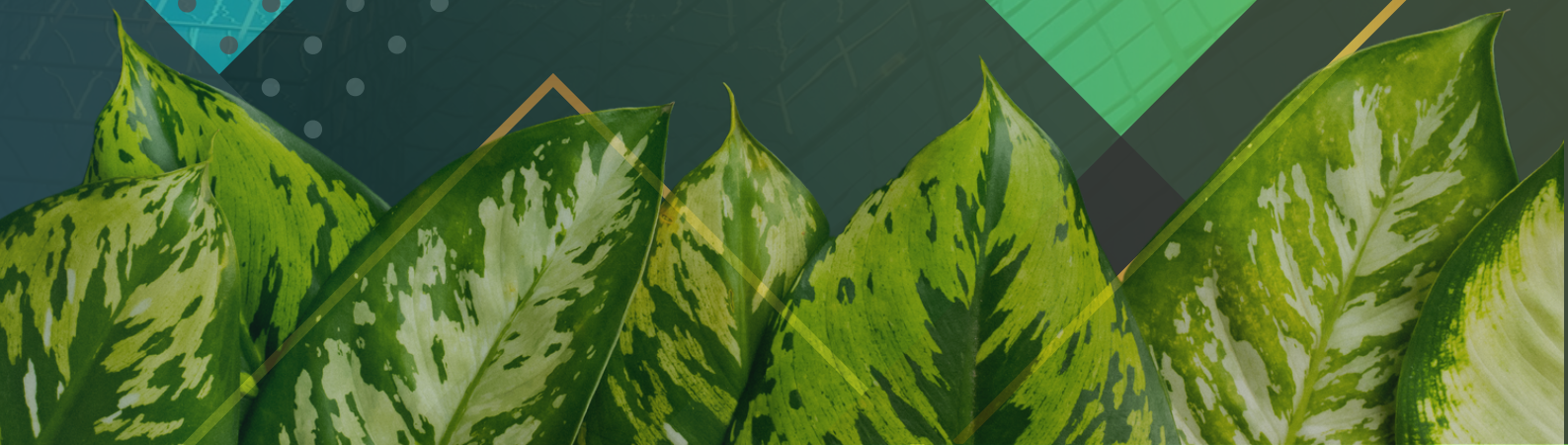




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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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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ABSTRACT

Most students who wanted to studied hospitality and hotel management in Malaysia did not knew how this subject was taught in universities. In summary, hotel management combines business, tourism, and culinary skills. University Malaysia Kelantan was one of the universities that presents hospitality costed to students in Malaysia. This studied was conducted to found out and studied 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, was sampled to answered random questionnaires to complete this studied. This question focuses on factors that had influenced in pursuing a career in the hospitality industry. Furthermore, the questions also focus on several factors which were related to social status, salary/benefit, and nature of worked. This studied was conducted because many students had taken the costed of hospitality, but they felt doubtful about the journey of this costed. There were also post-graduate students who felt that after graduation, there were no bright job opportunities for their careers. Furthermore, the main data for the studied collected by used a structured questionnaire, and the analysis was made by used SPSS software. The surveyed was distributed to 123 respondents of final year students in university Malaysia Kelantan. In this studied, descriptive, reliability tests, and correlation analysis was utilized to process the data. So, this studied enables researchers to knew more the factors that had 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.

INTRODUCTION

Readers should be given the background knowledge necessary to comprehend the studied's goals and the rationale for this experiment when introducing. The primary goal of this study was to identify "the factors that have influenced final year students' university Malaysia Kelantan in choosing to pursue a career in the hospitality industry." This was done because generation Y students' perceptions of seniors at all universities had changed and been slightly modified from those of the generation that came before them. According to morton (2002), generation y workers had a propensity to valued equality in the workplace and looked for jobs with competitive pay and decent training chances. According to morton (2002), they valued managers who gave their staff the freedom to made decisions and who was straightforward with them.

The scope of the hospitality sector was considerable. It includes worked 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 was a major component of many employments in the hospitality sector. However, there was some tasks

that was done in secret, such as those in accountancy, marketing, and sales. Additionally, there was many employments in the hospitality sector related to food services, such as waiter and cooked positions. Every university's final-year students, who would shortly entered the workforce, needed to underline how tightly related these topics was. For individuals had been more motivated to pursue a profession in the hospitality business, they also needed to had optimistic attitudes or viewpoints. There was therefore many factors that encouraged students to choose employment in the hotel industry.

Solved problems in determining a career in the hospitality industry was very important and allows graduates to decide whether they wanted to be continued in this field or not, in other words, students who did internships should did the job as well as possible carefully and asked more questions about the career field in hospitality (wang, 2021). Undoubtedly there was several aspects, including income, advancement prospects, and relations between managers that must been addressed by the sector to guaranteed that students had a favourable experience while working for their degree. Industry would continue to lost these qualified and trained workers if it could not provided better job opportunities and greater compensation for its graduates (s. Richardson, 2009). To avoided missing out on knowledge about a promising career for the future, all students who wanted to major in hospitality should commit to pursue a career in this sector, in addition to the students at the university Malaysia Kelantan. A good perception would gave good factors and would gave progress to the hospitality students themselves. This studied aims to improve the current understanding of the factors that have influenced final year students' university Malaysia Kelantan in pursuing a career in the hospitality sector and beyond because they was seen as future workers and managers of the industry.

Significant of The Study

Based on this studied, the perception of graduates in this field of choosing a career in hospitality had been a topic of discussion among hospitality students. After high school, many students decided to enrol in colleges, but they must first decide what they wanted to be studied. In conclusion, there had not been much researched on why students chose to enrol in tourism or hospitality courses, yet some still did. Another crucial choice that students in this course must made was whether they wished to be worked in the hotel business after graduation. In this researched, the hospitality education was playing an important role in supporting the industry's human resource demands and development in Malaysia. It oversaw ensuring a steady flow of graduates with the necessary qualifications to meet the industry's expanding demand. Enrolments in the hospitality programme were anticipated to rise due to the increased need for professional and qualified professionals in all sectors of the hospitality industry. The importance of this studied was as a form of appreciation and support that the responsible parties listened to the problems of university students. This was because they had carried out their responsibilities as students by following the decisions or planned of the university or faculty and many more. In addition, the writing of this studied was also to give a suitable assessment to the students because they had tried to pursue their dreams and ambitions, but they had not yet determined what job to pursue in more detail because many hospitality industries currently wanted employees who had worked experience in this industry.

The existence of this research platform may have in part assisted in identifying students' dedication to pursue a career in the hospitality sectors while also suggesting solutions to the issue, as was covered below. This was intended to improve the current grasp of the factors that have influenced final year students' university Malaysia Kelantan in pursuing a career in the hospitality industry and beyond since they were seen as future industry workers and managers. In addition, this studied could also been used as a reference material for future researchers. For

future researchers, this studied was likely have been a second tool with other methodological methods in signalling determination to pursue a profession in the hospitality sector among hospitality students at university Malaysia Kelantan. The results of this study may also be used to inform instruction and learning at all societal levels, notably for university students considering a future in the hospitality sector.

LITERITURE REVIEW

Nature of Work

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). Today's students choose a relaxed and enjoyable work environment rather than one that is pressure-filled and unpleasant. (Le, Mcdonald & Klieve, 2018; Ashton, 2017; Richardson, 2009). While working as casual employees in a particular industry, they look for a good manager or leader to help them make the task simple and understandable. However, because a leader's qualities aren't present, they are automatically put in a stressful situation where they must work 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.

Salary/Benefit

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).

Social Status

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 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).

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.

According to (Kerka, S. 2000), The choice of a job is influenced by a wide range of factors, including personality, interests, self-concept, culture, globalisation, socialisation, role models, social support, and the accessibility of resources like information and money. (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. Many people are influenced by their parents' professional choices, whereas other people pick the careers that their educational choices have made possible for them to pursue. Some people choose to pursue their hobbies despite the possibility of financial gain. However, some people select prosperous professions. Students' opinions of their fitness for particular jobs have been found to be influenced by a variety of different factors, including their ethnic background, year in school, level of achievement, choice of science subjects, attitudes, and differences in work skills. (McQuaid and Bond, 2003). (Perrone, Zanardelli, Worthington, & Chartrand, 2001).

Research Hypotheses

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:

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

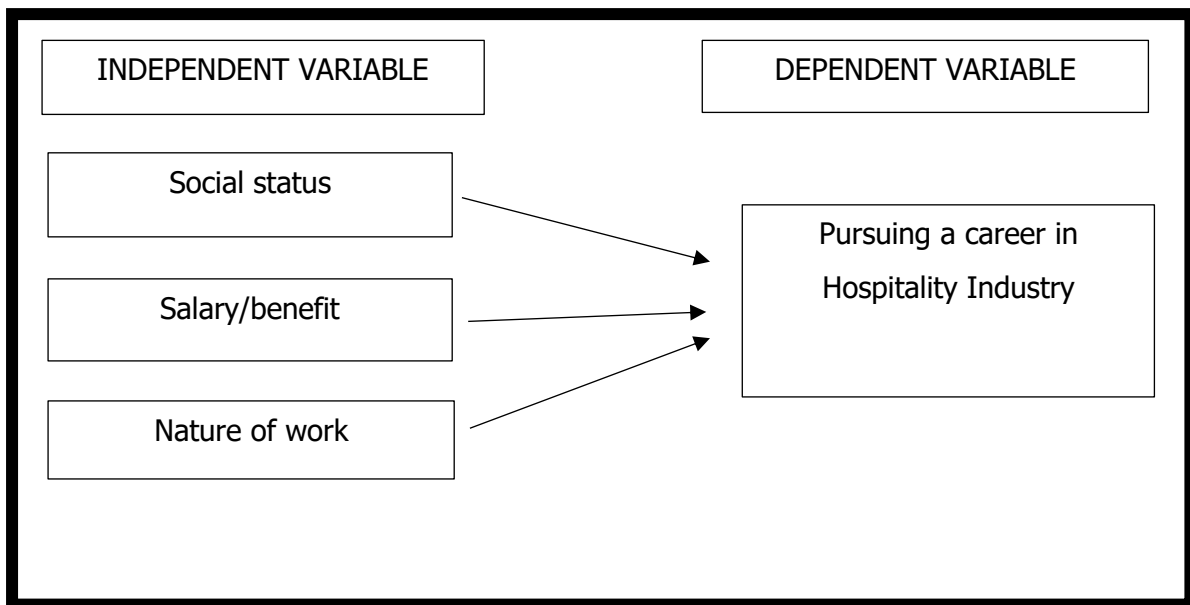
H2: There was significant relationship between salary/benefit and factors that had influenced in pursuing a career in hospitality industry

H3: There was significant relationship between nature of work and factors that had influenced in pursuing a career in hospitality industry.

Research Framework

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

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



This shows through a summary related studied, the conceptual framework of factors that had influenced in pursuing a career in hospitality industry. This studied was determined by the social status, salary/benefit, and nature of worked.

METHODOLOGY

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.

Data Collection

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.

Sampling

The sample size was employed in research to estimate the estimated number of participants and to represent a specific sample. The number of participants or observations that were 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 subjects in the example made up the test size, which was indicated by the letter "n."

The sample size for any relationship survey research project should not be less than 30. Then, for causal-comparative and experimental study, more than 50 samples were required. Each significant subgroup of the population should have 50 samples chosen, and each minor subgroup should have 20 to 50 samples chosen.

The term "sample size" in this research refers to the number of participants who were chosen from the general sample and considered based on the sample of a specific study. Following the selection of the population by the researcher, the necessary sample size was calculated using those tables. As a result, 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, in accordance with (Krejcie and morgan's chart from 1970).

According to information from the Faculty Hospitality, Tourism, and Wellness, there were 170 students in the hospitality major who were in their last year. Consequently, a total of 170 students had been included in this studied as respondent. Consequently, the studies' sample size would only been 118 people from the total population. This was because according to the table below that was source (Krejcie and morgan, 1970). As a conclusion, the importance of this sample size was that researched results were directly influenced by sample size calculations.

<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 Krejcie and Morgan, 1970)

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.

FINDINGS

The respondents' background attributes make up the content of this distribution of respondents. Descriptive statistics that include frequency and percentage are used to analyse it. Table 1 show the result of frequency analysis:

Table 1 Frequency Analysis

Categories	Frequency(N)	Percentage (%)
Gender		
Male	95	76.7
Female	28	22.6
Race		
Chinese	5	4.0
Indian	5	4.0
Malay	109	87.9
Other	4	3.2
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

Demographic Analysis

Based on the result from table above, the table shows the gender distribution of the respondents. The total respondents are 124 respondents. In this study, the female respondents were higher with 76.7% (N=95) respondents as compared to 22.6% (N=28) for male respondents. 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. Table shows the age distribution. The respondents were allocated into five age groups. The highest number of respondents were from the group age of 24 with 46.8% (N=58) respondents and then followed by the group age of 23 with 36.3% (N=45) respondents. The third highest group 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. And lastly is group age of 21-30 with 0.8% (N=1) respondents. The percentage of respondent's marital is shown in table 4.1. 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. Based on the result from table 4.1, the table shows who's 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.

Descriptive analysis

Table 1 Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Social Status	I talk to my friend with pride about my future career in hospitality industry	3.72	.854
	Working in hospitality industry is regarded as an important and beneficial service to society	2.95	1.360
	There are good opportunities for promotion and advancement in hospitality industry	3.12	1.265
	Hospitality staff are valued in the society	3.87	.757
	I believe that my personality and character fits well with the type of jobs in the industry	3.88	.685
	I believe that I will get an opportunity to use my skills and abilities working in the industry	4.05	.688
	Salaries and Benefits	Hospitality industry offering a good starting salary	3.86
Working hours are too long in the hospitality industry		3.09	1.201
Considering long hours worked pay should be higher		4.37	.729
Staff meals is an important in the salary package		4.21	.727
I can earn a high income during this hospitality career		3.91	.768
Nature of Work		I find jobs in hospitality industry interesting	4.07
	I think that jobs in hospitality are worth doing	4.00	.658
	Considering the working hours and workload pay is good in hospitality industry	3.93	.737
	Jobs in the hospitality industry are challenging	4.17	.686
	Am happy to tell other that I am training to work in hospitality	4.05	.711
	I believe that hospitality work is very stressful and pressured	3.91	.859
	I can make a friend easily with people working in hospitality	4.02	.741

	Physical working condition generally good in hospitality industry	4.00	.747
Pursuing a career in Hospitality Industry	I strongly believe that whatever I learn in this course will be useful in my future career	4.17	.721
	I strongly believe I knew enough about the hospitality industry before I chose this course	3.89	.777
	I think hospitality courses offer more practical skill training than academic work	4.08	.731
	I chose this industry because of the opportunities to travel overseas	3.83	.875
	One can get ahead in hospitality industry without having high level of education	3.81	.853
	Opportunities for employment in hospitality industry is high	4.07	.770
	Hospitality industries give opportunities to meet and communicate with different people	4.26	.571
	I believe that hospitality industry offers a flexible work	3.93	.856

Table 2 showed the analysis of the mean and deviation of the standard on independent and dependent variables. '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 pursue a career in the hospitality sectors. 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 sectors. Next, '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 pursue a career in the hospitality sectors. Meanwhile, the lowest mean was 'working hours are too long in the hospitality industry' with the mean value of 3.09, where the respondents agreed that salaries and benefits of 'working hours are too long in the hospitality industry' motivated respondents in pursuing a career in the hospitality industry.

Besides that, 'jobs in the hospitality industry are challenging' has recorded the highest mean value, which was 4.17, where the respondents agreed that nature of work of 'Jobs in the hospitality industry are challenging' motivated respondents in pursue a career in the hospitality industry. Meanwhile, the lowest mean was 'I believe that hospitality work is very stressful and pressured' with the mean value of 3.91, where the respondents agreed that nature of work of 'I believe that hospitality work is very stressful and pressured' motivated respondents in pursuing a career in the hospitality industry. Lastly, '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. Meanwhile, the lowest mean was 'One can get ahead in hospitality

industry without having high level of education' with the mean value of 3.81, where the respondents agreed that nature of work of 'one can get ahead in hospitality industry without having high level of education' motivated respondents in pursuing a career in hospitality industry.

Result of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 2 Reliability Analysis

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 was above 0.7 indicating that this questionnaire could be disseminated, and the surveyed could proceed. According to the statistics, the coefficient for salaries and benefits had the highest coefficient with a result of reliability testing of 0.954 (excellent), while the coefficient for factor that had influenced a career in hospitality industry had been found have been the lowest at 0.789 (acceptable).

Result of Person Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis.

Table 3: Pearson Correlation Analysis

Hypothesis	P – Value	Result (Supported/ Not Supported)
H ₁ : There is significant relationship between social status and factor that have influenced in pursuing a career in hospitality industry.	0.199	H ₁ is supported
H ₂ : There is significant relationship between salary/benefit and factor that have influenced in pursuing a career in hospitality industry.	0.000	H ₂ is supported
H ₃ : There is significant relationship between nature of work and factor that have influenced in pursuing a career in hospitality industry.	0.000	H ₃ is supported

The table showed the results of the correlation between the variables, DV which was pursuing a career in hospitality industry and IV which were social status, salaries and benefits and nature of work. The (p-value) of social status was 0.199, which is higher than the highly significant level .0001. In addition, with this hypothesis was accepted where there is a relationship between social status and factor that have influenced in pursuing a career in hospitality industry is significant. The (p-value) of salaries and benefits was 0.000, which was less than the highly significant level .0001. In addition, with this hypothesis was accepted where there is a relationship between salary/benefit and factor that have influenced in pursuing a career in hospitality industry is significant. The (p-value) of nature of work was 0.000 which was less than the highly significant level .0001. In addition, this hypothesis was accepted where there is a relationship between nature of work and factor that have influenced in pursuing a career in hospitality industry is significant. Based on the findings, every hypothesis was confirmed and turned into a factor that influenced the decision to pursue a career in the hospitality industry.

DISCUSSION & RECOMMENDATIONS

The reliability test was conducted about 123 respondents by using online survey method which is in google form. It has been tested with Pearson Correlation Coefficient that range between 0.117 for status value, followed by salary/benefit were the medium range which is 0.511 and nature of work reaches the highest range value of 0.709. all variables have reached a minimum of internal consistency because of a range of values greater than 0.6.

The nature of work had the highest mean value in the descriptive analysis for the independent variables, at 4.0184, followed by salary/benefits, at 3.8894. 3.5976 was the dependent variable's lowest mean value. The nature of work had the most influence on final-year students at University Malaysia Kelantan to pursue a career in the hospitality industry among the independent variables.

Only students in the last year of the hospitality programme at University Malaysia Kelantan (UMK) were the subject of this study. It is now possible to pinpoint the elements that motivated

people to pursue their career. Additionally, the research is an ongoing examination that might take place at the survey site, in several conditions, or with various goals. This is due to the likelihood that the investigation would produce unexpected findings.

The availability of a sample with a bigger size, on the other hand, suggests that it will be simpler and more likely to elicit a reaction from the public. Because of this, future researchers will need to expand their sample size to further boost the study's precision and dependability. In conclusion, adopting the interview method will increase the researcher's chances of receiving a high response rate. This approach therefore has the potential to less confusion and result in more precise study outcomes.

CONCLUSION

In conclusion, this study was conducted to find out the factor that have influenced final years student in University Malaysia Kelantan to pursuing a career in the hospitality industry. Three independent variables were studied that is social status, salary/ benefit and nature of work were selected to study their relationship with the dependent variable, pursuing a career in hospitality industry among final year student in University Malaysia Kelantan. A total of 123 respondents aged 21 years old and above were selected from FHPK in hospitality course students at UMK. Overall, based on Pearson Correlation analysis, nature of work has a value of *0.709, followed by salary/benefit which is *0.511, and status value at *0.117.

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