

**THE INFLUENCE OF CREATIVE
PERSONALITY AND ENTREPRENEURIAL
INTENTION AMONG NON-MANAGEMENT
UNDERGRADUATES**

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THE INFLUENCE OF CREATIVE PERSONALITY AND ENTREPRENEURIAL
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DECLARATION

“I declared that thesis entitle The Influence of Creative Personality and Entrepreneurial Intention among Non-Management Undergraduates is the result of my own research except as cited in the references”

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DEDICATION

This is for you.
I can't list all the names here.
But in my mind is always you.

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In the name of Allah SWT, the Most Gracious, the Most Merciful. I am grateful to the Allah SWT that continues to make the impossible possible, for me to complete this research.

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ABSTRACT

In this research, the researcher concerned in how the contribution of creative personality to entrepreneurial intention especially for non-management students. Hence, this research is to comprehend or understand the entrepreneurial intention of non-management students. The aim of this research is to identify which that creative personality factors influence students' entrepreneurial intention in starting up a business. Based on previous research, five factors are identified which communication skill, proactiveness, problem solving, curiosity and risk taking. This research method uses quantitative approach and 367 respondents from Universiti Teknikal Malaysia Melaka were selected to answer the questionnaire. Data were then analyzed using descriptive analysis and inferential analysis, including reliability analysis, Pearson Coefficient, Linear Regression and Multiple Regression had been discussed in chapter 4 in order to analysis the data collection. From this research, all five creative personality factors have significant influence to entrepreneurial intention. Besides, the result also shown that curiosity is the dominance factor that influence the entrepreneurial intention among non-management students.

Keyword: Entrepreneurial intention, Creative Personality, Malaysia.

ABSTRAK

Dalam kajian ini, penyelidik ingin mengetahui bagaimana kesan personaliti kreatif terhadap keinginan untuk menjadi usahawan terhadap pelajar dari bidang selain pengurusan. Oleh itu, kajian ini adalah untuk mengenalpasti niat dan keinginan pelajar bukan pengurusan. Tujuan kajian ini adalah untuk mengenalpasti samaada faktor-faktor personaliti mempengaruhi niat keusahawan pelajar dalam memulakan perniagaan. Berdasarkan kajian-kajian sebelumnya, lima faktor yang dikenal pasti adalah kemahiran komunikasi, proaktif, penyelesaian masalah, rasa ingin tahu dan suka mengambil risiko. Kaedah penyelidikan ini menggunakan pendekatan kuantitatif dan 367 responden dari Universiti Teknikal Malaysia Melaka telah dipilih untuk menjawab soal selidik. Data dianalisis menggunakan analisis deskriptif dan analisis inferensi, termasuk analisis kebolehppercayaan, Pearson Coefficient, Regresi Linear dan Regresi Pelbagai telah dibincangkan dalam bab 4 untuk analisis pengumpulan data. Dari kajian ini, kelima-lima faktor personaliti kreatif mempunyai pengaruh yang besar kepada niat keusahawanan. Selain itu, keputusan juga menunjukkan bahawa rasa ingin tahu adalah faktor dominan yang mempengaruhi niat keusahawanan di kalangan pelajar bukan pengurusan.

Kata kunci: Niat Keusahawanan, Personaliti Kreatif, Malaysia

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LIST OF ABBREVIATIONS

ABBRV.	DETAIL
UTeM	Universiti Teknikal Malaysia Melaka
FKE	Faculty of Electrical Engineering
FKEKK	Faculty of Electronic and Computer Engineering
FKM	Faculty of Mechanical Engineering
FKP	Faculty of Manufacturing Engineering
FTMK	Faculty of Information and Communication Technology
FTK	Faculty of Engineering Technology
IV	Independent Variable
DV	Dependent Variable
H0	Null Hypothesis
H1	Alternative Hypothesis

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The Malaysia Education Blueprint 2015-2025 (Higher Education) is to create holistic, entrepreneurial and balanced graduates, as well as to enhance technical and vocational education and training programmes. They want to create individuals who become job creator, rather than job seeker. (Jade, 2015). However, entrepreneurship is generally not perceived as a good career choice by many Malaysian youths. Compared with 11 Asia Pacific and South Asian countries, Malaysia ranked lowest in ascribing high social status to successful entrepreneurship, and highest in fear of failure. This explains why Malaysia is lagging in entrepreneurship, particularly nascent and early stage entrepreneurship (Sani, 2012). Malaysia also rated 11.5% in statistics on entrepreneurial intention comparison with Asia and Oceania country (GEM, 2015)

In Malaysia, Entrepreneurship Education could help promote entrepreneurial and innovative culture by changing mind-sets and providing the necessary skills to students. The benefits of Entrepreneurship Education are not limited to boosting start-ups, innovative ventures and new jobs, but it can also influence a young individual's motivation to strive for something that might otherwise seem impossible (Bernama, 2013).

It is widely accepted that the educational system of universities has to provide an academic environment that serve as a catalyst for high-technology start-ups. The universities shall be fostering innovations and new product development through entrepreneurship as primary task of universities. The role of university graduates shall also be enhanced as founders of innovative business (Robinson and Sexton 1998).

Understanding the factors that drive entrepreneurial intention in students is paramount in this effort. Traditionally, researches have focused heavily on the role that an individual's attitude and personality toward entrepreneurship, perceived social norms and self-efficiency plays in influencing the intention to become entrepreneurs (Krueger, 2000). In research by Yar Hamidi et al. (2008) shows that by examine 40 entrepreneurship students in Sweden and found support for their hypothesis that creativity is positively related to students' entrepreneurial intention. Which are the more creative individuals are, the more likely they are to engage in entrepreneurship. High scores on a creativity test and prior entrepreneurial experiences are positively associated with entrepreneurial intentions, whereas perception of risks has a negative influence. This shows that the growth of research on entrepreneurial intentions.

1.2 Problem Statement/Research Question

Everyone wants to become as part of wonderful entrepreneur journey, get lucky and succeed for own business. Today, the landscape of business changes so rapidly, everybody had potential to become the part of entrepreneur. Even, individuals from other background of study and experience can become entrepreneur. However, this can't be happened if they no intention to become entrepreneurs. Malaysia government economic plan is to encourage the culture of entrepreneurship through the programmes, such as Malaysian Global Innovation and Creativity Centre (MaGIC), SME Bank and Agro Bank. Still, entrepreneurship not perceived as a good career choice by many Malaysian youths. In this study, the researcher will concerned in how the contribution of creative personality to

entrepreneurial intention especially for non-management students. Hence, this research is to comprehend or understand the entrepreneurial intention of student after graduation, either as entrepreneurs or vice versa, and to understand why young people want to become entrepreneurs while some of them do not wish to do own business.

The research questions research is:

1. What is relationship between creative personality and entrepreneurial intention?
2. How do creative personality factors influence students' entrepreneurial intention in starting up a business?

The researcher aimed to know is the creative personality factors impacting student entrepreneurial intention and how its influence students' entrepreneurial intention in starting up a business.

1.3 Research objective

There are three research objectives base on the research question formulate:

1. To identify the relationship of the creative personality and entrepreneurial intention.
2. To identify the factors of the creative personality impacting the students' entrepreneurial intention.
3. To measure the dominance factors of the creative personality on students' entrepreneurial intention.

1.4 Scope, limitation and key consumption of study

Scope

The scope of study is referring to the constraints within the study. For this study, is limited to the influence of creative personality and entrepreneurial intention among non-management undergraduates. This study is conducted only among students based in Universiti Teknikal Malaysia Melaka. Besides that, this study will only focus for the student which is engineering field or non-management and for those students is business management field will not be respondent in this research.

Limitation of study

In this research, there are certain limits that may cause the limitation of this study, or towards the finding of the researcher. The limits are:

1. This study is limited for UTeM students', which on engineering field only. Thus, the findings of the researcher will only cover the insight of students' are engineering field, and not for students' are business management field.
2. In this research, the time is limitation. The researcher might come out with better result if the time given to the researcher. This is because the researcher feels the time limitation of time while conducting research of this topic.

Key Assumption of study

During the study, the researcher made the assumption that the respondents will provide correct and valid information. Besides that, the researcher also makes the assumption that the selected sample was not be biases and was representative of the population.

1.5 Importance of the Study

This study aimed to have better understands of why certain young adult are choose to be entrepreneurs while some of them are not. Therefore, the factor of students' creative personality will allow university to have a prediction of whether students will start business or not. This will encourage more engineering students' to start up a business after they graduate. Besides that, knowing the factors that will affect the entrepreneurial intention will also allow the government to set up more effective policies on the economy plan, which to encourage the entrepreneurial intention among the undergraduate in starting up a business.

1.6 Summary

This study will be exposed to readers about the creative personality on entrepreneurial intention. Therefore, this will encourage more non-management or engineering students' to become an entrepreneur in the future and this will increase the economy of our country. Besides that, this research is to have a better understand of why certain young adult are choose to be entrepreneurs while some of them are not. Thus, this can allow university to have a prediction by offer the more courses and programs of entrepreneurship to students.