

Dominant Factors Influence Student's Interest in Selection Culinary Arts as Their Career Choice at The Kuantan Community College

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ABSTRACT

Career choice is the starting point to the student's career pathway which need the right decision before moving further into the workplace. The student's career choice usually influenced by the student's interest which are antecedent from the several factors. These dominant factors need to be identified so that some initiatives can be made by institutions, organizations and countries in obtaining high enrolment and producing semi and high skill workers. This conceptual paper proposed dominant factors that contribute to the student's interest and choice.

INTRODUCTION

A culinary art has become the most important fields in the hospitality and tourism industry in Malaysia (Ab. Karim, Chua, & Salleh, 2009). This field contributes to the country's economic income and proven as the demanding profession in the hospitality and tourism sector (Dahbi, 2015). This professional field promised the opportunities to the students who are really interested to venture into the culinary field or food preparation as their careers (Zahari, Shariff, & Ismail, 2014). In fact, it is a fast career enhancement with a high salary also fast in career advancement and promotion which able to hold the rank of various positions in the food service sectors (Dahbi, 2015). Due to the concern and realizing the importance of this career in the future, there is a significant demand in student enrolment who are demanding for the best selection of training venues, conducive classes and up-to-date facilities (Eren, 2018; Cheng, Ogbeide, & Hamouz, 2011).

PROBLEM STATEMENT

Interest is present through encouragement to a person as a result of many factors that will convince students in their career selection. The information obtained from their surroundings and environment will be helpful in student's decision making. Family motivation factors, peer influences and stimulation by mass media are seen as a predictor contributing to increased student interest and subsequently choosing the culinary field as their career. With some questions that arise in this study such as; i) Does family influence, affect the interests of students? ii) Does the influence of peers stimulate the student's interest in choosing this culinary career? and; iii) Does the selection of culinary career arise based on student's interest through the role of the mass media? To all this question arose, this survey study needs to be done in order to examine what is the dominant factor that contributes to student's interest and subsequently choosing the culinary field as their career.

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RESEARCH OBJECTIVES

Responding to the problem statement, the research objectives have been developed to facilitate the achievement of research goals.

1. To identify the significant relationship between factors that influence students with culinary arts career choice at the Kuantan Community College
2. To examine the significant relationship between factors that influence with student's interest in culinary arts at the Kuantan Community College
3. To examine the significant relationship between student's interest with culinary career choice at the Kuantan Community College

RESEARCH QUESTIONS

Furthermore, the research questions are developed synchronized with the research objective above.

1. Do the contributory factors like family, peers and mass media influence students with culinary art career choice at the Kuantan Community College?
2. Do the contributory factors like family, peers and mass media influence student's interest in culinary arts at the Kuantan Community College?
3. Does the student's interest, stimulate the students to choose a culinary career at the Kuantan Community College?

SIGNIFICANCE OF THE STUDY

These research findings can also be used by academic institutions including the Policy maker, academic and student development division as well as the Community College itself in developing better syllabus, promoting student's potential to introduce and increase culinary arts courses to the community more aggressively. Besides that, the government authorities, especially the Ministry of Education, Malaysia and the Human Resources Development Department can inject knowledge or giving early information and assist the communities to enhance the understanding and become more sensitive to the future needs in culinary arts. The community will be more sensitive to the National needs and aspiration to strive towards producing skilled TVET workers.

LITERATURE REVIEW

Industry's Need and Career Choice

The culinary arts field is a subset of the Hospitality industry, which under the Tourism clusters (Abdul Razak, 2015, Shariff, Kutut & Hadi, 2014) is rising rapidly in the job activities. In line with the activities and Malaysia economic agenda (Ab. Karim, Chua, & Salleh, 2009), this field require human resources supply due to the result of high employee turnover (Kementerian Sumber Asli dan Alam Sekitar, 2013). This profession requirement demands high salary with a high skills employee urgently needed in term of semi and highly skill man power (Utusan, 2015).

The awareness of the industry's needs is seen to be not only as a major factor in this expanding career. Based on the previous studies and early information gathered, there are other factors that are predicted to contribute to the career choice factors. The needs and requirements of this

industry are seen to be contributed as a macro factor. But, in the micro aspects, some other dominant contributor factors are seen to stimulate student's interest to choose this field. Furthermore, students' interest in this area are seen to be influenced by internal factors such as family factors (Robert Onzima, 2010), peers (Kindermann, 2016) and mass media (Maheshwar M & Balakrishna N, 2018).

Influence is seen as a power derived from a person or things that takes over another person or things thought (Goncalves, 2013). It is the strength of a feeling that leaves an impression on another person (Akar, Yüksel, & Bulut, 2015). Hence, the influence will stimulate someone's interest to be as what he dreamed of (Harackiewicz & Hulleman, 2010) such as a family approach.

Influence by Family

Influence by family is believe to play a significant role in a person life (Robert Onzima, 2010). Generally, it is often stated that the family is the source that determines the success of children in education (Stevenson, Peterson, & Bondell, 2016). This is because family always gives encouragement and inspiration until the interest, the spirit of perseverance and self-confidence of the students to face their lessons and challenge to become stronger. In addition, family plays a role in determining the students' behaviour such as personality, motivation, academic achievement by encouraging and inspiring, ensuring discipline at home, practicing strong relationship between parents and children (DeFauw, Levering, Tendai Msipa, & Abraham, 2018). This coincides with the definition of family as a group of people living in a house that has a kinship or blood relation because of marriage, birth and so on (Sharma, 2013). The influence of the family will assist students in giving advice about bad or good decisions to be taken (Stevenson, Peterson, & Bondell, 2016). Moreover, sometimes the family's influence is too strong which caused the students unable to decide on their own decision and follow the family judgement who feels their choice is the best for his family members (Olszewski & Kulieke, 1987; Vainikka, 2015).

A latest study conducted by Saracostti, Lara, Martella, Horacio, Edgardo & Reininger (2019) at a Chilean school consist of 768 respondents found there was a significant direct relationship between family involvement and socioemotional to learning outcomes. This study suggests that collaborative relationships between family influence and socioemotional needs should be enhanced so that students can focus more on creating success in their studies. Meanwhile in a study of smoking stimulation by McGee, Trigwell, Fairclough, Murphy, Porcellato, Ussher and Foweather (2015) on 1339 respondents from primary school students in Liverpool that through cross sectional survey revealed that family and friend's encouragement are the important influences on student's cognitive vulnerability toward smoking. From the above findings, shown that family plays a main significant role in influence individual decision and behavioural action.

Influence by Peer

As the matter of fact, family and peer are two different social worlds and has its own role and interest. In the first place, a teenager who is at home will just mingle with his family, whereas when he or she is outdoors, they prefer to associate with friends who are in the same age as themselves (Lenhart, 2015). Generally, adolescents who are growing up have a strong relationship with their peers and plays a role in influencing both in academic achievement (Stevenson, Peterson, & Bondell, 2016). In fact, the peer group is very positive in influencing the social, language and individual education development (Adeyemi, Adejoke, Uwaoma, Bassey, & Nwangburuka, 2019). Peer to peers will interact and influence among them to select the same field through their decision whether conscious or unconsciousness (Albert, 2013). In short, the more dominant peers will influence others who are still blurry with their choice.

A 2014 study by van Hoorn, van Dijk, Meuwese, Rieffe, and Crone investigated the influence of peers on prosocial behaviour and its process on social learning through experimental design taken from 197 respondents from several schools in Leiden, Netherland. The findings show that changes in prosocial behaviour depend on behaviour favoured by peer groups. The thesis conducted by Wolf (2015) in the field of Neuroscience involving 18 university students and 23 high school students selected around London found that the causal effects of comparing adult performance would be more sensitive to peers who are close to friends than newly identified peers. With that, it is to note that, influence of peer plays a major role in influence personal to act and behave.

Influence by Mass Media

Correspondingly, everybody knows that the process of teenager's psychology development is a stage where they need to handle problems and make decisions. Frequently, the choices and decisions made by teens are based on peers, amusing, and trend factors (Maheshwar M & Balakrishna N, 2018). Due to that, teenagers are easily influenced by the content of the media, such as television, internet, magazines and so on (Akar, Yüksel, & Bulut, 2015). Every information obtained from the mass media will be adapted and to be practiced in their daily lives especially in the education field (Patawat & Balamurugan, 2018). Additionally, with an accurate source of information through the mass media could help the students to select the education institution and with the promotion undertaken by the institution will attract students to pursue their studies at the place (U.S. Department of Education., 2017). And not to exaggerate that, the influence of television reality shows can also impact on career choices. This can be seen by television reality shows like the Asia food channel, master chef, celebrity chef and many more channels of culinary show contributing to a glamorous life and work style and also with lucrative income (Di Pietro, 2016) that build their interest to embark in this career.

A 2014 study by Hajli on the impact of Social Media on consumers involving 237 respondents around London to see if social media helped customers generate information through community, reviews and online suggestions. The findings of this study show that users who use social media will form a community that exists in the interest of learning something like building online social support to interact with their peers. This interaction builds trust in the network which results that trust is a significant impact in the consumer's intention to buy. In contrast, Abbas, Aman, Nurunnabi & Bano (2019) studied how social media is linked to university students' learning behaviour and the side effects that will enhance the psychological well-being of a successful student with 831 respondents from various university students in Pakistan. Findings show that the use of social media in Pakistan has a negative impact on student behaviour compared to positive aspects. They also revealed that with the advent of social media apps would encourage students to use social media for learning based through different student learning styles and digital approaches.

Culinary Art

Culinary Arts is defined as a creative art of knowledge and skills in cooking preparation that includes all aspects from the preparation process until serving, skill, performances and pre-service activities which covers on hygiene, sanitation and safety during the process (Lin & Baum, 2016). This culinary field also includes preparation activities such as cakes, breads and pastries, as well as commercial and international cuisine activities, which make this field have a diverse range of careers (Taylor University, 2015).

This Culinary Arts Course produces professional in cooking such as a Chef, Catering Entrepreneur, Celebrity Chef, Event Operator Entrepreneur, Nutritionist, Writer and Food Critics, Nutritionist and much more job opportunities (Rahman, Hasbullah, & Mohd Zahari, 2016; Shariff, Kutut, & Hadi, 2014). All this career will increase the economic status of workers

who have definitely contributed to the increment of country's socio-economic (Ab. Karim, Chua, & Salleh, 2009).

RESEARCH FRAMEWORK

The proposed research framework shows the relationship between the variables as discussed above.

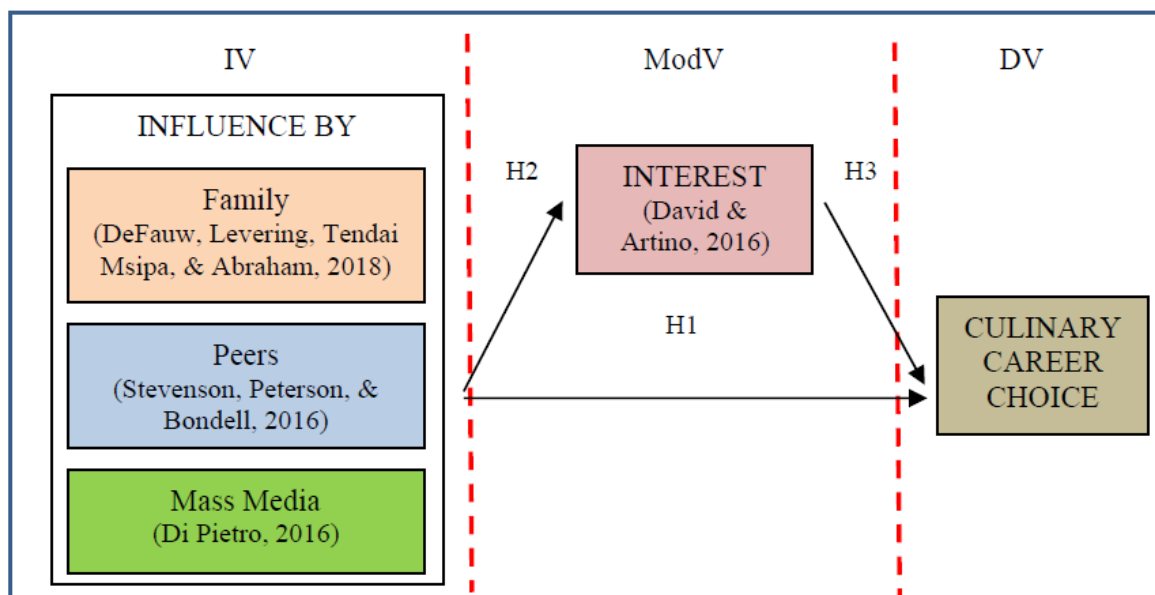


Figure 1. Research Framework and Hypotheses of the Study.

Research Hypothesis

Figure 1 above shows the relationship of the independent variable (Influence by family, peer and mass media) with the dependent variable (culinary career choice) with interest factor placed as a moderating variable.

H1: There is a significant relationship between factors that influence students with culinary arts career choice at the Kuantan Community College

H1a: There is a significant relationship between influence by family with culinary art career choice at the Kuantan Community College

H1b: There is a significant relationship between influence by peers with culinary art career choice at the Kuantan Community College

H1c: There is a significant relationship between influence by mass media with culinary art career choice at the Kuantan Community College

H2: There is a significant relationship between factors that influence students with student's interest at the Kuantan Community College

H2a: There is a significant relationship between influence by family with student's interest at the Kuantan Community College

H2b: There is a significant relationship between influence by peers with student's interest at the Kuantan Community College

H2c: There is a significant relationship between influence by mass media student's interest at the Kuantan Community College

H3: There is a significant relationship between student's interest with culinary career choice at the Kuantan Community College

The study contributes to the administrative management of the College and Government as an information for enrolment courses offer and student admission. Also, to the industry who will receive these students in the future as skilled and professional workers. Furthermore, this study will be able to assist in creating new documentation and adding information about the student selection factors in human resource body of knowledge in Malaysia and improve more in research development.

CONCLUSION / DISCUSSION

This study needs to be done based on the culinary career selection tendency in Kuantan Community College, which is seen increasing in terms of enrolment. After all, the assumption factors that to be focused upon by researchers is the factor of family influence (DeFauw, Levering, Tendai Msipa, & Abraham, 2018), the influence of peers (Stevenson, Peterson, & Bondell, 2016) and the influence of the mass media (Di Pietro, 2016) that contribute to the student's interest to choose culinary arts. This assumption factor is obtained through an initial survey of first-year students whose enrol in Culinary art class in Kuantan Community College.

Furthermore, this study is predicted that influence by family encourage students in giving their advice in students' decisions (Stevenson, Peterson, & Bondell, 2016) which also support by the peers that interact and influence to select the same field and with the support on accurate source of information through the mass media could help the students to select the education institution and with the promotion undertaken by the institution attract students to pursue their studies. The findings of this study will benefit to the administrator or the government to identify the motivation key drivers that given impact to the students so that information, resources and programs are channelled to the right medium and target.

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