

Career Fit and Career Satisfaction of NMDC Business Management Graduates

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Abstract

It is very important that people are making the right career choices as they have a huge impact on their future. There are several factors affecting career choice decision, such as external factors, job-related factors and personal factors, etc. Understanding what factors are influencing and how they are affecting career fit can help us better understand about career choice and it can lead to making the right career decision. Choosing a right career is not only important in a person's life, but also vital for the organizations. This study focuses on business management graduates' career fit and what factors are affecting their career fit. The objectives of the study are to investigate the influencing career choice factors on career fit and to analyze the effect of career fit on career satisfaction of business management graduates from National Management Degree College (NMDC). Ninety-three of NMDC business management graduates who currently have careers are selected to participate in the study. Among the external factors, family factor has significant effect on not only person-job fit but also person-organization fit, and school factor has effect on person-organization fit. It is found that in job-related factors, career growth and company brand factors have significant influence on both person-job fit and person-organization fit. Among the personal factors, interest factor and skills factors have significant effect on person-job fit while value factor has significant influence on person-organization fit. Career fit of both person-job fit and person-organization have significant influence on career satisfaction.

Key Words: Career Choice Factors, Career Fit, Career Satisfaction

Introduction

Choosing a career is one of the most difficult decisions in life as it plays a vital role and has a huge impact on life. This is a widely discussed topic since people were young as they have to spend a lot of our time on careers. According to Rachel Premack (2018), the average person spends more than 90,000 hours in lifetime at work and it affects personal lives. People need to be very careful about career choices and there are several factors affecting the career choice, such as external factors, job-related factors, personal factors, etc.

Choosing a career is easy, but choosing a right career is not easy. It is not only very important to choose the right career which is a good fit, but also people need to be satisfied and happy in those careers. Wrong career decisions can have many negative consequences in life. A career fit includes two types – P-J (Person-Job) fit and P-O (Person- Organization) fit, and people need to be a good fit with both the job and organization. Life is short and people need to spend most of their time of life in careers. Thus, people need to be satisfied and proud of their careers. Individuals who are not fit with the jobs and organizations are not productive. Job satisfaction is vital not only to the individuals but also to the organizations. Performance of organizations largely depends on the performance of the employees, and the performance of the employees largely depends on the how they are satisfied with the jobs.

The focus of this study is the career fit of business management graduates of NMDC (National Management Degree College), and factors that are influencing their career fit. This also includes how their career fit is affecting career satisfaction.

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Method of the Study

The primary focus of the study is how influencing career choice factors (external factors, job-related factors and personal factors) are affecting the career fit of business management graduates of NMDC, and how their career fit is also affecting the career satisfaction is also analyzed.

In Myanmar, public universities are considered more prestigious than private universities. Among the public universities, NMDC is chosen because NMDC has good reputation about business management subjects and admission requirements can be regarded the highest among the business management programs in Myanmar. The focus is on NMDC business management graduates and thus, it may not cover the other aspects.

There are altogether 1,165 business graduates from NMDC (as at the end of academic year 2016-2017). According to Yamane, the recommended sample size is 93 at 90% confidence level.

$$\begin{aligned}n &= N/1 + Ne^2 \\ &= 1165/1 + 1165(0.1)^2 \\ &= 92.09\end{aligned}$$

Primary data are collected from 93 business management graduates of NMDC who currently have a career by using questionnaires with five-point Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Those 93 persons are selected by using proportionate stratified random sampling. Secondary and other necessary data are collected from previous research papers, journals, websites, textbooks, etc. accordingly. Multiple linear regression method is used for the study.

Objectives of the Study

- (1) To investigate the influencing career choice factors on career fit of NMDC business management graduates; and
- (2) To analyze the effect of career fit on career satisfaction of NMDC business management graduates

Conceptual Framework of the Study

The emphasis of the study is to find out how external factors, job-related factors and personal factors are affecting career fit of business management graduates, and how career fit is affecting career satisfaction.

External factors such as family, peer, school, role model and social factors are included in the study. This is because Myanmar young people are close with their families and teachers. People have friends and role models, thus they may also have an effect on career fit. Society also has a role in career decision-making processes as there are occupational stereotypes.

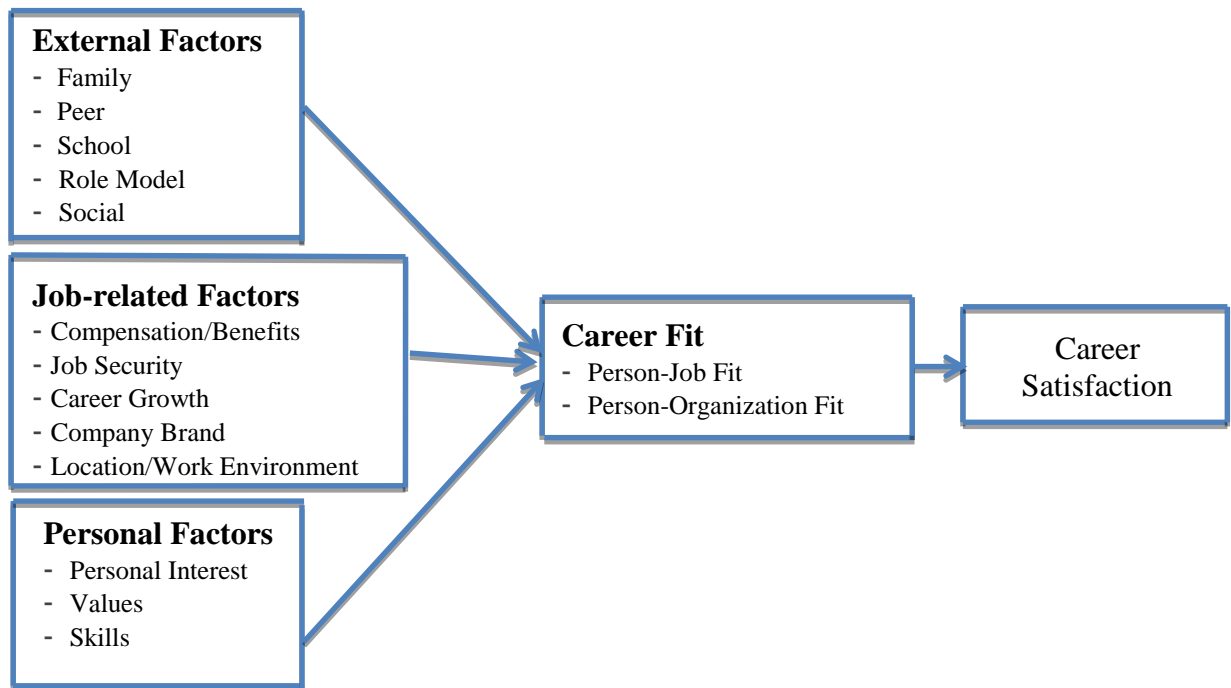
Job-related factors such as compensation/benefits, job security, career growth, company brand, and location/work environment are included in the study, as people care about compensation/benefits. For those who like security, they may think about job security factor, and some people may emphasize on career growth. Prestige of the organization is also important for some people. Location/work environment factor is also important for those who prefer convenience about work.

Personal factors such as personal interest, values and skills are included in the study, as these factors could be considered important in careers. Someone’s interests, values and what he or she is good at may be important in the careers.

People need to be fit with not only with the jobs but also with the organizations they work in. That’s why P-J fit and P-O fit are included in the study for career fit. It is also very important that people are satisfied and happy with their careers and thus career satisfaction is included in the study.

Figure (1) Conceptual Framework of the Study

INFLUENCING CAREER CHOICE FACTORS



Source: Own Compilation (2019)

Results/ Findings

Table (1) External Factors on Career Choice

No.	Description	Mean
1	Family Factor	3.94
2	Peer Factor	3.33
3	School Factor	3.32
4	Role Model Factor	3.45
5	Social Factor	2.77
Overall Mean		3.36

Source: Survey Data (2019)

As mentioned in Table (1), the overall mean value of the influence of external factors on career choice is 3.36, which is greater than the neutral mean value of 3. Thus, in general, respondents agree that there are external factors’ influence in career decision making processes. Family factor impact is the highest among the external factors, and they also mention the impact of peer, school and role model factors. But, respondents have slightly negative perspectives about social factor impact in choosing career. Social factor impact could be considered low nowadays, as people don’t pay much attention to

social factors, and they choose careers if they believe that those particular careers are right for them. Thus, role of social factor is not very important in making career choices.

Table (2) Job-related Factors on Career Choice

No.	Description	Mean
1	Compensation/Benefits Factor	3.54
2	Job Security Factor	3.89
3	Career Growth Factor	3.37
4	Company Brand Factor	3.48
5	Location/Work Environment Factor	4.12
	Overall Mean	3.68

Source: Survey Data (2019)

Respondents agree that there is the influence of job-related factors in choosing careers. As shown in Table (2), the overall mean value is 3.68, and respondents also agree that there is impact of individual factor such as compensation/benefits, job security, career growth, and company brand and location/work environment. Among the job-related factors, location/ work environment impact is found to be the highest, and it suggests that respondents put strong emphasis on whether it will be convenient for them to work and location of work in making career choices.

Table (3) Personal Factors on Career Choice

No.	Description	Mean
1	Personal Interest Factor	3.35
2	Values Factor	3.94
3	Skills Factor	4.06
	Overall Mean	3.78

Source: Survey Data (2019)

As shown in Table (3), overall value of the influence of personal factors on career choice is 3.78, and thus, respondents agree that there is the impact of personal factors such as personal interest, values and skills in career decision making processes. The highest impact among personal factors on career choice is skills factor, and this reflects that respondents like to choose careers based on what they are good at.

Table (4) Career Fit

No.	Description	Mean
1	Person-Job Fit (P-J Fit)	3.91
2	Person-Organization Fit (P-O Fit)	3.63
	Overall Mean	3.77

Source: Survey Data (2019)

Career Fit (P-J Fit) determines whether there is a match between a respondent and requirements of his or her career and Career Fit (P-O Fit) measures whether there is a match between respondents and broader organizational attributes and how well respondents fit with the values of their company and culture. The overall mean value of career fit is 3.77, which is very much higher than neutral mean value of 3 and it is very close to 4. Thus, this suggests that respondents agree that there is both P-J Fit and P-O Fit.

As shown in Table (5), F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.406 which means this model can explain 40.6% about the variance of dependent variable with the independent variable. Variance Inflation Factor (VIF) measures the degree of multi-collinearity and all the

values of VIF are just more than 1, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multi-collinearity problems in this model.

Table (5) Influencing External Factors on Career Fit (P-J Fit)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.989	.297		6.704	.000	
Family	.392***	.074	.540	5.282	.000	1.617
Peer	.105	.068	.167	1.551	.124	1.788
School	-.019	.050	-.032	-.372	.711	1.145
Role Model	.032	.077	.041	.422	.674	1.442
Social	-.008	.037	-.019	-.210	.834	1.207
R square				.438		
Adjusted R Square				.406		
Durbin Watson				2.019		
F Value				13.554***		

***, **, * significant at 1%, 5%, 10%

Source: Survey Data (2019)

Among the variables, only family factor is significant, and it is significant at 1% level. The family factor has positive relationship with the dependent variable which is career fit (P-J Fit). Parents know their children best and want the best for their children. Family members also know well about a person. Parents and family members can help a person choose the right job because of close relationships. Therefore, having family influence in choosing careers can lead to higher chances of person-job fit (P-J fit). Thus, family factor has a significant positive effect on the career fit (P-J Fit) of business management graduates.

Table (6) Influencing External Factors on Career Fit (P-O Fit)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.348	.449		.774	.000	
Family	.796***	.112	.696	7.079	.000	1.617
Peer	-.003	.102	-.003	-.029	.977	1.788
School	.158**	.076	.174	2.095	.039	1.145
Role Model	-.089	.116	-.071	-.766	.446	1.442
Social	-.021	.055	-.032	-.378	.706	1.207
R square				.479		
Adjusted R Square				.449		
Durbin Watson				2.254		
F Value				16.004***		

***, **, * significant at 1%, 5%, 10%

Source: Survey data (2019)

As shown in Table (6), F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.449 which means this model can explain 44.9% about the variance of dependent variable with the independent variable. Values of Variance Inflation Factor (VIF) are just more than 1, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multi-collinearity problems in this model.

Family and school factors are significant on career fit. Family factor is significant at 1% level, while school factor is significant at 5% level. Both family and school factors have positive relationships with the dependent variable which is career fit (P-O Fit).

Parents and family members know well about a person, thus they know what he or she values. With close relationships, they can help the person choose the right organization which is a good fit. School teachers can also help a person choose the right organization in making career choices, they can be influential in what students believe. School career trips or favorite subjects can help a person better about what he or she values. Therefore, having family and school factor influence in making career choices can lead to higher chances of person-organization fit (P-O Fit). Thus, family factor and school factor have significant positive effect on the career fit (P-O Fit) of business management graduates.

Table (7) Influencing Job-related Factors on Career Fit (P-J Fit)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.313	.354		3.711	.000	
Compensation/ Benefits	-.014	.049	-.023	-.280	.780	1.198
Job Security	.129	.080	-.146	1.618	.109	1.432
Career Growth	.211***	.050	.351	4.222	.000	1.214
Company Brand	.336***	.081	.394	4.166	.000	1.568
Location/ Work environment	.064	.066	.076	.962	.339	1.095
R square				.504		
Adjusted R Square				.475		
Durbin Watson				1.947		
F Value				17.659***		

***, **, * significant at 1%, 5%, 10%

Source: Survey data (2019)

As shown in Table (7), the values of VIF are just more than 1, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multi-collinearity problems in this model.

Career growth factor and company brand factor are significant. Both career growth and company brand factors are significant at 1% level. These two significant variables have positive relationship with the dependent variable which is career fit(P-J fit). People like to be successful, and they like to improve themselves. Having career growth opportunities in jobs can make people satisfied with the tasks of the jobs and their progress. Jobs in companies with good reputation have better, clearer tasks and job descriptions. Therefore, having career growth and company brand factors influence in choosing careers can lead to higher chances of person-job fit (P-J Fit). Thus, career growth and company brand factors have positive effect on career fit (P-J Fit) of business management graduates. F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.475 which means this model can explain 47.5% about the variance of dependent variable with the independent variable.

As shown in Table (8), F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.427 which means this model can explain 42.7% about the variance of dependent variable with the independent variable.

Table (8) Influencing Job-related Factors on Career Fit (P-O Fit)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.257	.582		2.161	.033	
Compensation/ Benefits	-.028	.081	-.030	-.350	.727	1.198
Job Security	-.038	.131	-.027	-.286	.776	1.432
Career Growth	.517***	.082	.546	6.281	.000	1.214
Company Brand	.382***	.133	.284	2.875	.005	1.568
Location/ Work Environment	-.109	.109	-.083	-1.002	.319	1.095
R square				.458		
Adjusted R Square				.427		
Durbin Watson				2.147		
F Value				14.717***		

***, **, * significant at 1%, 5%, 10%

Source: Survey data (2019)

Career growth factor and company brand factor are significant at 1% level. These two significant variables have positive relationship with the dependent variable which is career fit (P-O Fit). Organizations with good reputation more likely to have good values and treat employees well. And organizations that provide career growth opportunities are also more likely to be good organizations with big ambitions. Therefore, having career growth and company brand influence in making career choices can lead to higher chances of person-organization (P-O Fit). Thus, career growth and company brand factors have positive effect on career fit (P-O Fit) of business management graduates. Variance Inflation Factor (VIF) values are just more than 1, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multi-collinearity problems in this model.

Table (9) Influencing Personal Factors on Career Fit(P-J Fit)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.564	.351		4.225	.000	
Personal Interest	.357***	.086	.511	4.136	.000	2.826
Value	.149	.095	.190	1.562	.122	2.739
Skills	.139*	.075	.140	1.840	.069	1.071
R square				.519		
Adjusted R Square				.503		
Durbin Watson				2.316		
F Value				31.995***		

***, **, * significant at 1%, 5%, 10%

Source: Survey data (2019)

As shown in Table (9), values of Variance Inflation Factor (VIF) are around 1 or 2, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multi-collinearity problems in this model.

Among the variables, personal interest factor and skills factor are significant. Personal interest factor is significant at 1% level, while on the other hand, skills factor is significant at 10% level. Both factors have a positive relationship with the dependent variable which is career fit(P-J Fit). If people choose careers based on what they are

interested in or what they are good at, they can be a good fit with the jobs. Choosing careers based on personal interest and skills can lead to higher chances person-job fit (P-J Fit). Thus, personal interest and skills have positive effect on career fit (P-J Fit) of business management graduates. F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.503 which means this model can explain 50.3% about the variance of dependent variable with the independent variable.

Table (10) Influencing Personal Factors on Career Fit (P-O Fit)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.131	.577		.227	.821	
Personal Interest	.171	.142	.155	1.199	.234	2.826
Value	.674***	.157	.547	4.294	.000	2.739
Skills	.067	.124	.043	.536	.593	1.071
R square				.473		
Adjusted R Square				.455		
Durbin Watson				2.216		
F Value				26.594***		

***, **, * significant at 1%, 5%, 10%

Source: Survey data (2019)

As shown in Table (10), F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.455 which means this model can explain 45.5% about the variance of dependent variable with the independent variable.

Only value factor is significant, and it is significant at 1% level. The value factor has a positive relationship with the dependent variable which is career fit (P-O Fit). Values influence on career choice can help people better fit with organization's values. Making career decisions based on someone's values can lead to higher chances of person-organization (P-O Fit). Thus, value has positive effect on career fit (P-O Fit) of business management graduates. Variance Inflation Factor (VIF) values are around 1 or 2, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multi-collinearity problems in this model.

Table (11) Career Satisfaction

No.	Description	Mean
1	Satisfaction with progress towards meeting income goals	3.73
2	Satisfaction with progress towards meeting career goals	4.22
3	Satisfaction with progress towards meeting advancement goals	3.96
4	Satisfaction with progress towards meeting development of new skills goals	3.86
	Overall Mean	3.94

Source: Survey Data (2019)

Career satisfaction determines how respondents are satisfied with their careers, and as shown in Table (11), the overall mean value of career satisfaction is 3.94, which is much higher than the neutral mean value of 3 and also very close to 4. Individual mean scores are also close to 4 or greater than 4. This suggests that there is high career satisfaction level among the respondents.

Table (12) Influence of Career Fit on Career Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.208	.407		2.969	.004	
P-J Fit	.392**	.158	.308	2.479	.015	2.573
P-O Fit	.330***	.100	.409	3.288	.001	2.573

R square	.459
Adjusted R Square	.447
Durbin Watson	1.668
F Value	38.212***

***, **, * significant at 1%, 5%, 10%, Source: Survey data (2019)

As shown in Table (12), F Value, which is overall significance of the model is highly significant at 1% level. Adjusted R Square is 0.447 which means this model can explain 44.7% about the variance of dependent variable with the independent variable.

Variance Inflation Factor (VIF) values are just more than 2, which is well below the cut-off point of 10 (Neter, Wasserman & Kutner, 1985). Thus, there is no multicollinearity problems in this model. Both career fit (P-J Fit) factor and career fit (P-O Fit) factor are significant. Career fit (P-J Fit) factor is significant at 5% level while career fit (P-O Fit) factor is significant at 1% level. These two significant variables have positive relationship with the dependent variable which is career satisfaction. Both career fit (P-J Fit) factor and career fit (P-O fit) factor have positive effect on career choice of business management graduates. High career satisfaction can be expected from high career fit. High career fit of person-job fit (P-J Fit) and person-organization (P-O Fit) can lead to higher chances of career satisfaction.

Summary

The objectives of this study are to investigate the influencing career choice factors on career fit, and to analyze the effect of career fit on career satisfaction of NMDC business management graduates. There are three main factors included in the influencing factors of career choice in this study - external factors, job-related factors and personal factors.

External factors include factors such as family, peer, school, role model and social. Among those external factors, only family factor has significant positive impact on career fit(P-J fit) of respondents while on the other hand, family and school factors have significant positive impact on career fit(P-O fit). This suggests that family factor has a positive influence on the respondents' fit with not only with the jobs but also with the organizations, and school factor has a positive influence on the respondents' fit with the organization.

Job-related factors include factors such as compensation/benefits, job security, career growth, company brand, and location/work environment. Among those factors, only career growth and company brand factors have significant impact on career choice (P-J fit) of respondents. Both career growth and company brand factors are found to be positively significant on career fit (P-O fit) as well. This means that career growth and company brand factors have positive influence on the respondents' fit with the jobs, and those two factors also have positive influence on the respondents' fit with the organization.

Personal factors include personal interest, values and skills factors and among those factors, personal interest factor and skills factor have significant impact on career fit(P-J fit) while on the other hand, only value factor is found to have significant impact on career fit (P-O fit). This suggests that what someone's interested in has a positive influence on his or her fit with the jobs, and value factor has a positive influence on the respondents' fit with the organizations.

Career fit is high in terms of both person-job fit and person-organization fit. It is found that career choice has significant impact on career fit (P-J fit) and career fit (P-O fit).

Respondents also agree that there is high career satisfaction and it is also found that career fit has significant impact on career satisfaction. In general, high career satisfaction can be expected from high career fit. Since respondents have high career fit, the results match with expectations.

Suggestions and Recommendations

Making decisions about careers is one of the main decisions people need to make in lives and they have a huge impact. Thus, it is highly recommended to make those decisions very carefully. There are several factors affecting those decisions and therefore, understanding well about how those factors are affecting career fit can help us make better decisions.

Most of the respondents highly agree that there is high career fit (both person-job fit and person-organization fit) and career satisfaction. Thus, it could be said that they are on the right track of careers in general, and the ways the factors that are influencing the career fit of respondents have no big problems.

Among the external factors, family factor has significant positive effect on not only person-job fit (P-J Fit) but also person-organization fit (P-O Fit), and school factor has positive effect on person-organization fit (P-O Fit). Thus, people should value and pay attention more to the family factor influence and school influence in choosing careers rather than factors such as peer, role model and social as they have significant influence on career fit. It is recommended to consider family and school factors as it can lead to higher chances of career fit.

Among the job-related factors, career growth and company brand factors have significant positive effect on career fit of both person-job fit (P-J Fit) and person-organization fit (P-O Fit). Thus, people should prioritize career growth and company brand factors in career decision-making processes as it has an effect on a good career fit with both P-J fit and P-O fit. Career growth factor is important as people need to keep improving themselves and keep moving forward. Taking company brand into account in career decisions is also advisable as a good company brand with a good reputation is more likely to have good values and better treatment to their employees, which in turn can lead to better career fit and career satisfaction. Career growth and company brand factors should be emphasized more than compensation/benefits, job security, and location/work environment factors.

Among the personal factors, personal interest and skills factor have significant positive effect on person-job fit (P-J fit) while value factor has significant positive effect on person-organization fit (P-O Fit). Personal interest is important when choosing a career as when a career is aligned with one's interest, there may have more motivation to devote effort into developing relevant knowledge and skills, higher career-related goals. Skill factor is also important in career decisions-making processes, as skills are essential part of being able to overcome challenges of careers. If someone chooses a career based on what he or she is good at, then, there may be higher chances of career fit and he or she may be more likely to be satisfied with the career as well. People should choose careers

based on personal interests and skills as it can also lead to higher chances of career fit. People should also choose careers based on their values so that there will be better fit with the organizations. Thus, it is recommended to choose careers based on the personal interests, values and skills, so that it will be more likely to have career fit.

It is also found that career fit has a positive effect on career satisfaction. Higher level of career satisfaction can be expected from higher level of career fit. Thus, people should emphasize on career fit so that it will be more likely to enjoy career satisfaction.

To summarize, according to the results, it is advisable to prioritize career growth, company brand factors. People should also consider family and school factors in making career-decisions, as it can more likely to lead to high career fit. It is also encouraged to choose careers based on the interests, values and skills, because there can be higher chances of career fit. People should focus on career fit as well, since high career satisfaction can be expected from high career fit.

Limitations and Needs for Further Research

The primary focus of this study is on the external factors, job-related factors and personal factors affecting the career fit of business management graduates of NMDC, and how that career fit is affecting career satisfaction. Thus, this study might not represent all the influencing factors about career fit and findings might not be relevant to all business management graduates as the focus is on NMDC business management graduates and only 93 graduates are selected for this study. Further studies are recommended if more details about influencing factors on career fit are expected and if the findings are expected to be relevant to all business management graduates in Myanmar.

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APPENDIX

Family Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by family's dominant profession	3.70	0.84
2	Being influenced by parents	4.28	0.80
3	Being influenced by occupation of parents	3.91	1.06
4	Being influenced by siblings	3.86	0.72
	Overall Mean	3.94	

Source: Survey Data (2019)

Peer Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by friends	3.38	1.05
2	Choosing a career similar to my friends'	3.33	0.97
3	Choosing a career validated by friends	3.06	0.99
4	Being helped by peer advice in choosing career	3.55	0.79
	Overall Mean	3.33	

Source: Survey Data (2019)

School Factor on Career Choice

No.	Description	Mean	SD
1	Choosing a career that is linked to favourite subjects	3.61	1.11
2	Being influenced by school teachers	3.56	0.99
3	Being influenced by career trips or field trips	3.15	1.01
4	Being influenced by former students' careers	2.96	1.55
	Overall Mean	3.32	

Source: Survey Data (2019)

Role Model Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by role model's career	3.47	0.88
2	Being influenced by role model's advice	3.43	0.71
3	Being influenced by role model's actions	3.25	0.86
4	Being influenced by role model's values and beliefs	3.69	0.75
	Overall Mean	3.45	

Source: Survey Data (2019)

Social Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by occupational stereotypes of the society	2.92	1.35
2	Being influenced by economic status	2.85	1.36
3	Being influenced by gender stereotypes	2.77	1.33
4	Being influenced by religions and beliefs of the society	2.54	1.55
	Overall Mean	2.77	

Source: Survey Data (2019)

Compensation/Benefits Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by salary	3.66	1.03
2	Being influenced by annual leave and holiday entitlements	3.39	0.97
3	Being influenced by benefits (health insurance, car, bonus, etc.)	3.63	1.10
4	Being influenced by allowances	3.47	1.09
	Overall Mean	3.54	

Source: Survey Data (2019)

Job Security Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by retirement program	3.68	0.74
2	Being influenced by the ability to keep my job in the face of economic problems	3.78	0.53
3	Being influenced by the job's possibility to go extinct	4.00	0.93
4	Being influenced by long-term employment	4.10	0.69
	Overall Mean	3.89	

Source: Survey Data (2019)

Career Growth Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by future job opportunities	3.73	0.98
2	Being influenced by opportunities for career advancement (promotions)	3.33	0.95
3	Being influenced by opportunities to be mentored	3.02	1.09
4	Being influenced by opportunities for personal growth and development	3.39	1.48
	Overall Mean	3.37	

Source: Survey Data (2019)

Table (3.10) Company Brand Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by how the organization is respected in public	2.73	1.09
2	Being influenced by values of the organization	3.52	0.95
3	Being influenced by prestige of the organization	3.60	0.84
4	Being influenced by organization image of treating their employees	4.25	0.62
	Overall Mean	3.48	

Source: Survey Data (2019)

Location/Work Environment Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by location of work	4.18	0.87
2	Being influenced by work environment	3.85	0.90
3	Being influenced by working hours	4.00	0.57
4	Being influenced by convenience of working in the job	4.35	0.76
	Overall Mean	4.12	

Source: Survey Data (2019)

Personal Interest Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by my hobbies	2.24	1.21
2	Being influenced by my personality	3.35	1.27
3	Being influenced by my belief that it is more likely to be successful if I do	3.56	0.96

	what I like		
4	Being influenced by what I am interested in	4.25	0.62
	Overall Mean	3.35	

Source: Survey Data (2019)

Values Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by my religion	3.68	0.77
2	Being influenced by whether my sense of achievement can be fulfilled	4.16	0.76
3	Being influenced by my value	3.99	1.03
4	Being influenced by my beliefs	3.95	0.76
	Overall Mean	3.94	

Source: Survey Data (2019)

Skills Factor on Career Choice

No.	Description	Mean	SD
1	Being influenced by my talents	3.98	0.78
2	Being influenced by other people's opinions about what I am good at	3.94	0.64
3	Being influenced by my belief that it is more likely to be successful if I do what I am good at	4.03	0.79
4	Being influenced by my strengths	4.28	0.63
	Overall Mean	4.06	

Source: Survey Data (2019)

Career Fit (P-J Fit)

No.	Description	Mean	SD
1	Knowledge match with the job	3.71	0.64
2	Reflection of my talents	3.73	0.51
3	Attraction to the tasks of the job	4.13	0.78
4	Similarity of the tasks I want to perform	4.08	0.94
	Overall Mean	3.91	

Source: Survey Data (2019)

Career Fit (P-O Fit)

No.	Description	Mean	SD
1	Value congruence with organization	3.90	1.03
2	Goal congruence with organization	3.40	0.99
3	Personality/Climate congruence with organization	3.66	0.65
4	Needs/Supplies fit with organization	3.57	1.39
	Overall Mean	3.63	

Source: Survey Data (2019)