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“I hereby declare that I have read this thesis and in my opinion, this thesis is sufficient in terms of scope and quality for the purpose of awarding The Faculty of Technology Management and Technopreneurship, Bachelor of Technopreneurship (BTEC)”

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THE INFLUENCE OF GENDER ON THE ENTREPRENEURIAL INTENTIONS  
AMONG TECHNICAL UNIVERSITY STUDENTS

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This report is presented as a part of the requirements of the award of the Bachelor of  
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Faculty of Technology Management and Technopreneurship  
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## **DECLARATION PAGE**

“This declaration is to clarify that all of the submitted contents of this project are original. All the work process involved is from my own idea and creativity. All contents of this project have been submitted as a part of partial fulfilment of the Bachelor of Technopreneurship (BTEC). I hereby admit that this report is the result of my own work except for summaries and quotations that I have explained in each source.”

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## **DEDICATION PAGE**

I exclusively dedicate this project to my beloved parents, Mr. Arifin bin Mohamed Ali and Mrs. Rohana binti Ijai for their never ending moral support and prayers which gives me strength in my academic life.



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Appreciation is also directed to all involved whether directly or indirectly assisting in the success of this research project. Hopefully, this report will become a useful source of reference to other students in the future.

## **ABSTRACT**

The purpose of this research is to identify the factors that influence gender on entrepreneurial intentions among the technical university students. In this research, there are three independent entrepreneurial intention variables, which are attitude toward the behavior, subjective norms and perceived behavioural control. Firstly, the researcher will determine the factors that influence gender on the entrepreneurial intentions among technical university students. Secondly, to investigate the relationship between the factors that influences gender and entrepreneurial intentions among technical university students. Thirdly, to identify the most significant factors that influence gender on the entrepreneurial intentions among technical university students. This research used the research method of quantitative approach where the sample of questionnaire is 320 respondents that consist of 40 males and 40 females for each technical university. In this research, the researcher analyzed the factors by using the Pearson Correlation and Multiple Regression. To complete this research, the researcher utilized Theory of Planned Behavior (TPB) as the main theory to be adopted.

**Keywords:** Entrepreneurial Intentions, Attitude toward the Behavior, Subjective Norms, Perceived Behavioral Control

## ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi jantina ke atas niat keusahawanan dalam kalangan para pelajar universiti teknikal. Dalam kajian ini, terdapat tiga pembolehubah niat keusahawanan bebas, iaitu sikap terhadap tingkah laku, norma subjektif dan kawalan tingkah laku yang dirasakan. Pertama, penyelidik akan menentukan faktor-faktor yang mempengaruhi jantina ke atas niat keusahawanan dalam kalangan para pelajar universiti teknikal. Kedua, untuk mengkaji hubungan antara faktor-faktor yang mempengaruhi jantina dan niat keusahawanan dalam kalangan pelajar universiti teknikal. Ketiganya, untuk mengenal pasti faktor-faktor yang paling penting dalam mempengaruhi jantina ke atas niat keusahawanan dalam kalangan para pelajar universiti teknikal. Kajian ini menggunakan kaedah penyelidikan pendekatan kuantitatif di mana sampel soal selidik adalah 320 responden yang terdiri daripada 40 lelaki dan 40 perempuan untuk setiap universiti teknikal. Dalam kajian ini, penyelidik menganalisis faktor dengan menggunakan Korelasi Pearson dan Regresi Pelbagai. Untuk melengkapkan penyelidikan ini, penyelidik menggunakan Teori Perancangan Yang Dirancang (TPB) sebagai teori utama untuk diadaptasi.

Kata kunci: Niat Keusahawanan, Sikap terhadap Perilaku, Norma Subjektif, Kawalan Tingkah Laku



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**ABBREVIATIONS**

ATTB	Attitude toward the Behavior
GEM	Global Entrepreneurship Monitor
KUiTTHO	Kolej Universiti Teknologi Tun Hussein Onn
KUKTEM	Kolej Universiti Kejuruteraan & Teknologi
KUKUM	Kolej Universiti Kejuruteraan Utara Malaysia
KUTKM	Kolej Universiti Teknikal Kebangsaan Malaysia
MOE	Ministry of Education
MTUN	Malaysian Technical University Network
PBC	Perceived Behavioral Control
SME	Small Medium Enterprise
SN	Subjective Norms
SPSS	Statistical Package for Social Science
TEA	Total Entrepreneurial Activity
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TUCN	Technical University College Network
UMP	Universiti Malaysia Pahang
UniMAP	Universiti Malaysia Perlis
UTeM	Universiti Teknikal Malaysia Melaka
UTHM	Universiti Tun Hussein Onn Malaysia



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

This chapter contained seven segments, which are the background of the study, problem statement, research questions that been construct based on the problem statement and research objectives. Besides, this chapter also contained the significance of the study, scope, and limitation of the study.

#### **1.1 Background of Study**

Entrepreneurship can be one of the profession options for youth and graduates in the future. Besides, there are two methods that can be measured in entrepreneurship. Firstly, actual entrepreneurship which means a person that has actually started the business. Secondly, entrepreneurial intention, which means a person that intends to start the business. The word “entrepreneurial intentions” be able to describe as the basic to the understanding of the entrepreneurial process (Caro-González, Romero-Benabent, & Sánchez Torné, 2017). The intention of an individual will be transformed into action when that individual improves their intention to do a particular behavior. Besides, this intention remains a tendency until the suitable period and opportunity come (Caro-González et al., 2017).

Usually, entrepreneurial intentions are the emotional state that drives someone's intentions and takes action against validating entrepreneurial behavior, developing new business concepts and pursuing an entrepreneurial career. Realizing the importance of entrepreneurship education in preparing youth and graduates with opportunities and potentials to choose future careers as entrepreneurs or self-employed, the Ministry of Education (MOE) has shown their commitment towards its implementation. Therefore, MOE has taken action to make entrepreneurship subjects as a compulsory for all undergraduates in public universities. At the same time, all students are encouraged to participate in all entrepreneurial activities at their university. The example of entrepreneurship activities is entrepreneurship events, training, seminars, short courses, and conferences. The outcomes of these activities can help to reduce the number of unemployed graduates and increase the business opportunities, which will give a direct impact on Malaysia to achieve the developed country in 2020 as envisaged. Based on Malaysia Higher Education Action Plan 2007-2010, it clearly portrays that the entrepreneurial transformation of learning and teaching to the various entrepreneurial skills of university students.

Nowadays, the number of entrepreneurship education programs is growing because university education is no longer a passport to secure employment for graduates. Therefore, entrepreneurship education and activities will encourage young graduates to become an entrepreneur and self-employment. In this study, the researcher only focussed on Malaysian Technical University Network (MTUN). In early 2000, MTUN was established as University Colleges that specializes in higher technical and technology programs that are practical-oriented. The four university colleges are Kolej Universiti Teknikal Kebangsaan Malaysia (KUTKM), Kolej Universiti Teknologi Tun Hussein Onn (KUiTTHO), Kolej Universiti Kejuruteraan Utara Malaysia (KUKUM), and Kolej Universiti Kejuruteraan & Teknologi (KUKTEM). For mutual benefits, on March 2006 Technical University College Network of Malaysia or known as TUCN Malaysia was introduced. All these four university colleges have undergone a rebranding initiative in February 2007 and henceforth become a university. The universities are Universiti Teknikal Malaysia Melaka (UTeM), Universiti Tun Hussein Onn Malaysia (UTHM), Universiti Malaysia Pahang (UMP) and Universiti Malaysia Perlis (UniMAP).

Some researcher have emphasized that an important determinant of business behavior is entrepreneurial intention. Caro-González et al., (2017) stated that if female believe that their immediate environment is positively associated linked entrepreneurial activity, it is more attractive to build their own business. However, in traditional roles within the family, where males are anticipated to take over the family venture (Camelo-ordaz, Diánez-gonzález, & Ruiz-navarro, 2016). Thus, understanding the influence of gender differences among technical university students in entrepreneurial intentions will prompt a superior comprehension of their behavior. This research's purpose is to recognize the factors that affect their intentions to start-up a business in the future.

## **1.2 Problem Statement**

The total entrepreneurial activity (TEA) in Malaysia according to the Global Entrepreneurship Monitor (GEM) 2017 was the lowest percentage compared to Thailand and China which are Asia's developing countries. The lower rate of TEA is a bad sign for Malaysia because it shows a higher number of unemployed. In Malaysia, there is a gap in entrepreneurship involvement between women and men. According to the Small Medium Enterprise (SME) Bank group, there are only 20.6% of women entrepreneurs are established compared to men entrepreneurs.

Based on the Department of Statistics Malaysia, the unemployment rate in Malaysia crept lower from 3.4% in July 2018 to 3.3% in October 2018. The number of jobless fell from a year ago to 515.6 thousand by 0.2 percent to 14.99 million. Additionally, the work constraint increased to 15.51 million by 2.1 percent. On an occasionally adjusted basis, the unemployed edged down from 3.3 percent in December to 3.2 percent in January. Malaysia's joblessness rate averaged 3.28 percent between 1998 and 2019, getting a record great of 4.50 percent in March 1999 and jot down low of 2.70 percent in August 2012. Although Malaysia's unemployment rate in Malaysia decreases but it is too low.

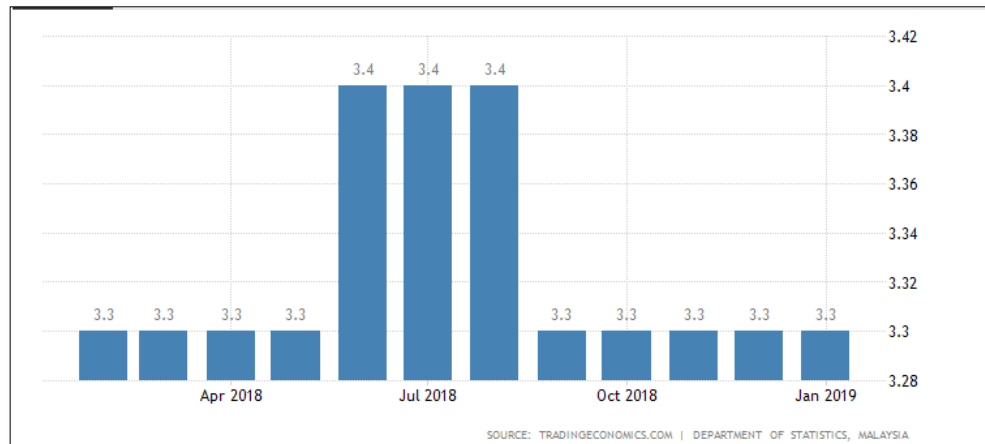


Figure 1.1: Graph of Statistic Malaysia Unemployment Rate by tradingeconomics.com. Reprinted from Trading Economics by Department of Statistic Malaysia, March 17, 2019, retrieved from <https://tradingeconomics.com/malaysia/unemployment-rate/> Copyright 2019 by trading economics

Nowadays, the increasing rate of unemployed becomes a trigger and one of the issues that must be taken as a serious case. All the field of study includes the technical student's background also facing unemployment.

Bidang Pengajian Field of Studies	Status Pekerjaan / Employment Status										Jumlah Total	
	Bekerja Employed		Melanjutkan pengajian Further Study		Meningkatkan kemahiran Upgrading skills		Menunggu penempatan pekerjaan Waiting for work placement		Belum bekerja Unemployed			
	Bil No.	%	Bil No.	%	Bil No.	%	Bil No.	%	Bil No.	%	Bil No.	%
Program asas General Programmes	20	8.5	113	48.3	2	0.9	1	0.4	98	41.9	234	100
Pendidikan Education	8,904	62.8	1,044	7.4	47	0.3	1,542	10.9	2,635	18.6	14,172	100
Sastera dan Kemanusiaan Arts & Humanities	12,244	55.2	3,653	16.5	230	1.0	596	2.7	5,460	24.6	22,183	100
Sains Sosial, Perniagaan dan Perundangan Social Sciences, Business and Law	55,863	59.0	14,545	15.4	1,521	1.6	2,705	2.9	20,078	21.2	94,702	100
Sains, Matematik dan Komputer Sciences, Mathematics & Computing	17,626	53.3	7,418	22.4	470	1.4	1,093	3.3	6,475	19.6	33,082	100
Kejuruteraan, Pembuatan dan Pembinaan Engineering, Manufacturing & Construction	51,797	62.2	13,900	16.7	1,146	1.4	2,676	3.2	13,821	16.6	83,340	100
Pertanian dan Veterinar Agriculture & Veterinary	3,122	51.8	1,201	19.9	72	1.2	189	3.1	1,439	23.9	6,023	100
Kesihatan dan Kebajikan Health & Welfare	8,378	48.8	1,068	6.2	92	0.5	4,035	23.5	3,590	20.9	17,163	100
Perkhidmatan Services	12,282	63.4	2,694	13.9	130	0.7	462	2.4	3,815	19.7	19,383	100
<b>JUMLAH TOTAL</b>	<b>170,226</b>	<b>58.6</b>	<b>45,636</b>	<b>15.7</b>	<b>3,710</b>	<b>1.3</b>	<b>13,299</b>	<b>4.6</b>	<b>57,411</b>	<b>19.8</b>	<b>290,282</b>	<b>100</b>

Figure 1.2: Table of Number and Percentage of Malaysian Graduates by Employment Status according to Field of Study. Source: Education Ministry Graduate Tracer Study, 2018

Besides, over 200,000 students graduate from higher learning institutions for every year (Michelle Leo, 2018). Therefore, to decrease the rate of unemployed, these graduates can decide to be an entrepreneur. According to Sergi et al., (2019) self-employed will contribute to economic growth and can reduce the unemployment rate. Before that, the graduates must know their own interest in the field of entrepreneurship. Interest is also said to be a tendency for a person to know, learn something that led them to the desired selection. There are three major factors that

contribute to the student interest, which are the attitude towards the behavior, perceived behavioral control and subjective norms. Robledo et al., (2015) mention that attitudes towards behavior and perceived behavioral control have an emotional impact on the entrepreneurial intentions for university students towards entrepreneurship while subjective norms do not. Therefore, in this research, the researcher wants to identify what are the factors that influence gender among technical university students on the entrepreneurial intentions.

### **1.3 Research Questions**

1. How gender influence entrepreneurial intentions among technical university students?
2. What is the relationship between gender and entrepreneurial intentions among technical university students?
3. What are the most factors that influence gender on the entrepreneurial intentions among technical university students?

### **1.4 Research Objectives**

1. To determine the factors that influence gender on the entrepreneurial intentions among technical university students.
2. To investigate the relationship between the factors that influence gender and entrepreneurial intentions among technical university students.
3. To identify the most significant factors that influence gender on the entrepreneurial intentions among technical university students.

## **1.5 Significance of the Study**

First of all, this research can help the researcher to increase their knowledge about the factors that influence gender on the entrepreneurial intentions among technical university students. The data obtained from the students of four technical university students in Malaysia that can help to provide a strong base for theory construction. The result of this study will guide the youth and graduates on factors that influence them on entrepreneurial intentions, especially graduates from technical universities. From this study, they were capable to recognize their personal attitudes and characteristics that would assistance them to figure out their entrepreneurial intentions and self-employed.

Next, is to identify the technical university students attitudes, self-efficacy and personal characteristics that can help them on their future career path, especially to be an entrepreneur. This research is vital for plan implementation on the upcoming improvement of entrepreneurial activities by the government for undergraduates. This is because by understanding the factors that influence entrepreneurial intentions among technical university students, all policies will be fully utilized. The finding can be a guideline for policymakers in Malaysia to encourage entrepreneurial intention, in order to increase the new business venturing rate.

Lastly, this study will help the public to understand their responsibility to enhance the intentions of youth and graduates toward entrepreneurship and providing social support. For example, a family who runs a business can provide their children with experience and knowledge to develop their self-confidence to be an entrepreneur. This is because the family background will influence an individual's goal to become the businessperson (Muhammad Farrukh et al., 2017).

## **1.6 Scope of the Study**

This study only focuses on four technical university students in Malaysia, which are including UTeM, UTHM, UMP, and UniMAP students. These four university students need to answer the questionnaire that already prepares by the researcher. For each technical university in Malaysia, researchers required 40 male students and 40 female students as respondents.

## **1.7 Limitations of Study**

When doing the research, there will be some limitations that cannot be controlled by the researcher that place restrictions on the research methodology. The main constraint of this research is time. This is because there is a time frame for the researcher to conduct this study. The researcher needs to complete this research study within one year. Next, inadequate information gained from the respondents. For example, the questionnaires that already spread to the respondents are lack of information. Some of the respondents also unwillingness to take part in this study and some of the respondents also may not be so serious when answering the questionnaire.

## **1.8 Summary**

This chapter has been discussed on the background of study, problem statement, research questions and objectives, significant of study, scope and limitation of the study. Furthermore, the research provides a summary of the study by defining all chapters in the study. The following chapter will discuss further related information.