

## ABSTRACT

The purpose of this research is to study the factors which influence career choice for experienced workers and use the result of the study as a guideline creating the motivation factors that lead to long-time work and suitable matching.

Methodology of this research is based upon descriptive method and questionnaires to collect information. This research has been conducted on the sample limited in terms of age, education and work location. The researcher has set the sample size by using statistical formula and collected questionnaires to gather information. After getting the rough data, it is transformed into numeric data by using SPSS P/C software to calculate. Frequency, Mean, Standard Deviation, Correlation Spearman Rho and ANOVA are used as the tools for statistical analysis.

The researcher justifies the hypothesis by setting independent variables such as age, education, experience, gender and income, whereas, salary, position, parent / closed up's opinion, organization and location are set as dependent variables.