

Graduate Working Adults' Intention to Pursue a Postgraduate Course: A Look at Planned Behavior and Information Satisfaction

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Abstract

Malaysia is moving towards becoming a high-income nation through innovation-led and knowledge-driven economy by 2020 – a goal to be supported by 48,000 local PhD holders but is still far from fully achieved. This study aims to assess the determinants of graduate working adults' intention to pursue a postgraduate study. The finding reveals that attitude towards behavior, subjective norms and perceived behavioral control contribute significantly to the intention of further study. The importance-performance map also confirms that these variables fall into the 'keep up the good work' quadrant. However, the moderating effect of information satisfaction is lacking. In brief, majority of graduate working adults show positive attitudes, receive positive social influence from people close to them and they believe to have the control over the enabling factors to pursue a postgraduate course at a higher education institution.

Keywords: Theory of Planned Behaviour, Postgraduate, Graduate Working Adults, Higher Education Institution, Intention.

1.0 INTRODUCTION

Gearing towards a developed nation by 2020, knowledgeable and skillful human resources are needed in Malaysia to participate in various development plans set by the government and private sectors. The greatest asset which could sustain and improve in the knowledge-economy (k-economy) era is knowledge workers or more commonly referred to as human capital. This has brought up to the point whereby many adults return to continue their education (Muhamad et al., 2001). It is noted that many researchers have provided proof on the importance of having a highly educated society that spur the growth of the country. Empirical studies demonstrated the factors behind influencing students' university college choice decision regarding postgraduate course are location, academic program, college reputation, educational facilities, cost, and availability of financial aid, employment opportunities and advertising.

To support the growth of research and development in the country the government made earlier announcement through Wan Zahid Higher Education Report in 2006 of producing 100,000 PhD holders by year 2020 (theStar, 2006). Just before the MyBrain15 launch in 2008, the government announced that the country only had 8,000 PhD holders, which is not enough to drive innovation and promote economic growth (theStar, 2008a). The government has aimed at engaging the industry players to do their part to engage universities in research and development as the level of research and development in the country was not up to expectation at that time. Later in 2008, the government set a new target of lowering down the number of PhD holders from 100,000 to 60,000 by 2020 (theStar, 2008b). The government cited the new figure to be more reasonable compared to the previous goal of 100,000. In a later announcement by the government in 2010, the number of PhD targets was reduced to 48,000 by year 2020 (theStar, 2010). Looking back at the announcements made by the government, it is observed that the number of PhD holders that the government is targeting earlier is somewhat not achievable. This can surely dampen the objective of the government to have highly knowledgeable citizens who can spur innovation, research and development for the country. Besides, this can be an issue later if there are no measures taken to find out why such a trend has occurred and what can be done to improve it. It is evident that a limited number of empirical studies have been undertaken on to assess the reasons why working adults pursue a postgraduate course and criteria that these perspectives applicants use to select these courses. To address this issue, the current study involves the examining of graduate working adults intention to pursue postgraduate studies that will become in handy to find out the factors behind the scenario of the problem statement. Extracting data from MoHE from 2009 to 2015 it can be observed that more than 50% of graduates enter the workforce while about 15 to 21% further their studies to Master or PhD level. The number of graduates who enter the workforce can be a good resource for the government to tap talents to further their studies and at the same time achieve the government target of producing 48,000 PhD holders by the year 2020. The research objective of this study is mainly to investigate the determinants that influence graduate working adults' intention to pursue postgraduate courses at higher education institution (HEI) in Penang.

2.0 RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT

The Theory of Planned Behaviour (TPB) was introduced by Ajzen (1991), a Professor of Psychology at the University of Massachusetts. The intention is predicted by three input variables namely the attitude towards the behaviour (ATB), subjective norms (SN) and perceived behavioural control (PBC). The first

variable, ATB, point out to person's perception on certain behaviour without considering its positive or negative effect. The person will likely perform the behaviour if the person feels or beliefs more positively the outcomes of the behaviour are attainable. The second variable, SN, refers to a person's viewpoint on social normative ideas whether a selected behaviour carried out is acceptable or not. A positive SN is expected when others perceived the performing behaviour is favourable and individuals are encourage to meet the expectation of relevant people to them (Autio et al., 2001). The third variable, PBC refers to a person's willingness to carry out a behaviour which is usually identified by a number of reachable control beliefs (Azjen, 1991). Intention can reveal the level of willingness or the level of effort a person wish to execute certain behaviour. For this research, the study will only be conducted until the intention variable. Researchers still seek to establish the predictive power of the TPB in higher education choices or selections. TPB was used to examine U.S. students' choice of academic major, (Cohen and Hanno et al., 1993); prediction of intention to apply to graduate school (Ingram and Cope et al., 2000); Taiwanese students' decision making on international higher education at two different western countries (Chen and Zimitat et al., 2006); business students' choice to study abroad based on TPB (Presley and Damron-Martinez et al., 2010); Chinese students' choice of selection offshore programs at three different countries (Li and Liu et al., 2013); impact of entrepreneurship education intention on business, engineering and arts and science students (Murugesan and Jayavelu et al., 2015); explaining the general practitioners eLearning use in continuing medical education (Hadadgar and Changiz et al., 2016). From various researches done in the past, it is evident that applicability of using TPB is clear in this study. This study is the first to explore the applicability of the TPB on graduate working adults' intention to pursue a post graduate course at a HEI.

On the other hand, satisfaction with the information is defined as a personal agreement and fulfillment of the information utilized in selecting a service (Ismail et al., 2008). It is quite logical that before a graduate working adult can be satisfied with the choice, he or she must foremost be satisfied with the information obtained regarding the HEI. Besides that, Nurlida (2010) found that information satisfaction is a significant factor in the research of students' college choice decision. Moreover, it has been found that customers perceived different levels of satisfaction with numerous types of information that was searched and obtained from different sources (Li et al., 2011). For the purpose of this study, information satisfaction is characterized as graduate working adults' satisfaction with the information they have acquired regarding the postgraduate course that they wish to pursue at a HEI in Penang.

Studies have found that ATB have significant influence in the enrolment intention for educational programs (Chen and Zimitat et al., 2006; Pineda et al., 2009; Presley and Damron-Martinez et al., 2010; Li and Liu et al., 2013; Murugesan and Jayavelu 2015; Hadadgar and Changiz et al., 2016). According to the TPB, ATB is one of the most important predictors of behaviour intention. For this study, the effect of attitude towards the intention of pursuing a postgraduate course at higher education institution (HEI) among graduate working adults in Penang is assessed. Therefore, this study hypothesizes that:

H₁: Graduate working adults' attitude towards a postgraduate course has a significant and positive effect on his/her intention to pursue such course at a HEI in Penang.

Many researchers have found that SN also affects to a person's choice process which refers to a person's belief that social influence weighs down the need to behave or not to behave in a manner that complies with those pressures (Beggs et al., 2008; Soutar and Turner et al., 2002; Chen and Zimitat et al., 2006; Bodycott et al., 2009; Pineda et al., 2009; Presley and Damron-Martinez et al., 2010; Li and Liu et al.,

2013; Murugesan and Jayavelu 2015). For this study, the effect of subjective norms towards the intention of pursuing a postgraduate course at higher education institution (HEI) among graduate working adults is assessed. Thus, for this study, it is hypothesized that:

H₂: The subjective norm' has a significant and positive influence on graduate working adults' intention to pursue for a postgraduate course at a HEI in Penang.

Besides, many researched have concluded that PBC has significant role to engage the level to which a person believes that he or she has the control over enabling factors that allow them to execute the act in question Chen and Zimitat et al., 2006; Pineda et al., 2009; Presley and Damron-Martinez et al., 2010; Li and Liu et al., 2013; Murugesan and Jayavelu 2015; Hadadgar and Changiz et al., 2016). For this study, the effect of perceived behavioural control towards the intention of pursuing a postgraduate course at higher education institution (HEI) among graduate working adults is assessed. Therefore, we hypothesize that:

H₃: The perceived behavioural control has a significant and positive effect on graduate working adults' intention to pursue for a postgraduate course at a HEI in Penang.

On the other hand, many researchers found that information satisfaction has a significant impact on students to choose the right program in the university they wish to study (Nurlida and Faridah et al., 2010; Letcher and Neves et al., 2010). For this study, the information satisfaction will be used as moderator variable to observe if there is any increase on the explained variance of intention to pursue postgraduate course at HEI among graduate working adults in Penang. Therefore, it is hypothesized that:

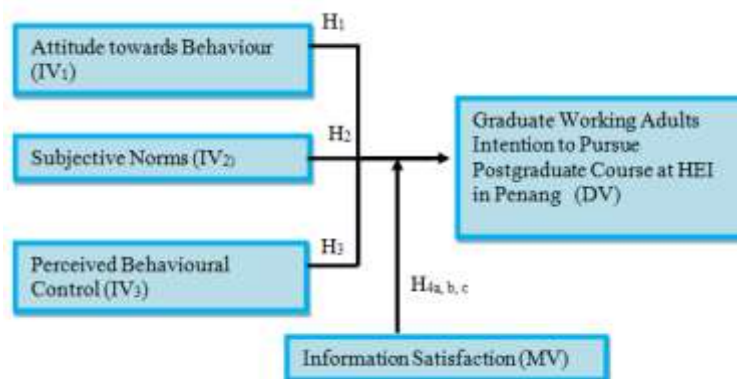
H4a: Information satisfaction has a significant and positive moderating effect on attitude towards behaviour of graduate working adults' intention to pursue a post graduate course at a HEI in Penang.

H4b: Information satisfaction has a significant and positive moderating effect on subjective norm of graduate working adults' intention to pursue a post graduate course at a HEI in Penang.

H4c: Information satisfaction has a significant and positive moderating effect on perceived behavioural control of graduate working adults' intention to pursue a post graduate course at a HEI in Penang.

The full modified theoretical framework is shown in Figure 1.0 below.

Figure 1.0 Developed Theoretical Framework for this Study



3.0 RESEARCH METHODOLOGY

This is a quantitative research with a non-experimental method, and thus, primary data will be used by employing questionnaires answered by the selected respondents. The approach of research implemented here is based on deductive method as an established theory is applied in current existing issue (Sekaran, 2003). Besides, this research is an exploratory study as it explores the determinants of graduate working adults' intention to pursue postgraduate course in Penang using the Theory of Planned Behaviour. Exploratory research refers to a type of research done when little is known about the situation in hand and no information is available on how similar problems or research issues have been solved in the past (Sekaran, 2016). The time period of this study is cross-sectional as it will be conducted over a period of one month (Haron, 2017). The unit of analysis is Malaysian graduate working adults who are currently employed in the state of Penang in various multinational companies, government agencies, semi-government companies and self-employed. For this study, convenience sampling which is a non-probability sampling technique was employed and respondents are selected because of the accessibility convenience and the close proximity to the researcher (Haron, 2017). The minimum number of respondents is to be at least ten times the total number of variables to be analyzed (F. Hair Jr, Sarstedt et al., 2014). For this research, five variables will be examined and the minimum number of samples will be, $5 \times 10 = 50$ samples. As the rate of response is usually 20%, at least 250 questionnaires need to be distributed (VanVoorhis and Morgan et al., 2007). To validate and increase the objectivity of this research, 400 samples of hard copy questionnaires were distributed to USM MBA students and their colleagues in office. In the end, 216 samples were used to conduct the statistical analysis for this survey.

4.0 ANALYSIS AND FINDINGS

The findings of this research are tabulated and described in the following order; beginning with demographic profile of the respondents, descriptive statistics, confirmatory factor analysis for testing the reliability and validity of the data plus hypotheses.

Demographic Profile of Respondents

The summary of the respondents' demographic profile is shown in Table 1.0 at the bottom. From the table, it is observed that female respondents are more compared to male respondents in this survey, accounting for 54.6% and 45.4% respectively. The majority of the respondents come from the age group of 26-35 (73.1%) and 36-50(18.5%). About 7.4% of them are below 25 years of age, while the rest of the age groups consists of 51-65 years old (0.9%). No respondents were above the age of 65. Of the 216 respondents surveyed, about 54.2% of them are single and 43.5% are married. The remaining 2.3% of the respondents are separated, divorced or widowed which is categorized as others in this survey. On the other hand, about 26.9% of the respondents are Malays, 43.1% are Chinese, and 28.2% are Indians, while the remaining 1.9% is from other races. Besides that, the percentage of respondents who has a bachelor degree qualification is 82.4% and 17.6% hold masters qualification. No respondents were found to have secondary school and certificate/diploma or PhD/DBA qualification. On the employment portion, 75% of the graduate working adults are in the private sector, 27% are in the government, 23% are in the semi-government or government link companies and 4% are self-employed. In terms of monthly salary range, about 46.3% of them are earning RM 2,000 – RM 3,999, 32.4% earn RM 4,000 – RM 5,999, 11.1% earn

RM 6,000 – RM 7,999, 4.2% earn below RM 2,000, 2.8% earn RM 8,000 – RM 9,999 and 3.2% earn RM 10,000 and above.

Table 1.0 Summary of the Demographic Profile (N=216).

Demographic Profile		Frequency, n	Percent, %
Gender	Male	98	45.4
	Female	118	54.6
	Total	216	100.0
Age	Under 25	16	7.4
	26-35	158	73.1
	36-50	40	18.5
	51-65	2	0.9
	Over 65	0	0.0
	Total	216	100.0
Marital Status	Single	117	54.2
	Married	94	43.5
	Others	5	2.3
	Total	216	100.0
Ethnicity	Malay	58	26.9
	Chinese	93	43.1
	Indian	61	28.2
	Others	4	1.9
	Total	216	100.0
Highest Education Level	Secondary School	0	0
	Certificate/Diploma	0	0
	Bachelor's Degree	178	82.4
	Masters	38	17.6
	PhD/DBA	0	0.0
	Others	0	0.0
	Total	216	100.0
Employment	Government	27	12.5
	Semi-Government/Government Link	23	10.6
	Private Sector	162	75.0
	Self-Employed	4	1.9

	Unemployed	0	0.0
	Total	216	100.0
Monthly Salary Range	Below RM 2,00	9	4.2
	RM 2,000-RM 3,999	100	46.3
	RM 4,000-RM 5,999	70	32.4
	RM 6,000-RM 7,999	24	11.1
	RM 8,000-RM 9,999	6	2.8
	RM 10,000 & Above	7	3.2
	Not Applicable	0	0.0
	Total	216	100.0

Descriptive Statistics

Table 1.2 Descriptive Statistics

Variables	Scale	Mean	Standard Deviation
ATB	1-5	3.96	0.48
SN	1-5	3.46	0.70
PBC	1-5	3.85	0.44
IS	1-5	3.88	0.54
INT	1-5	3.92	0.82

From Table 1.2, it is observe that the range of scale used for each variables are 1 to 5. Besides that, we can observe that all the variables' mean value are above 3.0, indicating that most of the respondents agree with the statements laid out in the question items in each variables. The mean is highest for attitude towards behaviour (3.98) and the lowest is for subjective norms (3.46). On the other hand, the standard deviation shows that the dispersion of variable is seen to be the highest for Intention (0.82) followed by subjective norms (0.70). Although this dispersion value is high, it is still below 1.0 which indicates the majority of the respondents agree with the statements in the question items for the variables mentioned.

Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was performed using SmartPLS 3.0 in order to validate both measurement and structural models, by applying partial least squares. From Table 1.3 below, it is confirmed that the measurement model demonstrates convergent validity ($AVE > 0.5$) and high internal consistency reliability ($CR > 0.7$). It is to note that constructs such ATB*IS represents moderating effect. It is to note that some of the items with poor outer loadings were removed to improve AVE so that n average; the construct explains more than half of the variance of its indicators (Hair Jr, Hult et al., 2016).

Table 1.3 Composite Reliability and Average Variance Extrated (AVE) of Constructs

Construct	Composite Reliability (CR)	Average Variance Extrated (AVE)
ATB	0.87	0.523
ATB * IS	1.00	1.00
INT	0.95	0.87
IS	0.89	0.63
PBC	0.80	0.58
PBC * IS	1.00	1.00
SN	0.83	0.50
SN * IS	1.00	1.00

Besides that, Table 1.4 in the next page shows that the constructs of the variables were found to have discriminant validity since all the HTMT ratios are below 0.85. Based on the convergent validity, internal consistency reliability and discriminant validity done so far for the measurement model is fit to be used as the structural model to examine the hypotheses.

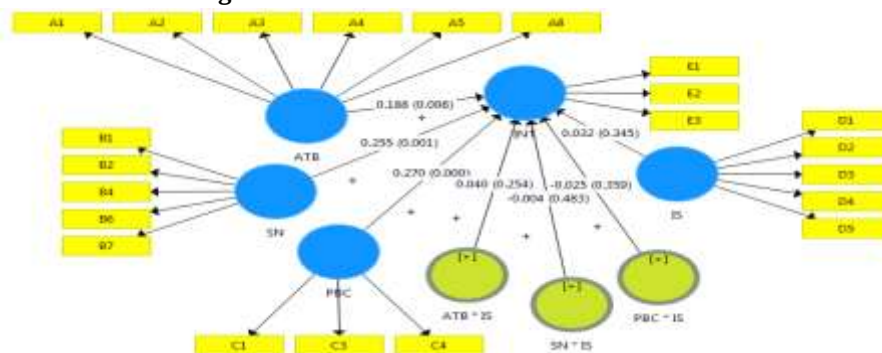
Table 1.4 HTMT Ratio for All the Constructs

Variables	ATB	ATB * IS	INT	IS	PBC	PBC * IS	SN	SN * IS
ATB								
ATB * IS	0.12							
INT	0.47	0.12						
IS	0.46	0.08	0.29					
PBC	0.65	0.05	0.50	0.35				
PBC * IS	0.08	0.54	0.08	0.10	0.05			
SN	0.51	0.09	0.40	0.44	0.31	0.09		
SN * IS	0.17	0.52	0.06	0.11	0.14	0.62	0.14	

Hypotheses Testing

The structural model is used to test the hypotheses of the research model. Figure 1.1 below shows the finalised structural model.

Figure 1.1 Structural Model of the Constructs



This structural model allows finding out the significance value or p-value for each of the arrows in the construct of the model. Running the bootstraps with resampling technique using subsamples of 5000, the results to conclude the hypotheses can be obtained. Table 1.5 shows the summary of the structural model with the hypotheses concluded with decision.

Table 1.5 Summary of the Structural Model with Hypotheses Decision.

Hypotheses	Hypotheses Direction	Test Type	Path Coefficient	Significance (p-Value)	Decision
H ₁ : ATB -> INT	Positive	1-Tail	0.188	0.008	Supported
H ₂ : SN -> INT	Positive	1-Tail	0.255	0.001	Supported
H ₃ : PBC -> INT	Positive	1-Tail	0.270	0.000	Supported
H _{4a} : ATB * IS -> INT	Positive	1-Tail	0.040	0.254	Not Supported
H _{4b} : SN * IS -> INT	Positive	1-Tail	-0.004	0.483	Not Supported
H _{4c} : PBC * IS -> INT	Positive	1-Tail	-0.025	0.359	Not Supported

Based on the analysis, it can conclude that attitude towards behaviour (ATB), subjective norms (SN) and perceived behavioural control (PBC) have positive and significant influence on intention (INT) of graduate working adults to pursue postgraduate course at HEI. Thus, the structural model supports hypotheses of H₁, H₂ and H₃. However, there is no significant moderating effect of information satisfaction (IS) on ATB, SN and PBC towards INT. Thus, it can be concluded that H_{4a,b,c} are all not supported.

Moderating Effect Analysis

From the analysis done so far, a conclusion can be made on the moderating effect of information satisfaction on the relationship between attitude towards behaviour (ATB), subjective norms (SN) and perceived behavioural control (PBC) and intention (INT) to pursue postgraduate course at HEIs. The R² value of INT with the moderator variable included in the model is 0.326 while the R² value of INT with the moderator variable excluded from model is 0.323. The formula of moderating effect is shown below.

$$f^2 = \frac{R_i^2 - R_m^2}{1 - R_i^2}$$

(Here, i = interaction model, m = main effect model)

Based on the formula, it is found that the moderating effect is just 0.004 which is very small. According to Cohen (1988) f^2 values of 0.02, 0.15 and 0.35 is assessed as small, medium and large respectively. For this research it can be conclude that the moderating effect of IS on the relationship between ATB, SN, PBC and INT is small and not significant.

Importance Performance Map Analysis (IPMA)

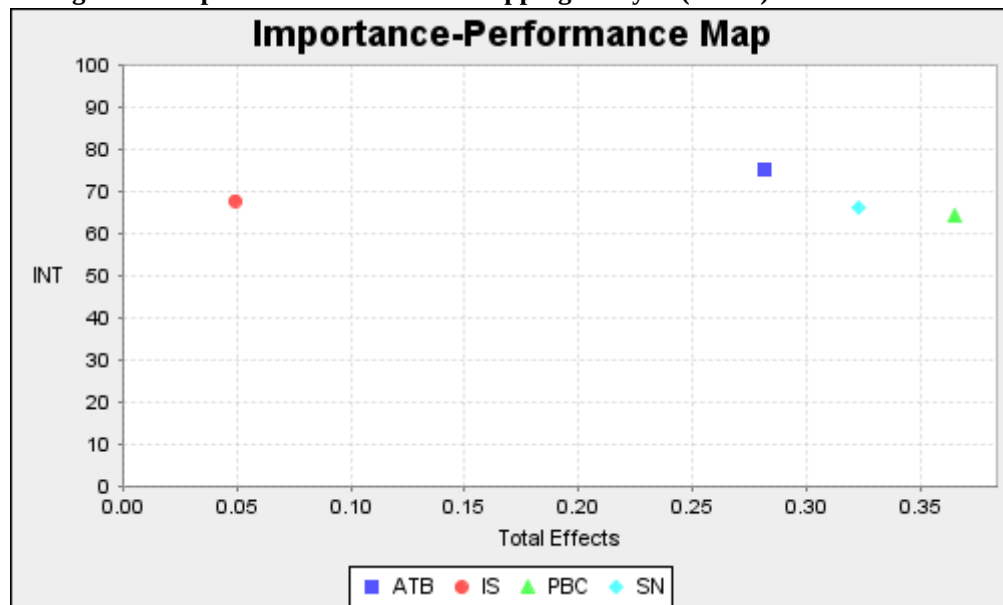
The Importance-Performance Analysis (IPA) is a simple graphical tool first developed to study the effectiveness of marketing strategies based on judgement of importance and performance of each attributes (Martilla and James et al., 1977). IPMA contrasts the structural model total effects (importance)

and the average values of the latent variable scores (performance) of a specific endogenous construct, to highlight significant areas for the improvement of the management activities (or the specific focus of the model) (Hair Jr, Hult et al., 2016). In other words, IPMA is useful to help researchers to further explain and discuss the findings for managerial implications (Ramayah, 2017). From this research, the importance-performance map is obtained from SmartPLS 3.0 software as shown in Figure 1.2. From Figure 1.2, it is observed that variables ATB, SN and PBC have high importance and high performance that makes all these variables to fall into the “keep up the good work” quadrant. While the information satisfaction variable shows high performance but low importance indicating that this variable falls into the “possible overkill” quadrant. A summary of the IPMA is shown in Table 1.6 and it can conclude the quadrant decision of these variables for managerial implications.

Table 1.6 Summary of the Importance-Performance Analysis with Quadrant Decision.

Construct	Importance (Total Effect)	Performance (Index Values)	Quadrant Decision
Attitude Towards Behaviour	0.28	75.09	Keep up the good work
Subjective Norms	0.32	67.82	Keep up the good work
Perceived Behavioural Control	0.36	64.46	Keep up the good work
Information Satisfaction	0.05	66.20	Possible overkill

Figure 1.2 Importance-Performance Mapping Analysis (IPMA) for this Research.



Goodness of Fit Analysis

By using the formula below of GoF, the GoF value can be obtained. From the PLS algorithm $R^2 = 0.326$ is already determined and the average communality is obtained by averaging all the AVE values of the

latent variables that is equivalent to 0.621. Using this two values plugged into the equation below, the $GoF=0.449$ which is considered large based on baseline values ($GoF_{small} = 0.1$, $GoF_{medium} = 0.25$, $GoF_{large} = 0.36$) (Chin et al., 1998). Thus, it can conclude that the overall structural model is considered to have a large Goodness of Fit.

$$GoF = \sqrt{R^2 \times \text{Average Communality}}$$

5.0 DISCUSSIONS AND CONCLUSIONS

From this study, we observed that Hypotheses H₁, H₂, and H₃ is supported and is consistent with the results obtain by previous researchers who have done similar study using Theory of Planned Behaviour as the foundation theory to conduct their quantitative research in education field (Chen and Zimitat et al., 2006; Pineda et al., 2009; Presley and Damron-Martinez et al., 2010; Li and Liu et al., 2013; Murugesan and Jayavelu 2015; Hadadgar and Changiz et al., 2016). However, Hypotheses H_{4a,b&c} was insignificant in terms of moderating effect on attitude towards behaviour, subjective norms and perceived behavioural control of graduate working adults' intention to pursue a post graduate course at a HEI in Penang. It can be concluded that information satisfaction does not have a significant and positive moderating effect on attitude towards behaviour, subjective norms and perceived behavioural control of graduate working adults' intention to pursue a post graduate course at a HEI in Penang. Probably, this variable is considered to have less impact in the research model on the graduate working adults' intention to further their studies. However, the mean (3.88) and standard deviation (0.54) of the statistical analysis shows that most of them are in agreement that information satisfaction have positive affect on the intention to pursue their studies. It could be that although the graduate working adults are satisfied with the information they have obtained regarding the postgraduate courses, there is no guarantee that it will enhance his/her intention to further their studies. There is also another possibility that information satisfaction variable had to be included with other antecedents variable such as information characteristics that is contributed by institution attributes and accessibility to improve the moderating effect for this study which could be a limitation of this research model (Nurlida Ismail et al., 2013).

From theoretical point of view, by employing TPB, the research model is able to explain that 32.6% of the variance in graduate working adults' intention to pursue a post graduate course can be explained by the variables included in this model but another 67.4% of unexplained variances are not included in the model. Although this statistical indicator seems to be low to predict the intention of graduate working adults' to pursue their post graduate studies, it is still able to prove the significance of the hypotheses of the three independent variables of TPB namely attitude towards behaviour, subjective norms, perceived behavioural control.

From the practical stand point of view, this research can benefit to the government agencies such as Ministry of Higher Education (MoHE) and the HEIs to find out the level of engagement of graduate working adults to pursue his/her postgraduate studies. This can provide as a good indicator to the government agencies such as MoHE and the HEIs if their efforts placed so far is generating positive effect as expected or some tuning is needed in their strategies to promote postgraduate course enrolment among working gradautes. It is very certain that from the research conducted graduate working adults have positive attitude, good level of influence from important people around them and firm control over their enabling factors to pursue a postgraduate course.

Moreover, the HEI in can understand the needs of graduate employees' intention to pursue postgraduate courses and how it can benefit the HEI in terms of marketing and creating awareness to graduate working adults on the concept of lifelong learning. So both the government agencies and the HEIs should continue with their efforts on emphasising the importance of graduate working adults in various industries to continue their studies at postgraduate level and preferably until PhD level so that the Malaysian government's aim of producing 48,000 PhD holders by year 2023 can be achieved (theStar, 2010). This effort by the government must be achieved in order to spur the positive growth of innovation, research and development not only in academic universities or colleges but in the various industries whereby more than 50% of graduate are employed. A pool of talented researchers in various industries is a good indicator of the right direction that a nation is growing to be develop nation.

However, it is to note that high level of information satisfaction among graduate working adults regarding the postgraduate courses does not mean there will be a high chance of intention to pursue such course. As explained in the previous section, there could lack a of including the antecedents variable such as information characteristics that is contributed by institution attributes and accessibility to improve the moderating effect of information satisfaction for this study.

Having discussed in great length about the topic of determinants of graduate working adults' intention to pursue a postgraduate course at a HEI in Penang, there are several conclusions to be recognized. First of all, the idea of this research is mooted by the not significant numbers of PhD graduates from Malaysian HEI that does not seem to be encouraging to meet the Malaysian government goal of producing 48,000 PhD holders by year 2023. This brought the interested of the researcher to conduct a study on why such a problem occurred and what are the factors that contribute to such phenomena.

By employing TPB, several factors such as attitude towards behaviour, subjective norm and perceived behavioural control were investigated on how it effect the graduate working adults' intention to pursue a postgraduate course at a HEI in Penang. In addition to that, information satisfaction was included into the research model to check if it is able to moderate the relationship between the independent variables and dependent variables. From the hypotheses and theoretical framework developed, it can be concluded that graduate working adults in Penang do have significant and positive attitude, great influence from their socially important people and good control over the enabling factors to have a positive and high intention to pursue a postgraduate course at a HEI. However, information satisfaction factor seems to have insignificant moderating effect in graduate working adults' intention to pursue a postgraduate course.

On the other hand, it is important to note that parents, friends and working colleagues of graduate working adults play a big role in motivating them to continue further studies. Besides that, respective organizations of graduate working adults should seize the findings from this research and motivate their employees to take up postgraduate courses which in turn will also benefit these organizations in the long run by having a highly educated and talented people in their organization.

Finally, this research results bring great value to HEIs and government agencies such as MoHE to know that if their current efforts and strategies to promote and emphasis on the importance of continuing postgraduate studies among graduate working adults prove to be a worthless effort or not. From the research findings, it is definitely worth it and these institutes and agencies should continue with their efforts to pave the way for more innovation, research and development to be contributed by graduate

working adults who intend to pursue a postgraduate course in order to allow a sustainable developed nation building to be realized in the very near future.

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