

Title of Thesis	Exploring the Business Potential of Psychometric Testing Tools : A case study in Miri.
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### **ABSTRACT**

The purpose of this study was to analyze the on the topic of the business potential on psychometric testing in Miri. These studies help to find out the new services' acceptability and business potential market among Mirians. The purpose of this research goals were to identify out the business potential within Miri on the services of psychometric tests.

We targeted 50 respondents for this research, so there would be 50 pieces of questionnaire forms prepared. The categories are divided into 4 different field which involved commerce development, education field, some parents and fresh graduated students. Sample and measurement issues were limited the effectiveness of this study. Questionnaire form would not randomly sending out we would research on the right person to get the accurate result such as on the research on commerce part we sending out the questioners for manager or top management.

However, we more concerned on the commerce development categories, so 20 pieces questionnaire form would be sent for different area of Commerce Company. The research area would be on Oil and Gas Company, Sarawak Electrical Company, Construction Company, Housing Property Company and some business trading company in Miri. Beside, in the categories of education field, parents and fresh graduated student we would prepared 10 questioners in each categories aim to assist us in our research result. In these 3 categories, the research person we would target on secondary school and some college. The locations of these companies were only confined in Miri. The sample was also limited to a population that was easily accessible, due to the limited resources available in conducting this study.

We discover 5 different findings convey several important implications which including the determine factors of lack of knowledge on psychometric tests, determine the factors with the payment and free trial of psychometric tests, determine the factors of fresh graduate students through psychometric tests, determine the factors on comparison with organization sector and individual sector through psychometric tests and determine the factors on short of knowledge of benefits carrying out by psychometric tests.

From the investigate result, it show of the general people in Miri have not much knowledge or lack of understanding on the psychometric test and also no idea on the psychometric test which can usefully evaluate person traits or able to get the real character of ability, attitude and thinking yet they also got no idea on the accurateness for the tests.

Through this investigation we found out that most of the people willing to try on with psychometric tests when it's have a free trial but lack of people agree to pay for a psychometric tests. General people based in Miri are not familiar due to this reason psychometric tests although was a common tests in western country but it mean a new things for them in this area.

To resolve the overall problem, we conclude that psychometric test services should bring into this area since general people were not familiar with these services yet they willing to try on if there have a free trial services. More promoting and training needed to be performance and sharing out for general people in Miri when the services are ready in Miri. Although this services was quite new in Miri so starting up will be a tough process, but when the general people understand this services this was a good start step for them to process their business into Miri's market.

Future research can further explore the business potential of psychometric testing among Sarawak. There would have some comparison among the market in Miri with other market from Kuching, Bintulu, Sibul and more. Besides that, further investigation also can involve in different field of sector such as bank, hospital or investment area. Future research can do a comparison between different fields of sector with this research study.