it indicated that there is a relationship between job satisfaction and brain drain as this value is less than 0.05. This is supported by a study conducted by Ali and Anwar (2021) which mentioned that job satisfaction is highly related to brain drain. Torrisi and Pernagallo (2020) which showing that when local employees with poor job satisfaction they were forced to work in foreign countries as they satisfied with the foreign job satisfaction. In addition, while the employees are lack of job satisfaction, they are more willing to work aboard and seek career opportunity overseas because they are not satisfied with the working environment (Akinwale and George, 2023). By supporting from a study, job satisfaction has been identified as the major causes of the workers brain drain and work in foreign countries instead of home country (Mlambo and Adetiba, 2020). Consequently, there is a relationship between job satisfaction and brain drain thus, the research objective is achieved.

H3: There is a significant relationship between compensation package and brain drain.

The result in Table 5.1, it indicates that the significant value of compensation package is <0.001 and it is lower than 0.05 thus there is a relationship between compensation package and brain drain. This is supported by a study conducted by, Sehar et al, 2021 also stated that some of the organizations are using poor compensation package and force the worker to have extra work so it causes the worker to leave the company and decide to work oversea. Besides, this also supported by a study conducted by Dinkovski and Markovska-Simoska (2018) which claimed that one of the reasons force young workers work oversea is poor compensation package. Besides, the study of El Saghir et al (2020) indicated that low salary is a reason influencing workers to leave home country. In addition, low salary that offer by the company is the factor behind that drive brain drain as the

young worker or graduates are prefer high salary (Kattel and Sapkota, 2018). According to Panagiotakopoulos (2020), unfavorable compensation package is a push factor that force the talents to move from the country and seek a better benefits package. Consequently, there is a relationship between compensation package and brain drain thus, the research objective is achieved.

5.3 Implications of the Study

5.3.1 Practical Implications

The growing talent in generation Z in Malaysia show that they will become one of the important resources for Malaysia in future country development. However, they tend to seek a better future in other countries. Throughout this study, it has highlighted some implication and the need to retain on them. By understanding with the factors that drive brain drain among generation Z, it could help the government to determine what are the elements that can improve for retaining generation Z and reduce the issue of brain drain in Malaysia. Besides, it could help the companies to determine which parts or aspect to strengthen and emphasize on. In addition, the companies can have a clearer picture on the expectation and requirement of talented workforce and find out some of the way to satisfy the need of employees. Furthermore, this research is able to make companies for determining whether the employees is not feeling satisfied on certain decision and the employees' career future development that make them decide to leave the companies or decide to work in foreign companies due to their employees' benefits is more attractive. Other than that, the companies able to gain benefits from this study which it helps the companies to narrow down the basic requirement and improve their existing workforce to have a better reason to retain the young talents.

5.3.2 Theoretical Implications

This research applied Push and Pull Theory which normally apply in the research that related to brain drain. This theory had proven that it is capable to show some of the factors will drives brain drain which are quality of life, job satisfaction and compensation package. Hence, future researchers could use this research as a reference if the topic is related with brain drain.

5.4 Limitations of the Study

This study has certain limitations including the lack of probability sampling which sample size was little and the number of populations in Malaysia is approximate 33 million of citizen. An insufficient sample size may not provide reliable and accurate outcome to determine the significant relationship from the data, but it also cannot take too large of sample size as it will misrepresenting the real result. This study is only conducted in Selangor area which are not included people in other states like Kuala Lumpur, Sabah, Sarawak, Johor due to budget and time constraint. Hence, the finding of this result could only represent the people in certain place.

The second limitation is limited time to conduct a study from the beginning which decide a research title, searching the related information, design the questionnaire, distribute the questionnaire and using SPSS to analysis the result. This may neglect some of the useful information due to time constraint. Furthermore, this study only investigating the three variables that related with brain drain which are quality of life, job satisfaction and compensation packages and other factors are not included in this research. Lastly, respondents have the probability misunderstand the questions and it may impact the accuracy of data.

5.5 Recommendations for Future Research

Based on the limitation of the research, there are some of the recommendations that could improve the further study which conduct in similar area in order to seek more accurate result. The first recommendation is to ensure the questionnaire is distributing all around Malaysia and distributing it equally in order to gain more accurate data. Next recommendation for future research is planning a proper time management which it is important to researcher so that the study can be more accurate and reduce personal anxiety as well as the stress. Besides, this study can have an opportunity to expand and gain a deeper understanding of how other factors can drive brain drain among the generation Z in Malaysia. Researchers can find out more variables to conduct the similar study in future. The last recommendation to future study is to prepare a multi languages of questionnaire for example in English, Malay, and Chinese to enhance comprehension and it can prevent the inaccurate data.

5.6 Conclusion

In short, Malaysian talents are vital in workplace and it is vital to identify the factors that can drive brain drain of the generation Z in Malaysia. The companies should understand the requirement of the need and wants so that the young talent will retain in home country and home companies. Quality of life, job satisfaction and compensation package are useful to determine by government and companies to retain the talent and stay in home country.

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APPENDICES

Appendix 3.1 Pilot Test Result

Reliability

Scale: ALL VARIABLES (Quality of Life)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.759	6

Reliability

Scale: ALL VARIABLES (Job Satisfaction)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.866	11

Reliability**Scale: ALL VARIABLES (Compensation Package)****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.722	6

Reliability**Scale: ALL VARIABLES (Brain Drain)****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.876	4

Appendix 3.2 Questionnaire

Dear respondents,

My name is Choo Sen Lin, a final year student pursuing a Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus. I am conducting my final year project (FYP) on "Factors that drive Brain Drain of Generation Z in Malaysia".

There are **two (2) sections** involved in this questionnaire, which are **Section A** and **Section B**. This survey may require you to take approximately 5 to 10 minutes to complete. It would be greatly appreciated if you are willing to spend some time to answer the following questions. Please note that all responses will be kept confidential, and that all data received will be used exclusively for this study. Your contribution of time and effort to this study is greatly appreciated.

If you have any inquiries or need further clarification, please do not hesitate to contact me via email at choosenlin@lutar.my. Thank you.

Yours sincerely,

Choo Sen Lin

Universiti Tunku Abdul Rahman (UTAR)

Section A: Demographic Questions

1. What is your gender?
 - Male
 - Female

2. What is your age?
 - Below 18 years old
 - 19 to 23 years old
 - 24 to 27 years old

3. What is your education level?
 - SPM
 - STPM/Diploma
 - Degree
 - Master
 - PHD
 - Others

4. Working experience?
 - Less than 1 year
 - 1-3 years
 - 3 years and above

5. What is your income level?
 - Below RM1500
 - RM1501- RM2000
 - RM2001-RM2500
 - RM2501-RM3000
 - RM3001 and above

Section B: Likert Scale Question

[1: Strongly Disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongly Agree]

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quality Of Life (IV)						
1.	I feel that my life is secure.	1	2	3	4	5
2.	I feel grateful in my life.	1	2	3	4	5
3.	Family and friends respected me.	1	2	3	4	5
4.	I feel that my life has potential to explore new things.	1	2	3	4	5
5.	I feel that I am able to realize my potential in my life.	1	2	3	4	5
6.	I feel that I am always learning something new that enable me to have better quality of life.	1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Job Satisfaction (IV)						
1.	I am satisfied with the ability of my supervisor in decisions making.	1	2	3	4	5
2.	I am satisfied the respect from my owner and treat me in fair.	1	2	3	4	5
3.	My job gives me the opportunity to do something that uses my abilities.	1	2	3	4	5
4.	I am satisfied with my personal growth and development in my career.	1	2	3	4	5
5.	My job gives me the opportunity to try my own solution to do the job.	1	2	3	4	5
6.	I am able to use my own judgement when	1	2	3	4	5

	performing tasks required by my job.					
7.	I am satisfied with overall working environment.	1	2	3	4	5
8.	I am satisfied with my job as it provides flexibility in the working hours.	1	2	3	4	5
9.	I am satisfied with the task achievement in performing my job.	1	2	3	4	5
10.	I am satisfied with the relationship between my colleagues.	1	2	3	4	5
11.	I am satisfied with the recognition I received after I performed the job well	1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Compensation Package (IV)						
1.	The salary I received is enough to support my family.	1	2	3	4	5
2.	I am happy with the company's health benefits.	1	2	3	4	5
3.	I am happy with the company's leave benefits.	1	2	3	4	5
4.	The retirement benefits that offered by current company are sufficient for me after my retirement.	1	2	3	4	5
5.	The salary and benefits offered by the company is attractive to me.	1	2	3	4	5
6.	I am satisfied with the compensation and benefits received in return for my contribution in this company.	1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brain Drain (DV)						
1.	I plan to live and work in foreign country	1	2	3	4	5
2.	I want to work in foreign countries if the working conditions and salary satisfy me.	1	2	3	4	5
3.	I will probably work abroad while there is an opportunity to be employed under profitable condition abroad.	1	2	3	4	5
4.	I will work abroad in near future	1	2	3	4	5

Appendix 4.1 Gender

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Female	98	49.0	49.0	49.0
	Male	102	51.0	51.0	100.0
	Total	200	100.0	100.0	

Appendix 4.2 Age

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	19-23 years old	101	50.5	50.5	50.5
	24-27 years old	99	49.5	49.5	100.0
	Total	200	100.0	100.0	

Appendix 4.3 Education Level**What is your education level?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	75	37.5	37.5	37.5
	Master	6	3.0	3.0	40.5
	Others	7	3.5	3.5	44.0
	SPM	82	41.0	41.0	85.0
	STPM/Diploma	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Appendix 4.4 Working Experience**Working experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 years	64	32.0	32.0	32.0
	3 years and above	104	52.0	52.0	84.0
	Less than 1 year	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Appendix 4.5 Income Level**What is your income level?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1500	38	19.0	19.0	19.0
	RM1501-RM2000	23	11.5	11.5	30.5
	RM2001-RM2500	38	19.0	19.0	49.5
	RM2501-RM3000	43	21.5	21.5	71.0
	RM3001 and above	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

Appendix 4.6 Pearson Correlations

Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
IV1	3.6692	.61674	200
IV2	2.8477	.78272	200
IV3	2.5208	.80582	200
DV	3.7475	.92358	200

Correlations					
		IV1	IV2	IV3	DV
IV1	Pearson Correlation	1	.400**	.232**	-.211**
	Sig. (2-tailed)		<.001	<.001	.003
	N	200	200	200	200
IV2	Pearson Correlation	.400**	1	.698**	-.792**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	200	200	200	200
IV3	Pearson Correlation	.232**	.698**	1	-.754**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	200	200	200	200
DV	Pearson Correlation	-.211**	-.792**	-.754**	1
	Sig. (2-tailed)	.003	<.001	<.001	
	N	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 4.9 Multiples Regression Model

Regression

Variables Entered/Removed^a			
Model	Variables Entered	Variables Removed	Method
1	IV3, IV1, IV2 ^b		. Enter

a. Dependent Variable: DV

b. All requested variables entered.

Model Summary				ANOVA ^a
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.716	.711	.49611

a. Predictors: (Constant), IV3, IV1, IV2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.508	3	40.503	164.561	<.001 ^b
	Residual	48.241	196	.246		
	Total	169.749	199			

a. Dependent Variable: DV

b. Predictors: (Constant), IV3, IV1, IV2

Model		Coefficients ^a					95.0% Confidence Interval for B	
		Unstandardized Coefficients		Standardized Coefficients			Lower Bound	Upper Bound
		B	Std. Error	Beta	t	Sig.		
1	(Constant)	6.182	.221		27.915	<.001	5.746	6.619
	IV1	.157	.062	.105	2.518	.013	.034	.280
	IV2	-.669	.067	-.567	-10.023	<.001	-.801	-.538
	IV3	-.438	.061	-.382	-7.171	<.001	-.559	-.318

a. Dependent Variable: DV

Appendix 4.10 Ethical Approval Letter



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/46/2023

17 February 2023

Ms Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Ms Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Consumers Acceptance Towards Augmented Reality Beauty Shopping Application in Malaysia	Rachel Lim Bei En	Ms Hooi Pik Hua @ Rae Hooi	17 February 2023 – 16 February 2024
2.	Determinants of Wellness Tourism Intention: Post Covid-19 in Malaysia	Ho Yee Wen		
3.	Factors Influencing Tourism in Malaysia from Millennial's Perspective	Tan Chin Sze	Dr Foo Meow Yee	
4.	The Impact of Social Media Toward Customers' Intention to Visit Theme Restaurant	Ng Wei Yein	Ms Low Suet Cheng	
5.	Factors Influencing High School Students' Intention to Pursue Higher Education in Malaysia	Yew Wei Xuan		
6.	Factors Influencing SMEs in Sarawak to Adopt Social Media Marketing	Wong Yoke Mun	Pn Ezatul Emilia Binti Muhammad Arif	
7.	Customer Retention on Platform-Based Digital Payment: A Comparison Between Users of Touch 'n Go and Boost	Yon Ke'er		
8.	The Factors that Encourages Digital Adoption and Upskilling in Sarawak SME's	Lai Hao Yu	Ms Tai Lit Cheng	
9.	The Impact of Penang's Food Image on the International Tourist	Gan Shi Wei		
10.	International Business Students' Understanding and Learning Approach Towards Courses Based on Bloom Revised Taxonomy	Foong Jing Qi	Mr Lee Yoon Heng	
11.	Factors Influencing Investment Decision-Making in Stock Market Among Millennials in Malaysia	Loke Kah Huey	Dr Choo Siew Ming	
12.	The Role of Environment in Market Orientation and Big Data Analytics Capability (BDAC)	Cha Evon	Dr Corrinne Lee Mei Jyin	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
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Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Role of Technology Orientation and BDA Adoption on the Business Performance Among Malaysian SMEs	Seow Lai Yeow	Dr Corrinne Lee Mei Jyin	17 February 2023 – 16 February 2024
14.	The Factors Influencing Generation Z's Purchase Intentions on Online Music Streaming Services in Malaysia	Chong Gaen Shyuan	Ms Goh Poh Jin	
15.	Factors Influencing Customer Behavior on Outbound Travel Intention During Post Covid-19 Pandemic	Callista Ong Wei Wei		
16.	Preliminary Study on Purchase Intention Among Millennial Group Consumers Toward Using Electric Vehicles (EVs) in Klang Valley, Malaysia	Ng Xiao Lin	Mr Raymond Ling Leh Ben	
17.	Planned Behavior Theory and Millennials' Awareness in Purchasing Plant-based Meat Products in Klang Valley	Soo Pui Lam		
18.	Factors That Drive Brain Drain of Generation Z in Malaysia	Choo Sen Lin	Pn Rozitaayu Zulkifli	
19.	Intention to Buy Eco Friendly Packed Products Among Malaysian	Loo Meng Jun		
20.	Impact of Credibility, Expertise and Attractiveness of Influencer Towards Fashion Products Purchase Intention in Malaysia	Chew Zi Nam	Dr Lau Say Min Claudia	
21.	Risks Involved in Supply Chain and Logistic in International Business	Chai Jia Qi	Ms Salizatul Aizah Binti Ibrahim	
22.	Factors that Influence the Employees' Intention to Remain Employed in the Retail Industry in Klang Valley	Owen Chan Hai Yun	Ms Logeswary a/p Maheswaran	
23.	A Comparison Between Public Hospital and Private Hospital Facilities Preference Generation Z in Malaysia	Pang Khar Yee	Ms K Shamini a/p T Kandasamy	
24.	Consumer Behaviors Among Generation Y Towards Halal Cosmetics in Malaysia	Wong Yee Kee	Ms Tan Suk Shiang	
25.	University Social Responsibility (USR) as a Driver to Improve the Reputation of Private University in Malaysia	Soh Zi Yee	Mr Mahendra Kumar a/l Chelliah	
26.	Adoption of Robotics Automation Process in SMEs in Malaysia	Eva Lai May Wah	Pn Nurashah Binti Raimee	
27.	The Effect of Mobile Application Marketing Toward Brand Equity in Video Streaming Service Industry	Lee Chun Hen	Dr Tee Peck Ling	
28.	Factor Affecting University Students' Spending Behavior	Wong Weng Kai	Mr Kho Guan Khai	
29.	Factors Affecting People's Behavioural Intention Toward Public Transportation in Malaysia	Yap Jo Ee	Dr Tey Sheik Kyin	
30.	Mobile Advertisement Activity Through Privacy Concerns	Lim Chuan Zhi	Dr Farah Waheeda Binti Jalaludin	
31.	Factors of Independent Travelling Decision of Generation Z in Malaysia: Post Pandemic	Ho Khiong Kit	Ms Lim Wei Yin	
32.	Legal Framework on Affordable Health: Comparative Study Between Malaysia and United States	Lee Zi Yi	Dr Angelina Anne Fernandez	
33.	The Impact of Brand Experience, Brand Packaging and Brand Quality on Consumer Purchasing Decisions	Ding Sook Kee	Dr Omar Hamdan Mohammad Alkharabsheh	
34.	Willingness to Pay for International Green Branding Sportswear in Malaysia	Tor Ling Shuang	Ms Malathi Nair a/p G Narayana Nair	
35.	Impulsive Behavior of Online Shoppers: A Comparative Analysis Between Gen Z and Baby Boomers in Klang Valley	Liew Kah Wai	Dr Anusha a/p Aurasu	
36.	Factors that Affect the Acceptance of Educational Robots Among Private Schools in Malaysia	Yeo Jing Wen	Ms Zufara Ameenada Binti Zulfakar	
37.	Factors Affecting Job Satisfaction Among New Graduates During the First Year of Employment	Irvine Siew Hung Liang	Dr Komathi a/p Munusamy	
38.	Adoption of the Use of Artificial Intelligence in the Higher Education	Chai Jia Lin	Dr Tey Sheik Kyin	

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Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
39.	The Effects of Social Media Advertisement on Food Choice Among Young Adults	Pireveena Sivanasan	Ms Malathi Nair a/p G Narayana Nair	17 February 2023 – 16 February 2024
40.	Factors Influencing the Intention to Startup an E-commerce Business Among UTAR Students	Teh Pui Khei	Pn Ezatul Emilia Binti Muhammad Arif	

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faiz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
Director, Institute of Postgraduate Studies and Research

Appendix 4.11 UTAR PDP Statement

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
 - a) Name
 - b) Identity card
 - c) Place of Birth
 - d) Address
 - e) Education History
 - f) Employment History
 - g) Medical History
 - h) Blood type
 - i) Race
 - j) Religion
 - k) Photo
 - l) Personal Information and Associated Research Data
 2. The purposes for which your personal data may be used are inclusive but not limited to:
 - a) For assessment of any application to UTAR
 - b) For processing any benefits and services
 - c) For communication purposes
 - d) For advertorial and news
 - e) For general administration and record purposes
 - f) For enhancing the value of education
 - g) For educational and related purposes consequential to UTAR
 - h) For replying any responds to complaints and enquiries
 - i) For the purpose of our corporate governance
 - j) For the purposes of conducting research/ collaboration
 3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
 4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
-

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.
7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
8. You may access and update your personal data by writing to us at_____.

Acknowledgment of Notice

- [] I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- [] I disagree, my personal data will not be processed.

.....
Name:
Date: