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**THE FACTORS THAT HAVE INFLUENCED FINAL YEAR
STUDENTS' UNIVERSITY MALAYSIA KELANTAN IN
PURSUING A CAREER IN THE HOSPITALITY INDUSTRY**

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

UMK	University Malaysia Kelantan
SAH	Hospitality Student



ABSTRACT

Most students who want to study hospitality and hotel management in Malaysia do not know how this subject is taught in universities. In summary, hotel management combines business, tourism, and culinary skills. University Malaysia Kelantan is one of the universities that presents hospitality costs to students in Malaysia. This study was conducted to find out and study the influencing factors in persuading to continue a career in the hospitality industry. A total of 118 University Malaysia Kelantan students in the hospitality sector, especially final year students, were sampled to answer random questionnaires to complete this study. This question focuses on factors that have influenced in pursuing a career in the hospitality industry. Furthermore, the questions also focus on several factors which are related to social status, salary/benefit, and nature of work. This study was conducted because many students have taken the cost of hospitality, but they feel doubtful about the journey of this cost. There are also post-graduate students who feel that after graduation, there are no bright job opportunities for their careers. Furthermore, the main data for the study collected by using a structured questionnaire, and the analysis was made by using SPSS software. The survey was distributed to 123 respondents of final year students in University Malaysia Kelantan. In this study, descriptive, reliability tests, and correlation analysis were utilized to process the data. So, this study enables researchers to know more the factors that have influenced final year students in the University Malaysia Kelantan regarding careers in the hospitality industry.

Keywords: Hospitality industry, university students, social status, salary/benefits, nature of work.

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ABSTRAK

Kebanyakan pelajar yang ingin belajar hospitaliti dan pengurusan hotel di Malaysia tidak tahu bagaimana subjek ini diajar di universiti. Ringkasnya, pengurusan hotel menggabungkan kemahiran perniagaan, pelancongan dan masakan. Universiti Malaysia Kelantan merupakan salah satu universiti yang menyediakan kos hospitaliti kepada pelajar di Malaysia. Kajian ini dijalankan untuk mengetahui dan mengkaji faktor-faktor yang mempengaruhi dalam memujuk untuk meneruskan kerjaya dalam industri perhotelan. Seramai 118 orang pelajar Universiti Malaysia Kelantan dalam sektor hospitaliti khususnya pelajar tahun akhir telah dijadikan sampel untuk menjawab soal selidik secara rawak bagi melengkapkan kajian ini. Soalan ini memfokuskan kepada faktor-faktor yang telah mempengaruhi dalam meneruskan kerjaya dalam industri perhotelan. Tambahan pula, soalan juga tertumpu kepada beberapa faktor yang berkaitan dengan status sosial, gaji/faedah, dan sifat pekerjaan. Kajian ini dijalankan kerana ramai pelajar telah mengambil kos hospitaliti, tetapi mereka berasa ragu-ragu dengan perjalanan kos ini. Terdapat juga pelajar pasca siswazah yang merasakan selepas tamat pengajian, tiada peluang pekerjaan yang cerah untuk kerjaya mereka. Seterusnya, data utama kajian dikumpul dengan menggunakan borang soal selidik berstruktur, dan analisis dibuat dengan menggunakan perisian SPSS. Kaji selidik itu diedarkan kepada 123 responden pelajar tahun akhir di Universiti Malaysia Kelantan. Dalam kajian ini, ujian deskriptif, kebolehpercayaan, dan analisis korelasi digunakan untuk memproses data. Jadi, kajian ini membolehkan pengkaji mengetahui dengan lebih lanjut faktor mempengaruhi pelajar tahun akhir di Universiti Malaysia Kelantan berhubung kerjaya dalam industri perhotelan.

Kata kunci: Industri hospitaliti, pelajar universiti, status sosial, gaji/faedah, sifat pekerjaan.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Readers should be given the background knowledge necessary to comprehend the study's goals and the rationale for this experiment when introducing. The main purpose of this research is pointed to the 'the factors that have influenced final year students' university Malaysia Kelantan in pursuing a career in the hospitality industry'. The reason behind this is that generation Y students' opinions on senior students at all universities have changed and been slightly modified from those of the generation that came before them. According to Morton (2002), Generation Y workers have a propensity to value equality in the workplace and look for jobs with competitive pay and decent training chances. According to Morton (2002), they value managers who give their staff the freedom to make decisions, and who are straightforward with them.

Background information, a problem statement, a goal statement, a research question, and the study's significance, as well as the explanation behind the term, will all be highlighted in the first section of this chapter. The summary of the results will then wrap up the chapter.

1.2 BACKGROUND OF THE STUDY

The four categories are: food and drink, travel and tourism, housing, and recreation. Main areas that make up the hospitality sector, which accounts for a sizeable share of the service sector. A sizable portion of the service sector known as the hospitality industry comprises lodging, food and beverage services, event organizing, theme parks, travel, and tourism. There are hotels, travel agencies, eateries, and bars included. The provision of a satisfying experience to consumers is the primary objective of the hospitality sector. Making ensuring every visitor is looked after is of the utmost importance, whether that enjoyment comes from gourmet dining, unwinding at a posh spa, or having a good night's sleep in the great outdoors. Having a knowledgeable, energetic, and dedicated team is essential for success within the travel and hospitality industries (Kusluvan and Kusluvan, 2000).

A career in hotel management and operations can take all over the world and include someone in real estate, financial services, the technology sector of the hospitality business, as well as the serving food and beverages industry, travel, and tourism. The hospitality industry has a very bright future as it establishes itself as a major hub for both domestic and international travel. Someone can develop both personally and professionally in the hotel sector. Because of someone will be put to the test by the range of coworkers, clients, and situations, and they can enhance the professional skills they already have and learn new ones with commitment and time.

The scope of the hospitality sector is considerable. It includes work at establishments including hotels, eateries, casinos, theme parks, cruise lines, and other leisure and recreation-related services. Dealing with customers face-to-face in a variety of ways is a major component of many employments in the hospitality sector. However, there are some tasks that are done in secret, such as those in accountancy, marketing, and sales.

Additionally, there are many employments in the hospitality sector related to food services, such as waiter and cook positions. One example of a job breakdown in the hospitality sector is that of hotel management, which includes positions like general manager, group sales manager, and spa manager.

Every university's final-year students, who will shortly enter the workforce, need to underline how tightly related these topics are. For individuals to be more motivated to pursue a profession in the hospitality business, they also need to have optimistic attitudes or viewpoints. There are therefore many factors that encourage students to choose employment in the hotel industry. Many articles have been written about the characteristics that Generation-Y workers exhibit when making a profession choice. Morton (2002) claims that Generation Y workers have a propensity to value equality in the workplace and that they look for jobs with competitive pay and decent training possibilities. Additionally, the amount of emotional, mental, and physical energy required for the job makes working in the hotel industry particularly stressful.

However, regarding job expectations, students themselves do not need to worry if they are confused or do not know how to choose the best company for them to continue their training in the industry because the hospitality business is more realistically presented to students as a result of university programmed in the field, which also helps students become more proficient in the field. (Jenkins, 2001).

1.3 PROBLEM STATEMENT

Graduates' factors that have pursuing a career in hospitality has become a topic of conversation among hospitality students in this industry. Many students who graduate from high school choose to enroll in higher education, but first, they must choose what they want to study. In short, there is not much research on why students choose to take courses in tourism or hospitality, but some students continue to do so. The decision of whether or not to pursue a career in the hotel industry after graduation is another critical one that students in this degree program must make. (Bamford, 2012). Previous studies have found that selecting a career is a challenging procedure. Despite the fact that this study provides a systematic framework for how students select their jobs, it is crucial to recognize the wide range of intricate aspects that have an impact on students' decisions. (Ghuangpeng, 2011).

In addition, the hospitality industry is very large and has various problems, including employment issues, education, language proficiency, performance management and others. There is a dearth of human resources in this sector as well. Undergraduate students studying hospitality in Malaysia may lack the self-assurance and drive to continue a career in the area due to their perceptions of the industry's long hours, meagre pay, and demand for outstanding mental and physical aptitude. (Mohd Zool Fadli Ibrahim & Najikha Othman, 2020). This is the problem that plagues graduates to continue their careers in the hospitality industry. As a result, there is a lack of young people, especially new students who have completed their studies in this field and they just waste their talents and studies at the degree level.

Many students enroll in hospitality programs, according to prior academics, with little to no knowledge of the positions that are genuinely open in the industry or the

roles that can be filled in the hotel industry. So, by providing all, hospitality students get a comprehensive overview of the types of careers, hospitality educators can help resolve this issue, available in the sector and the work conditions offered, including pay rates, opportunities for advancement, and career paths available (Scott Richardson, 2009). This claims that to reduce the gap in happening, prospective students and graduates need to be informed about job opportunities and conditions before starting their program between perceptions and expectations so that they can get an idea of the future career of the hospitality industry (Scott Richardson, 2009). The author argues that despite research being done, there is little evidence to support it, and many other authors agree that perceptions and attitudes based on first-hand experience will give people a more favorable and accurate impression of the hospitality sector, increasing their likelihood to predict future behavior.

According (Richardson, 2008), Due to the changing nature of higher education, universities are under a lot of pressure to change their curricula in a more vocational direction. It is essential that these work placements be effective because students must now complete either structured or unstructured work experience as a requirement for their degree programs. Aside from that, the hospitality industry itself and educational institutions need to work together more effectively to guarantee that casual or part-time employees maintain a high standard of quality throughout their careers. This is true regardless of whether students take part in internships or merely serve as trainers. This will ensure that the student has a favorable opinion about careers in the field and encourage more students to find employment after graduation.

Solving problems in determining a career in the hospitality industry is very important and allows graduates to decide whether they want to continue in this field or not, in other words, students who do internships should do the job as well as possible carefully

and ask more questions about the career field in hospitality (Wang, 2021). Undoubtedly there are several aspects, including income, advancement prospects, and relations between managers that must be addressed by the sector to guarantee that students have a favorable experience while working for their degree. Industry will continue to lose these qualified and trained workers if it cannot provide better job opportunities and greater compensation for its graduates (S. Richardson, 2009).

To avoid missing out on knowledge about a promising career for the future, all students who want to major in hospitality should commit to pursue a career in the sector, in addition to the students at the University Malaysia Kelantan. A successful, inspired career will provide positive elements and advance the hospitality students themselves. Because they are viewed as future employees and managers of the industry, this study aims to advance our understanding of the factors that have motivated university Malaysia Kelantan final year students to pursue careers in the hospitality sector and elsewhere.

1.4 RESEARCH QUESTION

There have been several critical questions highlighted with terms to the discovery and purpose of the study:

1. What is the relationship between social status toward factor that have influence in pursuing a career in hospitality industry?
2. What is the relationship between salary/benefit toward factor that have influence in pursuing a career in hospitality industry?
3. What is the relationship between nature of work toward factor that have influence in pursuing a career in hospitality industry?

1.5 RESEARCH OBJECTIVE

1. To investigate the relationship between social status toward factor that have influence in pursuing a career in hospitality industry.
2. To identify the relationship between salary/benefit toward factor that have influence in pursuing a career in hospitality industry.
3. To determine relationship between nature of work toward factor that have influence in pursuing a career in hospitality industry.

1.6 SIGNIFICANT OF STUDY

Based on this study, the perception of graduates in this field of choosing a career in hospitality has been a topic of discussion among hospitality students. After high school, many students decide to enroll in colleges, but they must first decide what they want to study. In conclusion, there hasn't been much research on why students choose to enroll in tourism or hospitality courses, yet some still do. Another crucial choice that students in this course must make is whether or not they wish to work in the hotel business after graduation.

According to this study, the expansion of the business in Malaysia and the needs for human resources are supported by the education provided in the hospitality sector. It is responsible for ensuring a steady flow of qualified graduates to meet the industry's expanding demand. Enrollments in the hospitality course are anticipated to increase as a result of the significant need for professionals and qualified workers across all segments of the hospitality industry.

The importance of this study is as a form of appreciation and support that the responsible parties listen to the problems of university students. This is because they have carried out their responsibilities as students by following the decisions or plans of the university or faculty and many more. In addition, the writing of this study is also to give a suitable assessment to the students because they have tried to pursue their dreams and ambitions, but they have not yet determined what job to pursue in more detail because many hospitality industries currently want employees who have work experience in this industry. Especially in the current post-Covid 19 situation, this industry has received a lot of response and they will hire employees who have experience working in the industry rather than hospitality students.

The existence of this research platform can also to some extent help in identifying Commitment in pursuing a career in the hospitality industry among hospitality students and at the same time suggest ways to overcome the problem, as will be discussed below. This is intended to improve the current grasp of students' factors about pursuing a profession in the hospitality industry among final year students at University Malaysia Kelantan and beyond since they are seen as future industry workers and managers. In addition, this study can also be used as a reference material for future researchers. For future researchers, this study is likely to be a second tool with other methodological methods in signaling determination to pursue a profession in the hospitality sector among hospitality students at University Malaysia Kelantan. The findings of this study may also be utilized to guide teaching and learning at all levels of society, particularly among university students interested in pursuing a career in hospitality industry.

1.7 DEFINITION OF TERMS

1.7.1 CAREER FACTORS

Organizational behavior experts have described a career as "a person's work-related and other important experiences, both inside and outside of organizations, that develop a specific pattern over the course of the person's life." The career factor is indeed one of the main purposes for everyone to venture into the field of work. It is clear that career factors can help a person to evaluate or choose the career they want. Career factors also have several aspects that have helped students in their career selection. The career factor that affects each individual is having an interest or inclination towards the field to be ventured into. Therefore, this career factor is one of the reasons why students will continue their career field in line with the field of education they get.

1.7.2 SOCIAL VALUE

Understanding the relative importance that people attach to changes in their welfare is key to understanding social value, which allows us to use the knowledge we receive to improve our decision-making. By taking into account this relative importance, we can make sure that the choices we make are in line with what is important to others. By doing this, we can start to boost the positive effects, lessen the negative ones, and ultimately raise the overall worth of our work. Social value is significant because it forces us to reflect on our behavior and assess its impact on present and future generations as well as whether it adds value to society. It makes us more aware of social issues. In summary, social value entails respecting people, listening to their opinions, and applying their insights to maximize value for both people and the plane; it also entails being more responsible toward those whose lives are impacted; and it entails making wiser resource allocation decisions.

1.7.3 SALARIES AND BENEFITS

Salaries is the money that someone is paid each month by their employer. The government has decided to increase salaries for all civil servants. Employee benefits are any perks or other forms of payment that are given to workers in addition to their regular pay and salaries. In addition to paid time off, profit sharing, retirement benefits, and a health insurance plan, a comprehensive employee benefits package may also include life insurance.

1.7.4 NATURE OF WORK

The term "nature of work" refers to the kinds of tasks and responsibilities that may be assigned to you at work. The caliber of the task can demonstrate your qualifications and place within a corporation. The type of work and the amount of work

may be listed as the job description and the job title, respectively, when you look at job vacancies. The types of work that fall under the umbrella of hospitality include, but are not limited to: Lodging and accommodations, Food and beverage service, event planning and management, transportation and logistics service, travel and tourism, shopping and luxury service, cruises, spas, and wellness service.

1.8 SUMMARY

Career in hospitality has become a topic among students about their factors that have influenced final year students' university Malaysia Kelantan in pursuing a career in the hospitality industry. Many students enroll in hospitality programs without having any genuine knowledge of the jobs available in the real industry or the positions within the hospitality career, as indicated in the study's backdrop and problem statement. Even though there are still many hospitality students who do not know their direction after studying. They still doubt whether to continue working in the field of hospitality or otherwise. This chapter has examined how to improve the current understanding of students' factors about pursuing a career in the hospitality industry among final year students at University Malaysia Kelantan and beyond because they are seen as future workers and managers of the industry.

CHAPTER 2

LITRETURE REVIEW

2.1 INTRODUCTION

This section will describe factors that have influenced related to student's perceptions about social status, salary or benefit and nature of work. Not forgetting, this chapter will explain the conceptual framework and research hypothesis, and it will be closed with the summary of this research.

2.2 FACTORS THAT HAVE INFLUENCED IN PURSUING A CAREER IN THE HOSPITALITY INDUSTRY.

Every industry has its own set of variables, and the hospitality sector is also affected by outside variables that have a direct impact on organisational behaviour and decision-making. For students, choosing a career can be a difficult decision because it affects the kind of employment they plan to follow in the future. Students struggle to match their profession choices with their skills and academic performance when they try to decide on a vocation.

In addition to considering their future employment, issues that can make choosing the ideal course challenging have an impact. While some students are completely certain of the path they should take, others are unsure of which option will bring them there. In fact, most students end up changing their majors because of the abundance of courses accessible to them. Every student should understand the significance of selecting a degree and the courses they can take because they are the foundation for their future success. To assist them prepare for their job route, students

need to be aware of the path they will be taking. However, with the development of information technology, the onset of the post-industrial revolution, and employment competitiveness, profession choice has evolved into a sophisticated science. As long as a person possesses the necessary skills and information, industrialization and post industrialization have made it possible for the average individual to be wealthy (Wattles D.W., 2009). In order to adapt to the changing socio-economic conditions, one must now conduct thorough career study before making a professional decision in addition to career planning (Wattles D.W.,2009).

According to (Kerka, S. 2000), Numerous elements, such as personality, hobbies, self-concept, cultural identity, globalisation, socialisation, role models, social support, and the availability of resources like information and money, affect profession choice. (Bandura, A. Barbaranelli, C., Caprara, G., & Pastorelli,C. 2001). Mention that each person involved in the process is influenced by a variety of variables, such as their environment, personal traits, social connections, and level of education. The decision of a career is also impacted by internal or external forces. Most people are impacted by the careers that their parents choose, while other people choose the careers that their educational decisions have allowed them to pursue. Some people decide to follow their passions regardless of whether or not they will make money from it. Others, though, choose lucrative careers. Numerous other elements have been discovered to have an impact on students' perceptions of their suitability for specific careers, such as their ethnic background, year in school, degree of success, choice of science subjects, attitudes, and variations in work qualities (McQuaid and Bond, 2003). (Perrone, M. K., Zanardelli, G., Worthington, E. L. & Chartrand, M. J. 2001).

2.2.1 NATURE OF WORK

According to research on career choice in the hospitality industry, the nature of the job is a contextual factor that affects students' commitment to their career choice (CCC) (e.g., Wan et al., 2014; Wang, 2016). According to O'Leary & Deegan (2005), Roney & Oztin (2007), and Richardson (2008), long and social work hours, a lack of a family life, stressful situations, unfavourable physical working conditions, and low skill requirements are all common aspects of the hospitality industry. These issues make it more difficult for the company to find, hire, and retain skilled employees, which results in the majority of its staff being of hospitality students. (Lo, Mak, & Chen, 2014). Employees having unfavourable opinions of the hotel industry's employment would make unfavourable career decisions.

One of the variables that contributes to students' unfavourable opinions of the sector is work pressure. In other words, when students assume that careers in the hospitality industry are stressful and demanding (Grobelna & Dollot, 2018; Kulsuvan, 2000). Students today desire a fun and pleasant work atmosphere, avoiding one that is stressful and causes them to feel under pressure (Le, Mcdonald & Klieve, 2018; Ashton, 2017; Richardson, 2009). They search for a good manager or leader to assist them in making the task simple and understandable while working as casual employees in a particular industry, but the characteristic of a leader is not available, and from this situation it is automatically make them feel stressful in working under pressure. Instead of working under pressure and being tough, a positive work atmosphere made undergraduates attached to their perception. (Ashton, 2017; Richardson, 2008). Nachmias and Walmsley's (2015) research indicated that the type of the employment and the working conditions are the main factors in why students haven't entered the workforce. Ahmad, Rashid, and Shariff (2014) said that the majority of students do not

want to work in the hospitality business since the job is demanding and tiresome owing to lengthy working hours, such as those necessary while working shifts.

2.2.2 SALARY/BENEFITS

According to Keith Pointer, the chairman of the Malaysia Association of Hotels (MAH) Sarawak Chapter, hoteliers were too concerned about the implementation of the minimum wage because they had complied with it (Borneo Post, 2012). He went on to say that, aside from the basic compensation, which could appear to be poor, it was just one aspect of a worker's overall remuneration. Pointer further underlined those hoteliers profited from a portion of the service price collected from clients. Moreover, hotels frequently receive ancillary advantages like free or discounted lodging and meals. Numerous firms also provide financial incentives in the form of bonuses, commissions, and even profit sharing.

The "total reward system" that characterises the compensation structure in the hotel sector is made up of several pay and non-pay components of remuneration. According to Boella and Goss-Turner (2013), a worker's basic wage pay earned while employed in the hotel business is not always reflective of his overall remuneration under this system. Free lodging is quite important to a hotel employee. According to Joo-Ee (2015), in some cases, minimum wage workers are better off with free housing than they are with pay as a benefit in kind.

The minimum wage in the hospitality sector puts increasing pressure on overall salary levels. Up to 70% of hotel employees may be impacted by the Minimum Wages Order. Therefore, the salary gap between the rank and file and top-level workers will noticeably shrink if salaries are raised in compliance with the Minimum Wages Order. According to Suhaili (2012), many hotel operators are concerned that the widening salary

disparity may demotivate senior-level personnel. Employers formerly provided compensation increases to represent the difference between the former and the latter in terms of abilities, experience, and responsibilities at work in order to sustain the wage disparity between these two types of employees (Joo-Ee, 2015).

2.2.3 SOCIAL VALUE

The term "social status" discusses a person's standing or significance in relation to other members of a society. The degree of prominence, privilege, and honour that someone is thought to possess in society is referred to as their "social status." Because of the odd hours worked, they felt that this industry was unsuitable for them to enter because they would be required to work past their regular hours, including on weekends and into the evening (Farmaki, 2018; Richardson, 2008).

Additionally, the majority of students have had They gain a deeper understanding of the corporate world through work experience, such as industrial training. Although pupils have finished their hands-on instruction and and turned it into Their perceptions of the hotel industry are more negative as a result of their lack of the unreliable, long hours. (Brown, Thomas & Bosselman, 2015; Roney & Öztin, 2007).

While working in tourism and hospitality, according to more than 50% of respondents, is a rewarding job. worthwhile and significant career, less than half think that these workers are recognised in society. The fact that many of them think that graduates in tourism and hospitality end up working as servers serves as further evidence of this. Due to these problems, many undergraduates are looking forward to their careers while also acknowledging their commitment to other aspects of life, such as family and recreation. (Brown et al., 2015; Barron, Maxwell, Broadbridge, & Ogden, 2007; Yi Lin & Anantharajah, 2019).

2.3 HYPOTHESIS

The study's hypothesis is to determine whether dependent variables and independent variables have any correlations or links. This study's findings, such as social status, salary and benefits, and the nature of work, have inspired University Malaysia Kelantan final-year students to pursue a career in the hospitality sector. The research's hypothesis is:

1st hypothesis

H0: There is no significant relationship between social status and factors that have influenced in pursuing a career in hospitality industry.

H1: There is significant relationship between social status and factors that have influenced in pursuing a career in hospitality industry.

2nd hypothesis

H0: There is no significant relationship between salary/benefit and factors that have influenced in pursuing a career in hospitality industry.

H1: There is significant relationship between salary/benefit and factors that have influenced in pursuing a career in hospitality industry.

3rd hypothesis

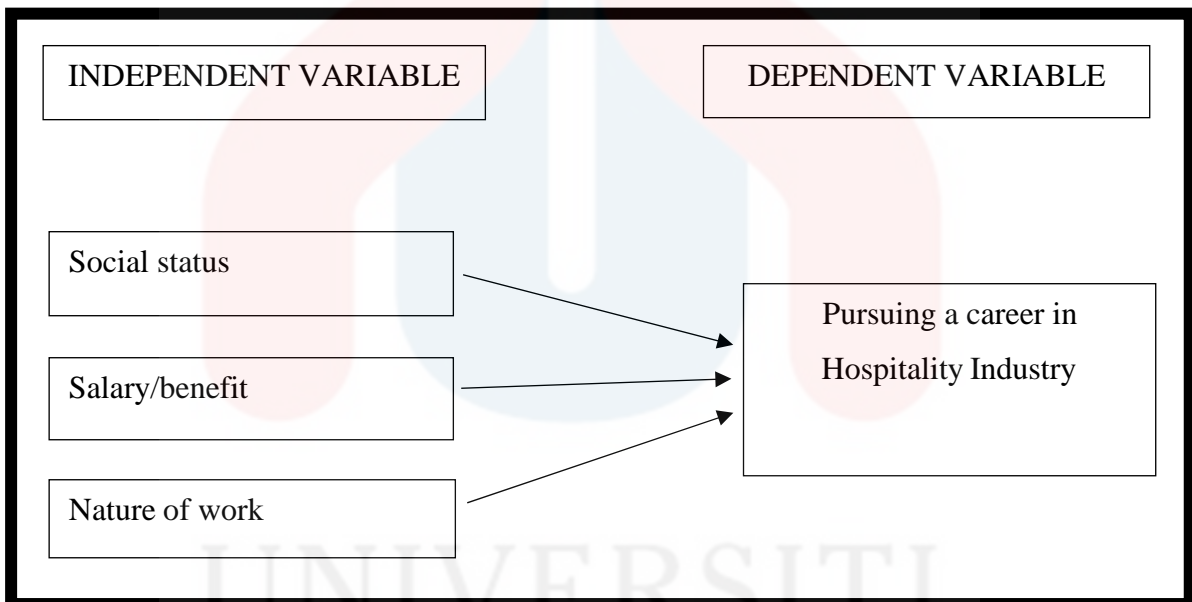
H0: There is no significant relationship between nature of work and factors that have influenced in pursuing a career in hospitality industry.

H1: There is significant relationship between nature of work and factors that have influenced in pursuing a career in hospitality industry.

2.4 CONCEPTUAL FRAMEWORK

With reference to the literature review, a study framework has been sequentially developed to examine the relationship between the factors that have influenced in pursuing a career in the hospitality industry. The dependent variable consists of variables that have an impact on choosing to pursue a career in the hospitality industry. The independent variable the proposed consists of three is social status, salary/benefit, and nature of work. Therefore, below is a conceptual framework.

Figure 2.4: Conceptual Framework (El-Dief & El-Dief, 2019)



This shows through a summary of related studies, the conceptual framework of factors that have influenced in pursuing a career in hospitality industry. This study is determined by the social status, salary/benefit, and nature of work.

2.5 SUMMMARY

Hereby summarizes that, in this chapter has covered the factors that listed in a special as well as how they act. In an observation, those factors have linked with the title. Referring to those factors including social status, salary, or benefit and also the nature of work, it can influence students to continue working in the field of hospitality. In the nutshell, the primary observations were based on a variable It contained both independent and dependent variables. When the researcher looked into the perceptions among final year students in UMK to the factors that have influenced them in pursuing their career in hospitality industry may be studied by setting the independent and dependent variables. The key to the hypothesis is examined, as well as the specification of the framework idea.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter, the research strategy used to carry out this study will be clearly described. The methodology, also known as the methodology's component, consists of the study design, target population, sample size, sampling method, data collection procedure, research instrument, and data analysis. The section on methodology is followed by a summary of the chapter.

3.2 RESEARCH DESIGN

In general, a strategic structure that links research themes to its execution is referred to as research design. Study design is a set of rules for configuring data collecting and analysis settings in a way that balances relevance to the investigation goal with the research's purpose (Durrheim, 2006). There are both quantitative and qualitative approaches. Quantitative approach is a technique of collecting, analyzing, interpreting, and writing the data that the researcher got for the study (Carrie, 2002). The approach of using quantitative will aid the research in obtaining data through the responding to relational questions of variables in study. Meanwhile, qualitative approach is entails gathering and analyzing narratives using methods such as interviews or group focus. Qualitative approach also used for researcher in-depth understanding about human behavior, experience, attitudes, and intentions (Shariques, 2019).

The study's main objective was to examine the factors that have influenced final year students' university Malaysia Kelantan in pursuing a career in the hospitality

industry. The researcher utilized a quantitative strategy to gather data for this study, this is because, to predict the results based on the hypothesis and formulate a plan to test the research predictions which are factors that affect careers in the hospitality industry for final year students at UMK. Quantitative data was collected via a questionnaire. The quantitative approach to understanding behavior entails the use of mathematical techniques, measurement, and research. This design, on the other hand, uses a data point to explain a given reality. The data is collected to determine the link between the independent variable (social status, salary/benefit, and nature of work) and the dependent variable (factors that have influenced in pursuing a career in hospitality industry). Quantitative approaches are widely used to conduct studies that call for a description of trends or an explanation of the relationship between independent and dependent variables. The analysis obtained will provide information among students at University Malaysia Kelantan in terms of gender, ethnic and socioeconomic status.

3.3 POPULATION

The study population interest is the study's target population that it intends to study or treat. According to this definition, a population is an all-encompassing observation of objects grouped together by a common trait. The term "population" refers to the total collection of individuals, occasions, or interesting objects that research is attempting to study. (Kumar,2013). Also, "population" refers to the whole population for which statistical surveys are conducted. Furthermore, the study population can be determined based on geographical area, age, and gender, as well as features and variables such as religious economic position, and ethnic group definitions (Banerjee et al., 2007).

The subject of this study was Malaysian university final year students on hospitality field in Kelantan. This study's population includes all final year student in University Malaysia Kelantan campus Kota, that is all Hospitality students only. And it was conducted using a Google form in the University Malaysia Kelantan campus Kota area. This survey looked at student of all races and genders in Hospitality field district to determine what they thought about topics like factors that have influenced them in pursuing a career in hospitality industry.

The goal of employing the population scope was to research the elements that impacted pupils in their last year of University Malaysia Kelantan to the factors that have influenced them in pursuing a career in the hospitality industry. This is because, to find out more whether final year students in the field of hospitality want to continue their career after graduation in this field. Another goal of the population sample study, which was limited to final year students at University Malaysia Kelantan campus Kota, was to ensure that the research undertaken, particularly the data search procedure, could be accurately searched and evaluated.

3.4 SAMPLE SIZE

The sample size is used in research to estimate the estimated number of participants and can be used to represent a specific sample. The number of participants or observations that are included in a study can also be referred to as the sample size. Each person in the word "example" denotes a subject. The number of individuals in the example as a whole is the test size, which is indicated by the letter "n."

The sample size should not be fewer than 30 in relationship survey research. Then, more than 50 samples are needed for causal-comparative and experimental

research. 50 samples should be selected for each important subgroup of the population, and 20 to 50 samples should be selected for each smaller subgroup.

The phrase "sample size" in this research refers to how many people are taking part selected from the general sample to be considered based on the sample of a particular study. After the researcher identified the population selected, the sample size needed to be determined according to those tables. Hence, in this study, According to Krejcie and Morgan's chart from 1970, the sample size for this study was based on a 118-person sample of all hospitality final-year students at the University Malaysia Kelantan Campus Kota.

According to information from 'Faculty Hospitality, Tourism dan Wellness', there are 170 students in the hospitality major who are in their last year. Consequently, a total of 170 students will be included in this study as respondent. Consequently, the study's sample size will only be 118 people from the total population. This is because according to the table below that is (Source Krejcie and Morgan, 1970). As a conclusion, the importance of this sample size is that research results are directly influenced by sample size calculations.

UNIVERSITI
MALAYSIA
KELANTAN

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note: N is population and S is the sample size

Figure 1: Table for selecting the appropriate size of the population sample (Source: Morgan and Krejcie, 1970)

3.5 SAMPLING METHOD

A predetermined number of observations are chosen by researchers from a bigger sample or population as a component of the statistical analysis' sampling process. Depending on the type of study being conducted, the sample technique may entail systematic sampling or just plain random sampling. Probability The two categories of sampling procedures are and non-probability sampling approaches. This sampling technique ensures that each person in the sample being examined with a likelihood of inclusion in a randomly chosen sample. It also goes by the name "random sampling." the stratified sampling, systematic sampling, cluster sampling, and multi-stage sampling are the simple random sample, five different forms of sampling. Contrarily, non-probability

sampling places a greater emphasis on the researcher's capacity to select the sample on their own.

Among the sampling methods that are best used for surveys is straightforward random sampling. A desirable sampling strategy is simple random sampling. An acceptable sampling technique is systematic sampling. Stratification might minimize sampling blunders. When every person in a population belongs to a particular group, think about utilizing random cluster sampling.

In this study, all measurements pertaining to the three variables identified- nature of work, salary and benefits, and previous work experience-were based on factors that influenced them in seeking a job in the hotel sector. All variables were therefore deemed trustworthy and appropriate for the investigation. In terms of instruments validity, a pre-test with several respondents will be conducted. The pre-goal test's is to make sure the questionnaire is unrestricted of any biased questions.

In conclusion, Research can greatly benefit from sampling. This is one of the main factors that affects how reliable your research or survey results will be. If there are any problems with our sample, the final product will make them very evident.

3.6 DATA COLLECTION PROCEDURE

According to Shamoo & Resnik (2003), several analytical procedures provide data collection methods in research projects. Primary data are used in this study. The primary data, which is the best kind of data in the research, is often acquired from the source where the original statistics are received. Primary data is information that researchers have collected directly from the source through experiments, surveys, and

interviews. The best type of data for the study is considered to be primary data, which is frequently obtained from the same sources as the original statistics.

A questionnaire administered via Google Form was utilized in this investigation. During this situation, questionnaire is used to collect information on the factors of the study such as social status, salary/benefits and nature of work that have influenced final year students in University Malaysia Kelantan (UMK) in pursuing a career in the hospitality industry. The questionnaire is supplied online and collects final year students in the hospitality industry data. Online surveys were conducted since it would be simpler for researchers to gather replies from University Malaysia Kelantan (UMK) final year student respondents about pursuing a profession in the hospitality sector.

3.6.1 PILOT TESTING

A pilot test is a brief preliminary investigation carried out in research to evaluate a proposed research study before a larger-scale presentation. The methodologies and processes used in the bigger research are often applied to this smaller study. A pilot study's main objective is to determine if the planned major research is feasible. The cost and sample size needed for the more extensive inquiry may also be determined using the results of the pilot test. The modified questionnaire underwent pilot testing in accordance with Dillman's (2007) proposal to find concerns with understanding and word review (2007). The pilot test group consisted of 30 University Malaysia Kelantan (UMK) final-year hospitality students. Pilot testers assessed the questionnaire's readability after they had completed it. A few small formatting modifications were made to the questionnaire after looking at the results of the pilot test, including formatting changes for several instructions, a revamped web page, and the inclusion of a feature for tracking progress.

Reliability analysis is the idea that a scale should accurately reflect the construct it is measuring across time. In some cases, and under some circumstances, it may be useful. In order to address this problem, Cronbach (1951) created a measurement that is now often employed in dependability analysis. This measurement is roughly equal to dividing the data in half, then calculating the correlation coefficient for each half. Similar to the average of these numbers is Cronbach's alpha. In reliability analysis, alphas come in two different varieties. The standard variation is the first. It is usual to use the second version. When a scale's elements are combined to produce a single score, the standard version of alpha is employed. When a scale's elements are standardized before being summed, the standardized form of alpha is utilized. Kline (1999) determined that a reliability analysis' acceptable level of alpha for IQ tests is 0.8 while a reliability analysis' acceptable level of alpha for ability tests is 0.7.

3.7 RESEARCH INSTRUMENT

The most common method used by studies to accomplish their study goal is the research instrument. The tool is made to gather information from responders for scientific reasons. There are various kinds of research instruments, according to Edekin (2012), including questionnaires, interviews, and achievement exams. For the purpose of this study, questionnaires were chosen as the assessment technique to gather data from participants. A questionnaire is a collection of questions from several areas (McLeod, 2018). The information from the survey is sometimes referred to as the research's primary data. This is because no referrals from outside sources were used; instead, data was collected directly from respondents. The questionnaire method is used in this case. Because it has been standardized, it is more straightforward to monitor. Furthermore, this

strategy is well-suited for large groups. A sufficient number of responders to enable the researcher to receive the information in a timely manner.

The survey is divided into three sections, known as section A, B, and C. Each respondent's personal information will be gathered for this study through this questionnaire. To avoid any issues during the respondent's attempt to complete the survey, the questionnaire is also written in two languages, English and Malay.

Section A of the questionnaire goes into great depth about the respondent's demographics. Gender, age, race, marital status, and their experience worked in hospitality industry. A respondent should select an alternate question from Section A based on their own point of view, presented in the following way. It is also utilized to get personal information on the respondent, which was gathered for this investigation. Section B will investigate the independent variable, there is the factors that have influenced final year students' university Malaysia Kelantan in pursuing a career in the hospitality industry about social status, salary/benefits and nature of work in hospitality industry. On the other hand, Section C contains questions about dependent variables. It will discuss their factors that have influenced in pursuing a career in hospitality industry.

A questionnaire study was conducted using the Likert Scale method. According to Ogden and Lo (2012), established response forms and attitudes or opinions could be used to determine the scale of Likert's shape or frequency. Many academics dispute whether to use a three-point scale or a five-point scale when evaluating data when using the Likert scale. People can select between two possibilities using the Likert scale, which has five possible outcomes. To gather the necessary information for this inquiry, a comprehensive questionnaire was created. For this study, the 5 point of scales Likert with a closed questionnaire scale of 1 The following scale was used: 1 (Strongly Disagree), 2

(Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). Below is an example of a Likert 5 point.

3.8 DATA ANALYSIS

Data analysis is a mechanism for processing research data utilizing logical techniques to organize, systematize, and turn massive amounts of acquired data into understandable components that deduce a conclusion. The method employed by researchers to study the numbers in quantitative research, where the data is expressed as numerical figures, is a statistical analysis that aids in the development of crucial intuitions. When doing research trials, several stages must be followed. In a nutshell, it is a process that involves the use of statistical practices in the compilation, description, representation, evaluation, and interpretation of data. As a result, it is critical to have a clear knowledge of the research's objectives when doing the analysis. As a result, descriptive analysis is a frequently employed technique in quantitative approaches. The researchers also employed the SPSS version of the study to investigate statistical data analysis. When it comes to data entry and analysis, SPSS is a program-based window that allows you to generate tables and pie charts for data entry and analysis. Researchers collect data for this study's data analysis, including frequency analyses, descriptive analyses, correlation analyses, and reliability analyses, among other procedures.

3.8.1 DESCRIPTIVE STATISTICS

In this study, using descriptive analysis, which explains the fundamental characteristics of the information. By synthesizing and identifying trends in the acquired data, it offers research assistance. The numerical average of a set of values has a symbolic connotation, known as the Median. Next, the model of a set of

values is the most common value in the set, and percentages are commonly utilized to explain how a group of respondents is connected to the data. This data analysis should be conducted according to the research objectives, and the research strategy is chosen for this project. Before applying descriptive methods, the researcher must clearly understand the research issue and what they convey. For example, a percentage representation of the gender distribution of responders is preferable. Because descriptive analysis is primarily used for single variable analysis, it is the best choice when doing a research study with small sample size and when a large number of participants is not required.

3.8.2 CORRELATION ANALYSIS

Correlation, often known as correlation analysis, is a word used to describe the relationship between two or more quantitative variables. The Pearson product-moment correlation is used to determine the linear relationship between two variables. The correlation coefficient, on the other hand, may not always be a useful predictor of dependency in a non-linear connection. The analysis of the strength of the link with the statistical data presented is the process that takes place.

It is possible for the correlation coefficient to range from -1.0 to 1.0. Or, to put it another way, the readings cannot be more than 1.0 or lower than -1.0. Perfect negative correlation is represented by a value of -1.0, and perfect positive correlation is represented by a value of 1.0. Positive correlation is shown by a correlation coefficient over zero. But there is a negative association when the value is smaller than zero. There is no connection between the two variables if the value is zero.

3.9 SUMMARY

The methods used in this study are intended to achieve the goals of the objectives listed in Chapter 1. Then, employ the quantitative analysis that was covered in this part. This chapter has discussed the design of the study, intended audience, size of the sample, and sampling technique, data collecting process, both a research tool and data analysis. Additional to that, this section also covers descriptive, correlational, and reliability data analysis. Additionally, this chapter contains brief ideas that might be used to data collection and analysis once they have been supplied.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter elaborates the findings from an analysis of the information gathered through the distribution of a survey to 124 respondents who is final year student hospitality in University Malaysia Kelantan. This chapter discusses the survey findings. The findings from the descriptive analysis, correlation analysis, reliability analysis, pilot test, Pearson correlation coefficient analysis and discussion based on research objective.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

124 participants took part in the survey with the aid of filter questions, and the demographic profile results were compiled and summarized. Gender, race, age, marital status, and have you ever worked in the hospitality sector are the demographic questions that were included in the questionnaire. Table 4.2.1 below displays the demographic profile's executive summary.

Table 4.2.1 Summary of Demographic Profile

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Female	95	76.7
	Male	28	22.6
Race	Chinese	5	4.0
	Indian	5	4.0

	Malay	109	87.9
	Other	4	3.2
Demographic	Categories	Frequency (N)	Percentage (%)
Age	21 years old	3	2.4
	22 years old	16	12.9
	23 years old	45	36.3
	24 years old	58	46.8
	21-30 years old	1	0.8
Marital status	Married	8	6.5
	Single	115	92.7
Have you ever worked in hospitality industry?	No	56	45.2
	Yes	67	54.0

GENDER

The table displays the respondents' gender distribution based on the data from the table above. There were 124 responders in all. In this study, female respondents outnumbered male respondents by a margin of 76.7% (N=95) to 22.6% (N=28).

RACE

The race distribution among the respondents is seen in table above with 87.9 percent (N=109) respondents, Malay is the race group with the most participants in the survey, followed by Chinese and Indian which share the same percentage which is 4.0%

(N=5) respondents. And the last group race is other, that followed with 3.2% (N=4) respondents.

AGE

Table 4.2.1 displays the distribution of ages. Five age categories were assigned to the respondents. With 46.8% (N=58) respondents, the age group of 24 received the most responses, followed by the age group of 23 with 36.3% (N=450) respondents. The third-largest category is 22 years old with 12.9% (N=16) respondents and then followed by group age 21 years old with 2.4% (N=3) respondents. The group aged 21 to 30 has the fewest respondents (0.8%; N=1).

MARITAL STATUS

The percentage of respondent's marital is shown in table 4.2.1 The highest percentage of respondents that is single is 92.7 percent (N=115). And the lowest percentage is married which is with percentage 6.5% (N=8) respondents.

HAVE YOU EVER WORK AT HOSPITALITY INDUSTRY?

Table 4.2.1's outcome, as shown in the table, indicates who is have ever work at hospitality industry of the respondents. The total respondents are 124 respondents. In this study, respondents that have worked is 54.0% (N=67) respondents as compared to 45.2% (N=56) for respondents who have never worked.

4.2.2 Descriptive Analysis (Independent Variable and Dependent Variable)

Table 4.2.2 Descriptive Analysis of Social Status

	N	Minimum	Maximum	Mean	Std. Deviation
I talk to my friends with pride about my future career in hospitality industry	123	1	5	3.72	.854
Working in hospitality industry is regarded as an important and beneficial service to society	123	1	4	2.95	1.360
There are good opportunities for promotion and advancement in hospitality industry	123	1	4	3.12	1.265
Hospitality staff are valued in the society	123	1	5	3.87	.757
I Believe that my personality and character fits well with the type of jobs in the industry	123	2	5	3.88	.685
I Believe that I will get an opportunity to use my skills and abilities working in the industry	123	1	5	4.05	.688
Valid N (listwise)	123				

The table showed the mean and standard deviation statistics of respondents on the social status. 'I believe that I will get an opportunity to use my skills and abilities

working in the industry' scored the greatest mean value, which was 4.53, where the respondents agreed that social status of 'I believe that I will get an opportunity to use my skills and abilities working in the industry' motivated respondents in pursuing a career in the hospitality industry. Meanwhile, the lowest mean was 'working in hospitality industry is regarded as an important and beneficial service to society' with the mean value 2.95, where respondents slightly agreed that this 'working in hospitality industry is regarded as an important and beneficial service to society' motivated respondents in pursuing a career in the hospitality industry. From the data set from 123 respondents with the standard deviation of most of the lowest values of 1, showing a value close to the mean while the standard deviation greater than 1, it shows more dispersed values.

Table 4.2.3 Descriptive Analysis of Salaries and Benefits

	N	Minimum	Maximum	Mean	Std. Deviation
Hospitality industry offering a good starting salary	123	1	5	3.86	.772
Working hours are too long in the hospitality industry	123	1	4	3.09	1.201
Considering long hours worked pay should be higher	123	1	5	4.37	.729
Staff meals is an important in the salary package	123	1	5	4.21	.727
I can earn a high income during this hospitality career	123	1	5	3.91	.768
Valid N (listwise)	123				

The table showed the mean and standard deviation statistics of respondents on the salaries and benefits. 'Considering long hours worked pay should be higher' has recorded the highest mean value, which was 4.37, where the respondents agreed that salaries and benefits of 'considering long hours worked pay should be higher' motivated respondents in pursuing a career in the hospitality industry. The least significant mean, with a mean value of 3.09, was "working hours are too long in the hospitality industry," and respondents there agreed that salaries and benefits of "working hours are too long in the hospitality industry" encouraged respondents to pursue a career in the sector. From the data set from 123 respondents with the standard deviation of most of the lowest values of 1, showing a value close to the mean while the standard deviation greater than 1, it shows more dispersed values.

Table 4.2.4 Descriptive Analysis of Nature of Work

	N	Minimum	Maximum	Mean	Std. Deviation
I find jobs in hospitality industry interesting	123	1	5	4.07	.680
I think that jobs in hospitality are worth doing	121	1	5	4.00	.658
Considering the working hours and workload pay is good in hospitality industry	123	1	5	3.93	.737
Jobs in the hospitality industry are challenging	123	1	5	4.17	.686
I am happy to tell other that I am training to work in hospitality	123	1	5	4.05	.711
I believe that hospitality work is very stressful and pressured	123	1	5	3.91	.859

I can make a friend easily with people working in hospitality	123	1	5	4.02	.741
Physical working condition generally good in hospitality industry	123	1	5	4.00	.747
Valid N (listwise)	121				

The respondents' mean and standard deviation statistics for salary and benefits were displayed in the table. The response group that agreed that the nature of the work of "Jobs in the hospitality industry are challenging" pushed respondents to pursue a career in the hospitality industry had the highest mean value, which was 4.17. The lowest mean, however, was 'I believe that hospitality work is very stressful and pressured,' with a mean value of 3.91. Here, the respondents agreed that the nature of the work of 'I believe that hospitality work is very stressful and pressured' motivated respondents to pursue a career in the hospitality industry. While the standard deviation greater than 1 indicates more dispersed values, the data set from 123 respondents with the standard deviation of most of the lowest values of 1 reveals a value close to the mean.

Table 4.2.5 Descriptive Analysis of Pursuing a career in Hospitality Industry

	N	Minimum	Maximum	Mean	Std. Deviation
I strongly believe that whatever I learn in this course will be useful in my future career	123	1	5	4.17	.721
I strongly believe I knew enough about the hospitality industry before I chose this course	123	1	5	3.89	.777
I think hospitality courses offer more practical skill training than academic work	123	1	5	4.08	.731

I chose this industry because of the opportunities to travel overseas	123	1	5	3.83	.875
One can get ahead in hospitality industry without having high level of education	123	1	5	3.81	.853
Opportunities for employment in hospitality industry is high	123	1	5	4.07	.770
Hospitality industries give opportunities to meet and communicate with different people	121	3	5	4.26	.571
I believe that hospitality industry offers a flexible work	123	1	5	3.93	.856
Valid N (listwise)	121				

The table showed the mean and standard deviation statistics of respondents on the salaries and benefits. 'Hospitality industries give opportunities to meet and communicate with different people' has recorded the highest mean value, which was 4.26, where the respondents agreed that nature of work of 'Hospitality industry give opportunities to meet and communicate with different people' motivated respondents in pursuing a career in the hospitality industry. The lowest mean, with a mean value of 3.81, was "One can succeed in the hospitality industry without having a high level of education," and the respondents therein concurred that the nature of the job "one can succeed in the hospitality industry without a high level of education" encouraged them to pursue a career in the sector. From the data set from 123 respondents with the standard deviation of most of the lowest values of 1, showing a value close to the mean while the standard deviation greater than 1, it shows more dispersed values.

Table 4.2.6 Independent and Dependent Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
Social Status	123	1.83	4.50	3.5976	.44195
Salaries and Benefits	123	1.00	4.80	3.8894	.49070
Nature of Work	123	1.13	5.00	4.0184	.53038
Pursuing a career in hospitality industry	123	1.00	5.00	4.0004	.59757
Valid N (listwise)	123				

The independent variables (IV) and dependent variable (DV) mean, standard deviation, and number of respondents were all displayed in the table. The nature of work had the highest mean score among the independent variables (IV), with a score of 4.0184, followed by salary and benefits (3.8894) and social standing (3.5976). The industry of hospitality was one of the dependent variables (DV) with a mean score of 4.0004.

The nature of work, which had a standard deviation of .53038, was the independent variable (IV) with the largest standard deviation, followed by salary and benefits (.49070), and social status (.44195). The pursuing a career in the hospitality sector dependent variable's (DV) standard deviation is .59757.

4.3 RESULT OF REABILITY TEST

Reliability analysis shows how stable and consistent a measure is without any bias and helps figure out how "good" the measure is (Sekaran, 2003). The collected data was subjected to a reliability test in order to obtain the results of the pilot research. The higher the alpha value, the more dependable the terms in a survey are to one another (Tavakol & Dennick, 2011). A reliability test's reliability is gauged by the Cronbach's alpha coefficient. Based on the survey's results, researchers can

determine whether this was accurate, trustworthy, and comprehensible by the respondent.

4.3.1 Cronbach's Alpha Coefficient Value

Table 4.3.1 displays the Cronbach's alpha coefficient value in accordance with the general norm.

Table 4.3.1: Cronbach's Alpha Coefficient Value

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.3.1 demonstrates that the item's internal consistency is larger and more reliable for survey purposes the higher and closer the Cronbach's alpha value is. Cronbach's alpha must be better than 0.5 in order for internal consistency to be deemed satisfactory. When a Cronbach's alpha coefficient is greater than 0.7, it indicates strong dependability.

4.3.2 Pilot Test Results

Before the actual data collection started with a pilot test of 30 respondents who completed the questionnaire was conducted with 124 total respondents. A pilot test was conducted before the actual questionnaire was distributed to identify any possible errors in the questionnaire, such as unclear questions, that might have been overlooked. As a result, researchers have the opportunity to detect and correct any issues that may

arise in developing the questionnaire and be able to distribute the actual questionnaire.

Table 4.3.2 shows the survey's pilot test results.

Table 4.3.2 Pilot Test Result

Construct	Cronbach's Alpha	No of Item	N
Social Status	0.876	6	30
Salaries and Benefits	0.954	5	30
Nature of Work	0.930	8	30
Factor that has Influenced a Career in Hospitality Industry	0.789	8	30
All Variable	0.910	27	30

This table shows evidence about the dependability of four factors. Cronbach's Alpha was applied to investigate the consistency of the 27 items, which served as a measurement of the four different constructs. The coefficients of all the constructs from unacceptable to good according to the results. Furthermore, the result is above 0.7 indicating that this questionnaire can be disseminated, and the survey can proceed. According to the statistics, the coefficient for salaries and benefits has the highest coefficient with a result of reliability testing of 0.954 (excellent), while the coefficient for factor that has influenced a career in hospitality industry has been found to be the lowest at 0.789 (acceptable).

4.3.3 Social Status

Table 4.3.3: Result of Reliability Coefficient Alpha for Social Status.

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Social Status	6	0.876	Good

Table 4.3.3 shows the results of reliability statistics for social status. Measuring the perceptions among final year students in University Malaysia Kelantan to the factors that have influenced them in pursuing a career in the hospitality industry, 6 questions were used. There were shown, this question's Cronbach's Alpha result was 0.876, which was considered good. This makes the coefficients found for the social status question's variables credible.

4.3.4 Salaries and Benefits

Table 4.3.4: Result of Reliability Coefficient Alpha for Salaries and Benefits.

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Salaries and Benefits	5	0.954	Excellent

Table 4.3.4 shows the results of reliability statistics on salaries and benefits. 5 questions were asked to obtain the variables of perceptions among final year students in University Malaysia Kelantan to the factors that have influenced them in pursuing a career in the hospitality industry. The results show that this question's Cronbach's Alpha, which delivers an exceptional result, is 0.954. Consequently, the coefficients found for the inquiries in the salaries and benefits variables are reliable.

4.3.5 Nature of Work

Table 4.3.5: Result of Reliability Coefficient Alpha for Nature of Work.

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Nature of Work	8	0.930	Excellent

Table 4.3.5 shows the results of reliability statistics on nature of work. 8 questions were asked to obtain the variables of nature of work that have influenced perceptions among final year students in University Malaysia Kelantan in pursuing a career in the hospitality industry. The results show that this question's Cronbach's Alpha, which delivers an exceptional result, is 0.930. In light of this, the coefficients found for the problems in nature of work variables are reliable.

4.3.6 Factor that has Influenced a Career in Hospitality Industry

Table 4.3.6: Result of Reliability Coefficient Alpha for Factor that have Influenced a Career in Hospitality Industry

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Factor that has Influenced a Career in Hospitality Industry	8	0.789	Acceptable

In measuring the final year students in University Malaysia Kelantan, the factors that have influenced them in pursuing a career in the hospitality industry. 8 questions were used for this section. The Cronbach's Alpha result for this

question has got a total of 0.789, which yields as acceptable. The results of the coefficients for the independent variable questions are reliable and research can be continued.

4.4 RESULT OF INFERENTIAL ANALYSIS

Inferential analysis has used to draw inferences about a bigger group of people in which are interested. The sampling error and confidence interval are directly influenced by the sample size and degree of research data variability. The statistical significance of the inferential statistics that we employ to assess correlations between the variables in the data set is also influenced by these two features of the created data. (Andereck, 2017).

4.4 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Pearson's Correlation Coefficient analysis used to examine the relationship between independent variables: social status, salary/benefit, and nature of work, with the dependent variable: factors pursuing a career in hospitality industry. Based on the magnitude of the correlation, Pearson correlation is used to assess the strength of a link between an independent variable and a dependent one. The following table displays the researchers' guideline coefficient correlations and strength of relationship.

Table 4.4.1: Coefficient Correlation and Strength of Relationship

Correlation Coefficient(r)	Strength of Relationship
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong

(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

1st Hypothesis

H1: There is a significant connection between social status and pursuing a career in Hospitality Industry.

Based on this hypothesis, the relationship between social status and pursuing a career in Hospitality Industry respectively, are independent and dependent variables. Social status is one of cause pursuing a career in hospitality industry. The Pearson correlation value is 0.117. This suggests that the intensity of the relationship between social status and pursuing a career in hospitality industry is very weak.

Table 4.4.2: The Pearson Correlation Result for hypothesis 1

Correlations			
		IV1	DV
IV1	Pearson Correlation	1	.117
	Sig. (2-tailed)		.199

	N	123	123
DV	Pearson Correlation	.117	1
	Sig. (2-tailed)	.199	
	N	123	123

2nd Hypothesis

H2: There is a significant relationship between salary/benefit and pursuing a career in Hospitality Industry.

Based on this hypothesis, the relationship between salary/benefit and pursuing a career in Hospitality Industry respectively, are independent and dependent variables. Salary and benefit are one of cause pursuing a career in hospitality industry. The Pearson correlation value is 0.511. This suggests that the intensity of the relationship between salary/benefit and pursuing a career in hospitality industry is medium.

Table 4.4.3: The Pearson Correlation Result for hypothesis 2

Correlations			
		IV2	DV
IV2	Pearson Correlation	1	.511**
	Sig. (2-tailed)		.000
	N	123	123
DV	Pearson Correlation	.511**	1
	Sig. (2-tailed)	.000	
	N	123	123

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

3rd Hypothesis

H3: There is a significant relationship between nature of work pursuing a career in Hospitality Industry.

Based on this hypothesis, the relationship between nature of work and pursuing a career in Hospitality Industry respectively, are independent and dependent variables. Nature of work is one of cause pursuing a career in hospitality industry. The Pearson correlation value is 0.709. This suggests that the intensity of the relationship between nature of work and pursuing a career in hospitality industry is strong.

Table 4.4.4: The Pearson Correlation Result for hypothesis 3

Correlations			
		IV3	DV
IV3	Pearson Correlation	1	.709**
	Sig. (2-tailed)		.000
	N	123	123
DV	Pearson Correlation	.709**	1
	Sig. (2-tailed)	.000	
	N	123	123
**. Correlation is significant at the 0.01 level (2-tailed).			

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

The discussion objective of this research is to determine all the relationship among variables. There were three independent variable which are social status, salaries and benefits, and nature of work and the dependent variable is factor that have influenced

a career in hospitality industry were reliable. The study revealed a moderate link between the independent and dependent variables. Salary and benefits, with a correlation value of 0.954, have the highest correlation. The element that has had the least influence on a career in the hospitality industry has a correlation value of 0.789. The Pearson correlation between the nature of work and choosing to work in the hospitality sector is 0.709. It demonstrates the close connection between the nature of work and choosing a profession in the hospitality sector.

4.6 SUMMARY

Chapter 4 defines the results of the descriptive analysis, the reliability analysis pilot test, the analysis of the Pearson correlation coefficient, and the discussion. These qualities were both significant and positively correlated with the factors that led final-year students at University Malaysia Kelantan to select a profession in the hospitality industry. Every hypothesis is also supported because the p-value is less than 0.05.

CHAPTER 5

CONCLUSIONS

5.1 INTRODUCTION

The discussion and resolution are the chapter's main points. There will be an introduction, a summary of the research findings, limitations, recommendations, and a conclusion. This chapter discusses the conclusions from Chapter 4. Additionally, this chapter offers ideas that could be used to this research in the future. The researchers discuss their findings in regard to this research as they wrap up this chapter.

5.2 RECAPITULATION OF THE FINDINGS

The findings from the preceding chapter 4 (Result and Discussion), which are based on the study's objectives, problems, and hypothesis, will be summarised in this study. The recap of this study aims to understand about the factors that have influenced final years student's university Malaysia Kelantan in pursuing a career in the hospitality industry. This study is focused on final year students of courses Hospitality under Faculty of Hospitality, Tourism and Wellness who study at University Malaysia Kelantan Campus Kota only. The researcher has obtained a total of 123 respondents to complete this study. Students who have collaborated in the study are from the age of 21 years old until 24 years old. In addition, this study also investigates three factors that influence them in pursuing a career in hospitality industry. Among the factors are social status, salary/benefit, and nature of work. The findings of the study showed that social status, salary/benefit, and nature of work have a relationship that pursuing a career in hospitality industry. To obtain the findings of the study, researchers have used descriptive statistics, reliability statistics, and Pearson correlation coefficient to analyze the data using SPSS.

5.2.1 SOCIAL STATUS

RO 1: What is the relationship between social status toward factor that have influence in pursuing a career in hospitality industry?

RQ 1: To examine the relationship between social status toward factor that have influence in pursuing a career in hospitality industry.

H1: There is significant relationship between social status and factor that have influenced in pursuing a career in hospitality industry.

Pearson Correlation value (r-value) for social status weak (0.117). This shows that social status was very weak related and significant to pursuing a career in hospitality industry and was still at the lowest among the three independent variables. The (p-value) of social status is 0.199 which is higher than the highly significant level .0001. In addition, with this hypothesis is accepted where there is a relationship between social status and factor that have influenced in pursuing a career in hospitality industry is significant. The results of the study reviewed by the researcher have achieved the objectives of the first research, answered the first research question, and fully supported the first research hypothesis.

5.2.2 SALARY/BENEFIT

RO 2: What is the relationship between salary/benefit toward factor that have influence in pursuing a career in hospitality industry?

RQ 2: To examine the relationship between salary/benefit toward factor that have influence in pursuing a career in hospitality industry.

H2: There is significant relationship between salary/benefit and factor that have influenced in pursuing a career in hospitality industry.

Pearson Correlation value (r-value) for salary/benefit medium (0.511). This shows that salary/benefit was positive related and significant to pursuing a career in hospitality industry. The (p-value) of salaries and benefits is Less than the extremely significant level of.0001 is 0.000. Aside from that with this hypothesis is accepted where there is a relationship between salary/benefit and factor that have influenced in pursuing a career in hospitality industry is significant. The results of the study reviewed by the researcher have achieved the objectives of the second research, answered the second research question, and fully supported the second research hypothesis.

5.2.3 NATURE OF WORK

RO 3: What is the relationship between nature of work toward factor that have influence in pursuing a career in hospitality industry?

RQ 3: To examine the relationship between nature of work toward factor that have influence in pursuing a career in hospitality industry.

H3: There is significant relationship between nature of work and factor that have influenced in pursuing a career in hospitality industry.

Pearson Correlation value (r-value) for nature of work was strong (0.709). This shows that nature of work was positive related and significant to pursuing a career in hospitality industry. The (p-value) of nature of work is 0.000 which is less than the highly significant level .0001. In addition, with this hypothesis is accepted where there is a relationship between nature of work and factor that have influenced in pursuing a career in hospitality industry is significant. The results of the study reviewed by the

researcher have achieved the objectives of the third research, answered the third research question, and fully supported the third research hypothesis.

5.3 LIMITATIONS

An invaluable and crucial technique for finishing the investigation was encountered throughout. However, if the research proceeds as planned, there are some limits that cannot be avoided. The current study has a number of shortcomings that must be noted. The study's primary shortcoming is the time constraint of several months to complete the entire data collection. The researcher has tried to get respondents quickly in a short time.

In addition, the reluctance of respondents to cooperate with the online survey's questions. Most of the students have ignored our questionnaire due to their current situation. Since it is thought to be simple to obtain respondent data effectively online, no data can be collected face-to-face because it is difficult for researchers to locate students to conduct a face-to-face survey. Few people have responded to online surveys that were shared through Facebook pages, Instagram, and WhatsApp groups. To get the respondents to participate in the survey, the researcher had to ask and beg them constantly.

5.4 RECOMMENDATIONS

First of all, the researcher would like to give some recommendations to improve this study, among them recommendations to students who are going to study in the field of hospitality, especially to students at University Malaysia Kelantan about the cost of SAH to do in-depth research before determining the career and direction of work that they will engage in after completing their studies in this field of hospitality. This is because, many students who take this field do not have any knowledge about the cost of hospitality, and cause that after they graduate, they may lack self-assurance to continue a career in this industry. So, prior knowledge about hospitality jobs is the most important.

In addition, the researchers also want to give recommendations to future researchers, as you already know, this research does use quantitative methods for better research purposes. Nevertheless, for future studies, future researchers may be able to use qualitative methods to find information since it uses a different approach and may obtain different information than using quantitative methods. The purpose of using different methods is to determine if there are different results from previous research. For example, when using quantitative methods, researchers may not receive specific data but, when using qualitative methods, future researchers are more likely to receive accurate and different data than current researchers.

Next, the current study only focuses on three factors, namely social status, salary/benefit, and nature of work to determine the perception among final year students at University Malaysia Kelantan of the cost of Hospitality to influence them to pursue a career in the hospitality industry. However, there may be many more impacts that can play an important role in determining the impact among final year students or further expand the number of respondents to all students who take Hospitality costs at University

Malaysia Kelantan. Therefore, for the benefit of future researchers, they may be able to recommend additional variables related to pursuing a career in the wider hospitality industry to pursue new findings in their studies.

5.5 SUMMARY

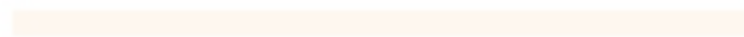
As the conclusion, this research has been carried out to explore factor that have been influenced final year student in pursuing their career in hospitality industry. The influential factors (independent variables) which are social status, nature of work and salary/benefit are giving impact to the pursuing a career in hospitality industry (dependent variable) among the final year student in University Malaysia Kelantan. As mentioned in Chapter 3, researchers were using a Google Form with 123 respondents were administered among respondents who are final year student in hospitality course answer these questionnaires. This is due to the fact that using Google Forms makes it simpler for respondents to respond to all questionnaires, which in turn helps the researcher save time and money.

The results of the questionnaire survey were analyzed using a variety of methods, including descriptive analysis, correlation analysis, reliability analysis, pilot test, and study of the Pearson correlation coefficient. Next, a programmed known as Statistical Package for the Social Science (SPSS) was used to examine the results from the previous chapter as well as all of the data from the questionnaire. The researcher chose this software since it is simple to get all of the Google Form's findings. Lastly, more to summarize and conclude the final result based on data analysis. For this research, all the hypothesis which are (H1, H2 and H3) stated are accepted. Besides, limitations and recommendations also were carried out for this research and hoping that it can be used

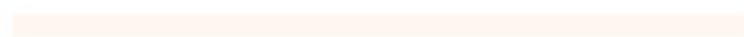
for further studies. Thus, it also hoped that all the information provided throughout this research will help the next researcher.



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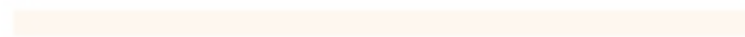
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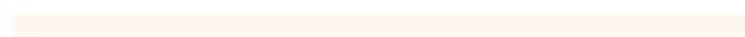
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