



**DETERMINANTS OF SOCIAL ENTREPRENEURSHIP INTENTION AMONG
SISWAPRENEURS IN MALAYSIA PUBLIC UNIVERSITIES**



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UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)

2022





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UNIVERSITY TEKNIKAL MALAYSIA MELAKA

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TITLE

**DETERMINANTS OF SOCIAL ENTREPRENEURSHIP INTENTION
AMONG SISWAPRENEURS IN MALAYSIA PUBLIC UNIVERSITIES**



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**THE THESIS IS SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE AWARD OF BACHELOR OF
TECHNOPRENEURSHIP**

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DECLARATION OF ORIGINAL WORK

**“I hereby admit that this is my own work except for summary of excerpt of
which I had mentioned the sources.”**

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DEDICATION



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ABSTRACT

Social entrepreneurship was developed in 1970, aimed to highlight the topic of community difficulties. Even social entrepreneurship has been launched a long time ago, but the literary idea and empirical regarding social entrepreneurship still not broadly. The purpose of this research is to determine the factors affecting the Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities. Besides that, this research is to analyse the relationship between the determined factors and Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities. The research are done by quantitative method where a survey are conducted by online questionnaire. A total of 346 siswapreneurs which are from Univerisity of Technical Malaysia Melaka (UTeM), University Utara Malaysia (UUM) and University Malaysia Kelantan (UMK) being involved in the survey. To analyse the data accuracy, Descriptive Analysis, Pearson's Correlation Coefficient and Multiple Regression, Statistical Package for Social Science (SPSS) software is used. The result from Pearson's Correlation and Multiple Regression analysis showed that all the independent variables such as Empathy, Social Awareness, and Self-Efficacy are significant related with Social Entrepreneurship Intention. While Social Support, and Educational Support has no significant related with Social Entrepreneurship Intention. As the results, this research can bring benefits to practical contribution to the social entrepreneurship association along with the public universities and theoretical contribution to the future reseacher and practitioners in social entrepreneurship.

ABSTRAK

Keusahawanan sosial telah dibangunkan pada tahun 1970, bertujuan untuk menyerlahkan topik kesukaran masyarakat. Malah keusahawanan sosial telah dilancarkan sejak dahulu lagi, tetapi idea sastera dan empirikal mengenai keusahawanan sosial masih tidak luas. Kajian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi Niat Keusahawanan Sosial di kalangan siswapreneurs di universiti awam Malaysia. Selain itu, kajian ini juga menganalisis hubungan antara faktor-faktor yang ditentukan dan Niat Keusahawanan Sosial di kalangan siswapreneurs di universiti awam Malaysia. Penyelidikan ini dilakukan dengan kaedah kuantitatif di mana tinjauan dijalankan oleh soal selidik dalam talian. Seramai 346 siswapreneur yang terdiri daripada Universiti Teknikal Malaysia Melaka (UTeM), Universiti Utara Malaysia (UUM) dan Universiti Malaysia Kelantan (UMK) terlibat dalam tinjauan tersebut. Untuk menganalisis ketepatan data, Analisis Deskriptif, Pekali Korelasi Pearson dan Regresi Pelbagai, perisian Pakej Statistik untuk Sains Sosial (SPSS) digunakan. Hasil daripada analisis Korelasi dan Regresi Pelbagai Pearson menunjukkan bahawa semua pemboleh ubah bebas seperti Empati, Kesedaran Sosial, dan Keberkesanan Diri adalah penting yang berkaitan dengan Niat Keusahawanan Sosial. Walaupun Sokongan Sosial, dan Sokongan Pendidikan tidak mempunyai kaitan yang signifikan dengan Niat Keusahawanan Sosial. Hasilnya, penyelidikan ini boleh membawa manfaat kepada sumbangan praktikal kepada persatuan keusahawanan sosial bersama-sama dengan universiti awam dan sumbangan teori kepada reseacher masa depan dan pengamal dalam keusahawanan sosial.

TABLE OF CONTENTS

1	TITLE	i
2	DECLARATION OF ORIGINAL WORK	ii
3	DEDICATION	iii
4	ACKNOWLEDGEMENT	iv
5	ABSTRACT	v
6	ABSTRAK	vi
7	LIST OF TABLES	xii
8	LIST OF FIGURES	xiii
1	Introduction	1
1.0	Background of Research	1
1.1	Problem Statement	4
1.2	Research Questions	7
1.3	Research Objectives	7
1.4	Scope and Limitation of the Research	8
1.4.1	Scope	8
1.4.2	Limitations	8
1.5	Significant of the Research	9
1.6	Summary	9
2	Literature Review	10
2.0	Introduction	10
2.0.1	Entrepreneurship	10
2.0.2	Social Entrepreneurship	11
2.0.3	Social Entrepreneurship in Malaysia	11
2.1	Definition of Dependent Variable	12
2.1.1	Social Entrepreneurship Intention	12

2.2	Review Literature on Independent Variables	13
2.2.1	Empathy	13
2.2.2	Social Awareness	14
2.2.3	Self-Efficacy	15
2.2.4	Social Support	16
2.2.5	Educational Support	17
2.3	Underpinning Theory	18
2.3.1	Theory Of Planned Behavior (TPB)	18
2.3.2	Entrepreneurial Event Model (EEM)	19
2.4	Theoretical Framework	20
2.5	Hypothesis Development	21
2.5.1	Empathy and Social Entrepreneurship Intention	21
2.5.2	Social Awareness and Social Entrepreneurship Intention	22
2.5.3	Self-Efficacy and Social Entrepreneurship Intention	22
2.5.4	Social Support and Social Entrepreneurship Intention	23
2.5.5	Educational Support and Social Entrepreneurship Intention	24
2.5.6	Summary of Hypothesis Development	25
2.6	Summary	25
3	Research Methodology	26
3.0	Introduction	26
3.1	Research Design	26
3.2	Research Design Method	27
3.2.1	Descriptive Research Design	27
3.2.2	Quantitative Research Design	27

3.3	Research Strategy	28
3.3.1	Questionnaire Design	28
3.4	Scientific Canons	29
3.4.1	Reliability	29
3.4.2	Validity	29
3.4.3	Pilot Test	30
3.5	Sampling Design	32
3.5.1	Target Population	32
3.5.2	Sampling Techniques	32
3.5.3	Sampling Size	33
3.6	Data Collection Method	34
3.6.1	Primary Data	34
3.6.2	Secondary Data	34
3.6.3	Measurement of Construct	34
3.7	Data Analysis Tools	36
3.7.1	Descriptive Analysis	36
3.7.2	Pearson's Correlation Coefficient	36
3.7.3	Regression	37
3.8	Time Horizon	38
3.9	Time Scale (Gantt Chart)	39
3.10	Summary	40
4	Analysis and Results	41
4.0	Introduction	41
4.1	Reliability Test	41
4.2	Responses Rate	43
4.3	Descriptive Data Analysis	44

4.3.1	Demographic	44
4.3.2	Normality Test	56
4.3.3	Empathy	57
4.3.4	Social Awareness	58
4.3.5	Social Support	59
4.3.6	Educational Support	61
4.3.7	Self-Efficacy	63
4.3.8	Social Entrepreneurship Intention	65
4.4	Inferential Statistics	66
4.4.1	Pearson Correlation Coefficient Analysis	66
4.4.2	Multiple Regression Analysis	69
4.4.3	Hypothesis Testing	72
4.5	Summary	73
5	Discussion, Conclusion, Recommendation	74
5.0	Introduction	74
5.1	Discussion	74
5.1.1	To determine the factor affecting the Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities.	75
5.1.2	To analyze the relationship between the determined factors and Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities.	76
5.1.3	To examine the most significant factors that would influence Social Entrepreneurship Intention.	79
5.2	Contribution of the Study	80
5.2.1	Practical Contribution	80
5.2.2	Theoretical Contribution	80

5.3	Limitation of the Study	81
5.4	Recommendation for Future Study	82
5.5	Conclusion	82
6	References	83
7	Appendices	92



LIST OF TABLES

Table	Content	Pages
Table 2.1	Definition of Empathy	13
Table 2.2	Definition of Social Awareness	14
Table 2.3	Definition of Self-Efficacy	15
Table 2.4	Definition of Social Support	16
Table 2.5	Definition of Educational Support	17
Table 2.6	Summary of Hypothesis Development	25
Table 3.1	Cronbach's Alpha	29
Table 3.2	Pilot Test Result	30
Table 3.3	Pilot Test of 26 Items	31
Table 3.4	Measurement of Construct	34
Table 3.5	Pearson Correlation Coefficient	36
Table 3.6	Symbol of Multiple Regression Equation	37
Table 3.7	Gantt Chart	39
Table 4.1	Reliability Statistic of All Variables	41
Table 4.2	: Reliability Statistics of Overall Variables	42
Table 4.3	: Response Rate	43
Table 4.4	Frequency and Percentage of Age	44
Table 4.5	: Frequency and Percentage of Gender	46
Table 4.6	Frequency and Percentage of Year of Study	47
Table 4.7	Frequency and Percentage of University	48
Table 4.8	Frequency and Percentage of Social Entrepreneur Information	49
Table 4.9	Frequency and Percentage of Importance of Individual's Intention	50
Table 4.10	Frequency and Percentage of Factors	51
Table 4.11	Type of Social Entrepreneur	52
Table 4.12	Skills	53
Table 4.13	Normality Test	56
Table 4.14	: Descriptive Statistics for Empathy	57
Table 4.15	Descriptive Statistic for Social Awareness	58
Table 4.16	Descriptive Statistic for Social Support	59

Table 4.17	Descriptive Statistic for Educational Support	61
Table 4.18	Descriptive Statistics for Self-Efficacy	63
Table 4.19	Descriptive Statistics for Social Entrepreneurship Intention	65
Table 4.20	: Pearson Correlation Coefficient Analysis	67
Table 4.21	Strength of Pearson Correlation Coefficient	68
Table 4.22	Model Summary	69
Table 4.23	ANOVA	69
Table 4.24	Coefficientsa	70

LIST OF FIGURES

Figures	Contents	Pages
Figure 1.1	Selected GEM indicators for Five Asian Countries for 2017	3
Figure 1.2	Summarized Statistics for Four KPIs from 2016-2019	3
Figure 2.1	Theory of Planned Behaviour (TPB)	18
Figure 2.2	Entrepreneurial Event Model (EEM)	19
Figure 2.3	Framework of Factors that Influence the Intention of University Student Toward Social Entrepreneurship	20
Figure 3.1	Five-point Likert Scale	28
Figure 3.2	Determining Sample Size	33
Figure 4.1	Age	44
Figure 4.2	Gender	46
Figure 4.3	Year of Study	47
Figure 4.4	University	48
Figure 4.5	Social Entrepreneur Information	49
Figure 4.6	Importance of Individual's Intention	50
Figure 4.7	Factors	51
Figure 4.8	Type of Social Entrepreneur	52
Figure 4.9	Skills	54

Chapter 1

Introduction

1.0 Background of Research

Education, specifically higher education is crucial for the country's economic growth. Furthermore, it will contribute to socio-economic development and the standard of living among communities (Bin Yusoff et al., 2015). Thus, it leads to an increasing trend in the higher education enrolment and graduates. Regardless of the field of study, most universities nowadays offer entrepreneurial courses to ensure that students will be equipped with the knowledge and skills to be an entrepreneur once graduated. It is highlighted that students' goals will be guided by the Ministry of Education's commitment to the National Education Philosophy's vision of a well-rounded education. Knowledge and skills must be balanced with ethics and morals, according to the Ministry (Ministry of Education Malaysia (MoE), 2015). In the course, it included all the skills of social entrepreneur along with the assignment part where the students are allowed to learn how to become a social entrepreneur and how to develop a fund solution that directly address social issues (Bingyan et al., 2021).

Social Entrepreneurship contribute substantially to the economic growth of the country while solving the social concerns at the same time (Atikah et al., 2021). In order to meet the goal, Social Entrepreneurship Intention plays an important role in it. Previous research has shown that anyone may become a social entrepreneur if they have the desire to start their own business (Politis et al., 2016). Higher education officials have long argued that instead of training students to be job searchers, they should teach them how to be social entrepreneurs and the advantages that come with being an entrepreneur (Atikah et al., 2021). Malaysian university students with higher education institutions were found to have lower levels of entrepreneurial ambition but higher levels of involvement in social entrepreneurship activities, according to an earlier study. This indicates that Malaysian university students show a greater interest in and enthusiasm for social issues and activities than their counterparts in other countries

(Sarhan et al., 2020). In business, society, and politics, social entrepreneurship has become a hot subject. Social entrepreneurship has emerged as a critical study subject for businesses and academic researchers (Kannampuzha & Hockerts, 2019). The growing visibility of social entrepreneurs in the media and other popular journal articles has further attracted public interest (Volkman et al., 2012). Social entrepreneurship, roughly defined as an activity aimed at social transformation, has a long history (Mair & Martí, 2006).

According to Joson Loh, it stated that Malaysia has around 20,000 social companies, including those run on a volunteer basis (Loh, 2020). Social entrepreneurs are important in generating long-term, fair social and economic outcomes for societies (Bahiah et al., 2018). Even today, social entrepreneurs continue facing challenges in attracting and keeping exceptional human skills and labour in order to provide social impact to communities (Nazri & Aisyah, 2018). And because of this, it is very important to let the siswapreneurs in Malaysia to understand the importants of Social Entrepreneurship Intention and enlighten the key factors of Social Entrepreneurship Intention. Therefore, this research will examine the intensity of awareness towards social entrepreneurship, the factors affecting the Social Entrepreneurship Intention and the relationship between the determined factors research and siswapreneurs Social Entrepreneurship Intention. As it was mentioned briefly that the Malaysia government are giving some support for the student to become entrepreneur, it clearly shows that the entrepreneurs is important to develop a country's economic therefore, there are many universities now have offered the entrepreneurship and technopreneurship program or course in order to cultivate students into entrepreneurs and also to develop the entrepreneur knowledges and skills which could help to improve the economic development in the couontry. There are Cooperative and Entrepreneurship Development Institute (CEDI) in University Utara Malaysia (UUM), in Univerity Teknikal Malaysia Melaka have the Faculty of Technolgy Management and Technopreneurship (FPTT) and Faculty of Entrepreneurship and Buisness in University Malaysia Kelantan that provided the program which can help the student to build up their skills and knowledges to become an entrepreneur.

The newest statistics from the Global Entrepreneurship Monitor (GEM) shows that Malaysia has a bright future as a nation known for its entrepreneurial spirit (MOHE, 2021). Entrepreneurial Intentions refers to latent entrepreneurs who plan to establish a firm within the next three years. Malaysia's performance is superior to South Korea's in virtually all areas except for this one. However, the Southeast Asian nations of Thailand, Vietnam, and Indonesia are all ahead of Malaysia in the same category. Additionally, Malaysia ranks worse in the areas of Perceived Opportunities and Perceived Capability than the three other nations studied. Despite this, Malaysia's total result in the remaining four categories might be regarded exceptional. In general, Malaysia has a good chance of fulfilling its goal of being a top entrepreneurial nation by 2030.

2017	Entrepreneurial Intentions	Total Early-Stage Entrepreneurial Activity (TEA)	Entrepreneurship as a Good Career Choice	Fear of Failure Rate	Perceived Opportunities	Perceived Capabilities	Motivational Index
Malaysia	17.6	21.6	77.06	44.95	45.06	46.12	9.20
Indonesia	28.1	7.47	70.01	46.66	47.74	57.34	1.72
Thailand	37.4	21.6	74.72	52.69	49.13	48.86	7.90
South Korea	22.8	13.0	47.24	32.16	35.3	45.86	2.93
Vietnam	24.96	23.27	62.11	46.63	46.41	50.03	4.60

Figure 1.1: Selected GEM indicators for Five Asian Countries for 2017

Key Performance Indicator	2016		2017		2018		2019		2020
	TARGET	ACHIEVED	TARGET	ACHIEVED	TARGET	ACHIEVED	TARGET	ACHIEVED	TARGET
■ Entrepreneurship awareness among students	60%	60% 309,834	70%	75% 390,372	80%	82% 427,343	90%	96.01% 531,513	100%
■ Graduate entrepreneurs	2.50%	2.50% 3,756	3%	3.10% 4,840	3.50%	5% 6,447	4%	4.63% 7,148	5%
■ Student businesses	3%	3% 9,998	6%	5% 19,024	9%	7% 30,888	10%	10.20% 49,983	15%
■ Educators with entrepreneurship expertise	300	2,206	600	1,260	900	1,988	1,200	2,079	1,500

Figure 1.2: Summarized Statistics for Four KPIs from 2016-2019

As it shown at the table above, the entrepreneurship program that conducted in Higher Education Institution (HEI) has proved by the support of MoHE. It shown the achievement of KPI 1 which is the Entrepreneurship Awareness among Students from the beginning to the end of 2016-2019. KPI 2 which is the Graduate Entrepreneurs. With the exception of 2019, the percentage of recent graduates who are starting their own businesses is higher than the annual objective.

At the end of this chapter, the scope and limitation of study, the significant will be included in this research. The finding of the research is to determine the Social Entrepreneurship Intention among the Malaysia siswapreneurs. This research will also give some information to academic purposes. This is because it allows to raise the awareness or to promote social entrepreneurship among the university students. In addition, the other researchers can have more references on this kind of topic.

1.1 Problem Statement

Social entrepreneurship in underdeveloped countries has been considered a feasible option to alleviate poverty. Creating new jobs is one way to deal with unemployment, but it is also considered as a source of growth in the economy (Atikah et al., 2021). One of the distinguishing characteristics of social entrepreneurship is that it seeks to achieve both socially beneficial and financial benefit (Politis et al., 2016). Social entrepreneurship helps companies achieve a long-term competitive advantage that enables them to carry out their social mission. Those social entrepreneurs who work in social companies and provide innovative solutions to difficult social issues while also creating income for the society (Sarhan et al., 2020).

In Malaysia, social entrepreneurship is a developing industry with the potential to contribute to the country's socioeconomic development (Micklethwait & Wooldridge, 2018). Although the terms social entrepreneur and social enterprise have been used for centuries, the word "social entrepreneurship" was just introduced in the last few decades. To recently, the ambition of the younger generation in our country, particularly millennials, to start a business has not been adequately examined and understood. Malaysia is a developing country that promotes entrepreneurship as a career option for students. It is widely acknowledged that students will be the backbone

of business in the future (Atikah et al., 2021). According to several research studies, the majority of Malaysians are unaware of the notion of social entrepreneurship and how it might help them, hence there is a need to comprehend this issue in the context of Malaysia (Shahverdi, Masoumeh; Ismail, Kamariah; Qureshi, 2018).

The general problem is that the unemployment rate has increase (Loh, 2020). More than 158.4 thousand jobless graduates were in active unemployment, as measured by the length of time they had been out of work. There were 45.1 percent of recent grads who were unemployed, the largest percentage of any group (71.4 thousand persons). 30.1 per cent (47.6 thousand people) and 14.8 per cent (23.5 thousand people) were jobless within three to five months and six to twelve months, respectively, in the meanwhile. Graduates who had been out of work for more than a year totalled 16.0 thousand people, or 10.1 percent of the workforce. Nearly half (44,0 thousand) of all unemployed college grads (21.7% of the total) were not actively looking for work in 2020 (Department of Statistics Malaysia, 2021). Besides that, the graduates tend to find a job but not as much as the intention to become the social entrepreneurs. Besides that, the graduates choose to find a job because they are more excited in getting a steady income and not to take risk in becoming an entrepreneur (Atikah et al., 2021). The rise of social entrepreneurs is considered as a social change agent who creates societal value in this regard (Shahverdi, Masoumeh; Ismail, Kamariah; Qureshi, 2018). The specific problem is there are some barriers that will reduce the Social Entrepreneurship Intention among the siswapreneurs is the lacking of resources, self-confidence, support along with adequate knowledge and competency (Shahverdi, Masoumeh; Ismail, Kamariah; Qureshi, 2018).

Other than that, many social entrepreneurs may not recognise themselves as such since social entrepreneurship is not widely recognised. Even though the Malaysian government's implementation of many laws and initiatives to boost entrepreneurial activity in the nation, students still lack the awareness for social entrepreneurial venture success (Shahverdi, Masoumeh; Ismail, Kamariah; Qureshi, 2018). Therefore, if the problems that stated above are not solve, it will affect greatly to the economic development of the country. Not only that, but it will also affect the living standard of the society for example it will increase the suicide cases, violence and crime, mental health and more.

Therefore, this study seeks to determine the factors affecting the Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities.



1.2 Research Questions

1. What are the factors affecting the Social Entrepreneurship Intention among siswapreneurs in Malaysian public universities?
2. What is the relationship between the determined factors and Social Entrepreneurship Intention among siswapreneurs in Malaysian public universities?
3. Which factors are most significant that would influence Social Entrepreneurship Intention?

1.3 Research Objectives

1. To determine the factors affecting the Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities.
2. To analyse the relationship between the determined factors and Social Entrepreneurship Intention among siswapreneurs in Malaysia public universities.
3. To examine the most significant factors that would influence Social Entrepreneurship Intention.

1.4 Scope and Limitation of the Research

1.4.1 Scope

The scope of this research is mainly focus on the factors that affecting the Social Entrepreneurship Intention of the siswapreneurs and the relationship between these both. Next, to examine the intensity of awareness towards social entrepreneurship among the siswapreneurs. Social Entrepreneurship Intention was chosen because the social entrepreneurship is still not widespread in Malaysia and the students still does not have awareness of the important of social entrepreneurship toward Malaysia. The target respondent of the research is University Teknikal Malaysia Melaka (UTeM), Univerisiti Utara Malaysia (UUM) and Universiti Malaysia Kelantan (UMK) as these three universities are offering the entrepreneurship program to determine the factor affecting Social Entrepreneurship Intention and the awareness level among the siswapreneurs. the study will be conducted with online questionnaire where the researcher will distribute the Google form through online platform.

1.4.2 Limitations

The researcher has a few difficulties in performing this research, including a lack of time to examine the research in depth, a lack of data, and a lack of skills in finding reliable information along with lacking skill of using the software which are the Mendeley and SPSS. For example, it is very hard to find an accurate data of siswapreneurs in Malaysia. This is due to the reason that there is only small part of university are offering the entrepreneurial program. Besides that, the actual number of respondents of this research is 346 siswapreneurs but due to the reason that it is difficult to reach to the university that targeted as it is at the other state therefore it is a bit hard to have an accurate number of data due to the reason that there is very few people who want to fill in the form that distributed.