

FACTORS AFFECTING ENTREPRENEURIAL INTENTION AMONG FINAL
YEAR STUDENTS OF UTeM AND UiTM LOCATED MELAKA CITY.

TAN HUI HUI

Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SUPERVISOR'S APPROVAL

I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfill the requirements for the award of Bachelor of Technology Management (Technology Innovation)

SIGNATURE :

NAME OF SUPERVISOR : PN. NOR AZAH BINTI ABDUL AZIZ

DATE :

SIGNATURE :

NAME OF PANEL : DR. YUSRI BIN ARSHAD

DATE :

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The thesis is submitted in partial fulfillment of the requirements for the award of
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DECLARATION OF ORIGINAL WORK

I declared that this project is the result of my own research except as cited in the references. This research project has not been any degree and is not concurrently submitted in candidature of any other degree.”

Signature :

Name : TAN HUI HUI

Date :

DEDICATION

I would like to dedicate our dissertation work to our supervisor, Pn. Nor Azah Binti Abdul Aziz, who has provided me advices and leaded me to the right path in the process of this study and my family, friends, and relatives for giving their unlimited support, help, encouragement and motivation throughout the completion of this research project.

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ABSTRACT

The different factors may be influenced the student's entrepreneurial intention. The student who intent to become an entrepreneur in future was depends on their entrepreneurial intention. The research objective for this study is to understand how the attitude toward the behavior, subjective norm and perceived behavioral control, entrepreneurship subject and programme that affect entrepreneurial intention among final year students. The primary data of this study was gathered by distributing 278 survey questionnaires to respondents at UTeM City Campus and UiTM Melaka City Campus. The Cronbach's Alpha Reliability test which can ensure the reliability result was conducted on every variable. Pearson Correlation Coefficient and Multiple Linear Regression Analysis were conducted in this study to observe independent variables included with attitude toward the behavior, subjective norm, perceived behavioural control and entrepreneurship subject and programme). All the variables have shown the significant relationship with entrepreneurial intention. The discussion of the findings, implications of study, limitations and recommendations for future research are discussed in the end of the study.

ABSTRAK

Faktor-faktor yang berlainan boleh mempengaruhi kecenderungan keusahawanan pelajar. Pelajar yang berniat untuk menjadi seorang usahawan pada masa akan datang adalah bergantung kepada niat keusahawanan mereka. Objektif penyelidikan untuk kajian ini adalah untuk memahami bagaimana sikap terhadap tingkah laku, norma subjektif dan kawalan tingkahlaku yang dilihat, keusahawanan subjek dan program yang memberi kesan kepada kecenderungan keusahawanan di kalangan pelajar tahun akhir. Data utama kajian ini dikumpulkan dengan mengedarkan 278 borang soal selidik kepada responden di Kampus UTeM Bandar dan Kampus UiTM Bandaraya Melaka . Ujian Alpha Kebolehpercayaan Cronbach yang boleh memastikan hasil kebolehpercayaan telah dijalankan ke atas setiap pemboleh ubah. Pekali Korelasi Pearson dan Multiple Linear Analisis Regresi telah dijalankan dalam kajian ini untuk melihat pemboleh ubah bebas yang disertakan dengan sikap terhadap tingkah laku, norma subjektif, kawalan tingkahlaku yang dilihat dan keusahawanan subjek dan program). Semua pembolehubah telah menunjukkan hubungan yang signifikan dengan niat keusahawanan. Perbincangan dapatan kajian, implikasi kajian, batasan dan cadangan untuk kajian akan datang dibincangkan di akhir kajian.

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LIST OF ABBREVIATIONS

ABBREVIATION	TITLE	PAGE
UTeM	Universiti Teknikal Malaysia Melaka	2
UiTM	Universiti Teknologi Mara	2
KRI	Khazanah Research Institute	3
MECD	Ministry of Entrepreneurship and Co-operative Development	8
FPTT	Faculty of Technology Management & Technopreneurship	13
BTMI	Bachelor Degree in Technology Management (Technology Innovation) with Honours	14
BTMM	Bachelor Degree in Technology Management (High Technology Marketing) with Honours	14
BTEC	Bachelor Degree in Technopreneurship with Honours	14
BM240	Bachelor of Business Administration (Hons)	17
BM242	Bachelor of Business Administration (Hons) Finance	17
BM243	Bachelor of Business Administration (Hons) Human Resource Management	17
BM246	Bachelor of Business Administration (Hons) International Business	17
BM232	Bachelor of Office Systems Management (Hons)	17
HM241	Bachelor of Science (Hons) Tourism Management	17
TRA	Theory of Reasoned Action	19
TPB	Theory of Planned Behavior	20
SPSS	Statistical Package for Social Sciences	43
ATB	Attitude toward the behaviour	46
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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Early in the eighteenth century, entrepreneur word derives from French term to describe a “go-between” or a “between-taker.” Entrepreneurial intention is the person who has awareness and belief intends to organise a new business venture and schedules to do that in future. Entrepreneurship is a process whereby a person or a group of people contribute their efforts and pursue opportunities to turning an idea into a business. There are a lot of advantages to become an entrepreneur. Entrepreneurs are freedom because they are doing something they love. Besides, they are flexible to schedule their work with other commitments including can spend quality time to accompany their families. Additional, as an entrepreneur, their revenue is directly related to how many their efforts and success of their business.

In many counties, entrepreneurship becomes an employment scheme that plays a vital role in combating unemployment. According to Azhar et al., (2014), entrepreneurship becomes important to every country because the entrepreneurship activities growing will help in creating the jobs for the society and reducing the unemployment rate. Urbano and Aparicio (2016) indicate that entrepreneurship has been

given dedication due to its importance on economic growth, job creation, sources of innovation and productivity.

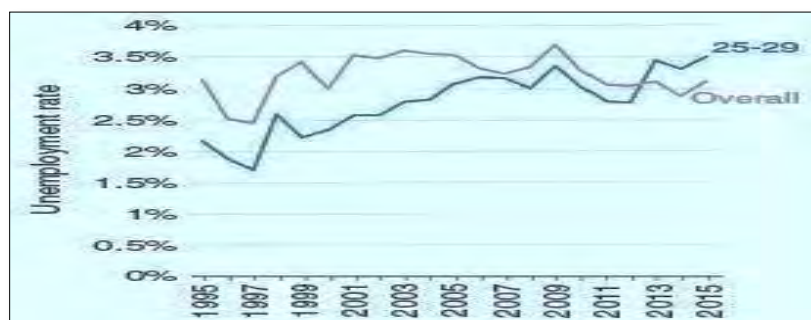
Thus, developing countries like Malaysia encourage students especially for those tertiary educations to be involved in entrepreneurship and become self-employed. Government had been enforcing to make entrepreneurship subject compulsory to all students regardless of their field of study by the way to create entrepreneurial intention among them among universities. Universities in Malaysia are generally categorised as public and private universities. The public universities in Malaysia are funded by the Government and are governed as self-managed institutions. There are 20 Public Universities (Government Universities) which located in Malaysia. UTeM and UiTM Melaka are public universities from list of universities in Malaysia.

UTeM is pioneers the “practice and application oriented” teaching and learning methodology for higher technical education in Malaysia. This is in accordance with the government’s decision to cater for high technical-skilled human resource needs of Malaysia’s industries. UTeM also provide the platform for students are equipped with knowledge and understanding of real world problems particularly designed to be practical and applied oriented. On the other hand, , UiTM with a vision “To establish UiTM as a premier university of outstanding scholarship and academic excellence capable of providing leadership to Bumiputera’s dynamic involvement in all professional fields of world-class standards in order to produce globally competitive graduates of sound ethical standing.” UiTM is Malaysia's largest institution of higher learning in terms of size and population. Beside the main campus in Shah Alam, the university has expanded nationwide with 13 state campuses and more than 21 state satellite campuses, which collectively offers more than 500 academic programmes. Therefore, UTeM City Campus and UiTM Melaka City Campus have been selected in this research.

1.2 Problem Statement

Refer figure 1.1, tan (2016) indicates that the result from Khazanah Research Institute (KRI), country's rising youth unemployment rate, especially those with tertiary education. The unemployment rate has been steadily rising among those aged 25 to 29. While it trended below overall unemployment before 2013, it has since exceeded the overall unemployment rate, standing at 3.5% in 2015 compared with the overall unemployment rate of 3.1%. In 2015, 33.8% of those unemployed had tertiary education, compared with 35.2% in 2014 and 30.6% in 2013.

Other than that, the demand for unrealistic salary and benefits are the top cited reasons given by employers on why it is hard for fresh graduates to gain employment these days. Employers mention fresh graduate poor command of the English language, being choosy about the job or company, poor communication skills and an overall poor attitude. JobStreet.com Regional Communications head Simon Si said in a survey conducted by JobStreet.com last month, 68 per cent of the respondents said fresh graduates are asking too high a salary for first jobs. —The survey disclosed that 60 per cent of fresh graduates expect a salary of RM 3,500 for their first job while 30 per cent want to be paid as high as RM6,500 in order to live comfortably. This means that there is a gap between what companies are willing to pay and what the candidates want to be paid. (Sani, 2016)



Source: Tan, S.M., 2016. More Malaysian graduates unemployed — report.

Figure 1.1 line graph shown the median monthly wages and wages premium by education levels in year 2015

The rising youth unemployment could signal structural rather than cyclical challenges that serious concern has been raised by policy makers and academicians. In curbing the issue, these graduates can choose to be self-employed. Many fresh graduates do possess the skill and knowledge which are important for starting-up own business. Nevertheless, only a tiny percentage of the students choose to be self-employed after graduating. The reason may be due to lack of self-confidence or lack of encouragement or reassurance. There may also be others who are potential entrepreneurs but are not properly aware of the career options. As becoming entrepreneur can be one of the options, thus, their intention on becoming self-employed had prompted researchers to investigate particularly on the influence of entrepreneurial characteristics and entrepreneurial intention among undergraduates towards entrepreneurial activities.

Entrepreneurship is not the function that might be outcome of simple efforts. According to Ajzen and Fishbein (2000:216), an attitude refers to individual's general feeling of favorableness or unfavorableness toward various stimulus objects. Whenever individuals learn that the object is related to a given attribute, their assessments about the attribute becomes connected with the object. Attitudes are depended on the total set of the person's salient beliefs and the evaluations associated with those beliefs. Therefore, the students intend to become self-employed is major challenge for entrepreneurship educators in designing courses and developing students innate entrepreneurial capabilities and intention.

Abdullah, Danila and Ibrahim (2014) illustration that the Minister of Higher Education highlighted that training, internship and entrepreneurship program must be encouraged to the Malaysian University students to changing their mind-set as to become self-reliant by having entrepreneurship spirit and culture. Arifatul Husna et al. (2010) argue that this is due to the fact that a gap exists between the Malaysian Government's expectation of high involvement of students in entrepreneurship and the actual level of involvement among students in entrepreneurship. Therefore, their intention on becoming self-employed had prompted researchers to analyse the factors influence of

entrepreneurial intention among final year students who pursuing degree in UTeM and UiTM Melaka which located in Melaka City.

1.3 Research Objectives

The objective of this research study is to discover the factors affect entrepreneurial intention among final year students who studying at UTeM and UiTM in Melaka City.

The specify objectives are:

1. To identify whether attitude toward the behavior, subjective norm, perceived behavioral control, entrepreneurship education and programme will affect entrepreneurial intention among final year students at UTeM and UiTM in Melaka City.
2. To examine the most significant influencing factor that affect entrepreneurial intention among final year students at UTeM and UiTM in Melaka City.

1.4 Research Questions

The study focuses the several questions as shown below to address the researching issues.

1. To what extent is the entrepreneurial intention among final year students who studying at UTeM and UiTM Melaka in Melaka City?
2. What are the antecedents of entrepreneurial intention among final year students who studying who studying at UTeM and UiTM Melaka in Melaka City?

3. Do influencing factors affect entrepreneurial intention among final year students who studying who studying at UTeM and UiTM Melaka in Melaka City?

1.5 Scope of Research

The research study is to discover the factors affect entrepreneurial intention among final year students who studying at UTeM and UiTM Melaka in Melaka City. This study was selected Melaka due capitalize on its illustrious history and assert itself as one of Malaysia's most irresistible tourist draws. Other than that, the historic centre was crowned a Unesco World Heritage Site in 2008, kick starting a decade of renewal. Modern Melaka swaggers once more, with visitors pouring in to experience the bustling weekend night market, heritage architecture and famously glitzy trishaws. Therefore, the unique and strategic planning of Melaka had been created a lot opportunities for people to become self-employed. UTeM and UiTM Melaka are public university located in Melaka City. Universiti Teknikal Malaysia Melaka (UTeM), which was incorporated in December 2000, is the 14th Institution of Higher Learning (IHL) city campus was established on 19th March 2009, in the heart of the World Heritage City of Historic Melaka. UTeM City Campus integrates a technology and business approach in enhancing the knowledge and skills of human capital. The curriculum also was developed to address issues and challenges in managing the force of globalization, rapid pace of technological changes, market and competition, product complexity, pressure of production cost, high cost and risk of research and development, and government regulations and market diversity. By diversifying the courses into both functional and practice-based, graduates will be competent with the skills in technical marketing, managing technical human resources, and leadership and communication. On the other hand, UiTM Melaka City Campus was inaugurated on March 26, and it took the initiative to organize the mobilization and integration with the state government. Even the deployment and integration have highlighted the role of Melaka UiTM as a catalyst for urban regeneration. UiTM direction in the realization of the Melaka state as a hub of higher education in

Malaysia is very clear. Therefore, human capital development process conducted together with the application of knowledge and highly skilled, innovative, personal values, trained and first class mind constantly driven to propel UiTM name not only at the state level and even up to the global level. This study was interested in studying 4 factors involve attitude, subjective norms, and perceived behaviour control and entrepreneur subject and programme as determinants which influence entrepreneurial intentions among final year students who studying at UTeM and UiTM Melaka in Melaka City. Therefore, final year students who studying bachelor degree at UTeM and UiTM Melaka has been selected as targeted respondents. Final year students normally will have more clearly picture compare than another year students this is because they have to decide the way whether to become professional or to be a boss after graduate.

1.6 Research Contribution

This study can acts as a good reference that contribute a lot of information on identifying factors affecting entrepreneurial intention among final year students at UTeM and UiTM in Melaka City. Besides that, since the unemployment issue is gradually increase year by year, so actually entrepreneur is a driven to alter or to improve the economy of Malaysia. Most important is the undergraduate now normally will choose to be work as an employee rather than the boss. This is because, some of them lack of confidence, or lack of the experience that made them consider have a good salary and stable lifestyle. Therefore, this study can enhance provide a better understanding in order to enhance their entrepreneurial intention.