THE MOTIVATIONAL FACTORS FOR GRADUATES INVOLVEMENT IN AGRO-ENTREPRENEURSHIP DEVELOPMENT

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DECLARATION

I declare that this thesis entitled “The motivational factors for graduates involvement in agro-entrepreneurship development” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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APPROVAL

I hereby declare that I have checked this report entitled “The motivational factors for graduates involvement in agro-entrepreneurship development” and in my opinion, this thesis it complies the partial fulfillment for awarding the award of the degree of Bachelor in Technopreneurship with Honours.

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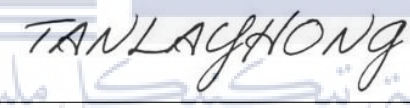
Signature : 

Panel Name : DR. TAN LAY HONG

Date : 31/1/2024

DEDICATIONS

I would like to dedicate this project to Allah S.W.T as an excuse for not giving up, a source of motivation for completing this research.I would want to express my gratitude to my parents, relatives, and friends who have always been there for me, provided me with encouragement and motivation, and assisted me in completing this research. This study is also dedicated to my advisor, Dr. Norun Najjah Binti Ahmat, who has provided me with direction and shown me the way to take the best possible next step in my career. I would want to express my gratitude to all of my friends that assisted me in a significant way while I was managing my project, as well as to everyone who has been there for me throughout this entire process always been there to offer words of support, and assisted me in finishing this research. Without them, it would not be able to successfully accomplish this project. Please accept my sincere gratitude.

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ABSRACT

The potential for agro-entrepreneurship to have a positive impact on economic growth, the alleviation of poverty, the creation of employment opportunities, and the maintenance of food security makes it important for current students and recent graduates to get involved in its development. The aim of this study was to determine the motivational factors for graduates involvement in agro-entrepreneurship development in Malaysia. This research aims to foster interest among students and graduates in the business field of agricultural entrepreneurship. In order to accomplish this goal, an analysis was conducted on three primary aspects, the graduate background, the support provided by the government, and the environmental factors that influence their participation in agro-entrepreneurship. The approaches employed in this research were quantitative. A questionnaire was distributed to graduates and prospective students at UTeM, and both groups were asked to respond using the Likert Scale. A total of 154 prospective students and recent UTeM alumni were interviewed with the purpose of gathering data. Statistical Packages for the Social Sciences (S.P.S.S) was utilised in order to perform the analysis on the data. The instrument's dependability was determined by the use of Cronbach's Alpha, which was applied to the data. Both the Pearson Correlation and the Multiple Regression Analysis have been put to use in order to test research hypotheses and evaluate the strength and direction of the relationship that exists between the variables.

Table of Contents

THE MOTIVATIONAL FACTORS FOR GRADUATES INVOLVEMENT IN AGRO-ENTREPRENEURSHIP DEVELOPMENT

CHAPTER 1

1.1 Introduction

Entrepreneurship is the process of planning, starting up, and running a new business in order to make money. It means finding a business chance, making a plan for it, getting the resources you need, and taking calculated risks to start the business and help it grow. People who have the skills, knowledge, and means to start and run a new business are called entrepreneurs. They are creative, come up with new ideas, and are willing to take chances in order to be successful in business. Entrepreneurship is a key part of how countries grow and develop because it creates new jobs, encourages new ideas, and drives economic growth. There are several types of entrepreneurship in Malaysia such as social entrepreneurship, technology entrepreneurship, sustainable entrepreneurship, rural entrepreneurship, women entrepreneurship, creative entrepreneurship and high growth entrepreneurship.

Malaysia promotes and develops an entrepreneurship ecosystem to boost economic growth and job creation. With a focus on technology-driven sectors and innovation, the government aims to expand the number of small and medium companies (SMEs) from 907,065 in 2018 to one million by 2020. The government also wants more women, youth, and Bumiputera businesses. The National Entrepreneurship Policy 2030, funds, grants, and entrepreneurship training programs promote this aim.

Agriculture is the process of growing crops, raising animals, and making food, and other things that people need to live. It includes a wide range of activities, such as farming, forestry, fishing, and other linked businesses. The goal of agriculture is to raise crops and animals that meet the wants of human populations while also promoting sustainability, making money, and being socially responsible. Agriculture is a key part of the world economy and plays a big part in making sure people have enough food and promoting economic growth. The example types of

agriculture in Malaysia are palm oil production, aquaculture, organic farming, poultry farming, vegetable farming, fruit farming and etc.

The Ministry of Agriculture and Agro-based Industry in Malaysia creates the National Agriculture Policy (NAP), which lays out the country's agricultural goals. Food security, economic growth, and social well-being are all areas that the NAP hopes to see improved as a result of the agricultural industry becoming more competitive, dynamic, and sustainable. The policy lays out the steps that will be taken by the government to improve agricultural modernization, productivity, and entrepreneurship.

Agro-entrepreneurship is the practice of applying the ideas and methods of entrepreneurship to the agricultural sector. The goal is to find new and better ways to grow, process, and sell agricultural goods. It means looking for and exploring ways to add value to agriculture by combining resources like land, labor, capital, and knowledge to make businesses that are profitable and can last. Agroentrepreneurship can include a wide range of activities, from small-scale farming to large-scale agribusiness. It can also include new ways of doing things like precise agriculture, vertical farming, and sustainable agriculture.

Agro-entrepreneurship is one of the most important parts of Malaysia's plan for economic growth, especially under the government's 12th Malaysia Plan. The government wants to help agro-entrepreneurship grow and develop in the country by putting in place a number of programs and efforts to help. The national plan for agro-entrepreneurship aims to make Malaysia's economy grow in a way that benefits everyone and is sustainable. It also wants to encourage the growth of a strong and competitive agro-based industry.

1.2 Background of Study

Academics and policymakers have recently paid attention to entrepreneurial intention (Al-Jubari, 2019) because it can lead to business activities (Miriti, 2020), which can create new jobs for university students (Sher et al., 2017), develop human resources, and boost economic development (Ambad & Damit, 2016).Universities

are graduating more students, which raises the unemployment rate (Sher et al., 2017).

Many developing and emerging nations, including Malaysia (Rahman et al., 2020), struggle with university graduate student unemployment. Because of the problem of graduate unemployment, policymakers and government officials are trying to raise awareness about the value of entrepreneurship (Otchengco & Akiate, 2021). Entrepreneurship is important for society's progress and wellbeing (Hamiruzzaman et al., 2020), economic growth and development (Miriti, 2020), as it creates jobs and influences innovation.

The unemployment rate in Malaysia is 4.3% (Department of Statistics Malaysia, 2021). Students who just graduated are encouraged to start their own businesses because they have the skills and information to do so (Hamiruzzaman et al., 2020). Also, the Malaysian government encourages graduate students to start their own businesses and think about it as a job (Ambad & Damit, 2016). This is because entrepreneurship is important for economic growth and social development. (Ambad et al., 2016) says that the Malaysian government has helped entrepreneurs grow a lot by giving them financial, technical, and consulting help, tax breaks, and other kinds of help. Through the Graduate Entrepreneurship Fund, the Malaysian federal government gives money to graduates to help and support them to start their own businesses (Hamiruzzaman et al., 2020).

The significant development in the field of entrepreneurship research is the rise of a more contextualised approach to the study of entrepreneurship. For instance, Zahra (2007:445) argued that "greater care and creativity in contextualising our research can enrich future scholarship in the field," and Welter (2011:165) proposed that "entrepreneurship is better understood in its historical, temporal, spatial, institutional, and social contexts as these both provide opportunities for and set the boundaries for entrepreneurship."

Despite the fact that context is being taken more seriously by entrepreneurship studies, there are several crucial contexts that have gotten little attention. Sector is one of these settings. In empirical studies, the industry, or more specifically the sector, is frequently used as a control variable, however

entrepreneurship scholars hardly ever use the industry as the primary contextual characteristic in entrepreneurial studies (Shane, 2007).

This is a significant drawback because, according to DeMassis, Kotlar, Kellermanns, and Wright (2016:1), in order for businesses and individuals to survive and prosper, they must engage in a variety of interactions with the peers and competitors, clients, policymakers, and other stakeholders that make up their sector. However, the underlying mechanisms by which the sector context affects entrepreneurship "remain largely undertheorized and little understood." I concentrate on the agriculture sector to solve this constraint and to help provide a more contextual understanding of entrepreneurship within a pertinent industry.

With over one billion people employed and 3% of the world's GDP coming from agriculture, it is one of the major industries in the world (FAO, 2016). The sector has been reshaped into larger farm units over the course of decades of policy reform, agricultural restructuring, and the expansion of vertical integration within the food and agri-business industries, but small family-owned farms have shown resilience (Alsos et al., 2011; Hendrickson et al., 2014; Moreno-Pérez et al., 2011).

According to Mugonola and Baliddawa (2014), who were quoted in Kurmanalina et al. (2017), agribusiness entrepreneurship or agropreneurship is one of the newest fields of research in the field of entrepreneurship. However, since it has been incorporated into the agricultural sector, agribusiness entrepreneurship has evolved into one of the crucial components that supports economic growth in the midst of a dynamic and fiercely competitive global market. For the development of the rural economy in developing nations, the agribusiness sector is particularly crucial. A nation's economic growth also depends on the development of entrepreneurship.

The younger generation has a major lack of interest in starting their own businesses in the agricultural sector, despite the fact that advanced education ideas like agribusiness management have been established. This is especially evident in nations like Sri Lanka, India, Nepal, Indonesia, and Asia. (Novanda and others, 2020). The agricultural system is getting older as a result of the underrepresentation of youth in the sector and the waning interest of young professionals in occupations related to agriculture. It refers to agriculture with a propensity for conventional

farmers who are unaware of modern agricultural techniques and efficient management techniques.

1.3 Problem Statement

There is an increasing urgency to find solutions to the problems that the agricultural industry is currently grappling with, such as low productivity, a lack of innovation, and restricted access to markets. In order for the agricultural industry to keep up with the ever increasing demand for food caused by the expansion of the world's population, it will need to undergo significant change. Rural places don't have enough infrastructure and technology to help graduates start their own businesses in agriculture and use modern farming techniques. Ismail, A. G., Ismail, S., & Abdullah, A. (2017)

The gap between the skills and knowledge that many graduates possess and those that are required to effectively manage an agro-entrepreneurial venture presents a challenge for the relevance of graduates' engagement in the growth of agro-entrepreneurship. This challenge stems from the fact that many graduates do not have the experience or education necessary to successfully run an agroentrepreneurial venture. Graduates don't have the skills and information to be successful entrepreneurs, which makes it hard for them to get involved in agroentrepreneurship projects and contribute to the growth of the agricultural sector. Alhassan, A. L., Heng, Y. K., & Ismail, I. (2017)

Moreover, the conventional educational system might not effectively educate graduates for the difficulties of agro-entrepreneurship, which calls for a mix of technical, managerial, and business-related skills. The production of food and the furtherance of scientific knowledge are typically the primary focuses of agricultural programmes, with less attention paid to fostering entrepreneurialism and effective administration of businesses. In the agro-entrepreneurship sector, it's hard for graduates to connect with possible partners, suppliers, and customers because they don't have many ways to network and get to the market. Abdul Karim, N. B., & Othman, M. (2019).

The slow growth and development of graduates' agricultural businesses is hampered by the absence of policies that are supportive and an institutional

framework that is conducive to agro-entrepreneurship. Matzin, R., Bakar, N. A., & Abdullah, A. M. (2017).

In addition, many graduates may not consider agriculture to be an appealing career option because of the widespread perception that the industry has a low level of profitability and status. This might lead to a lack of trained labour in the agricultural industry, which can restrict the sector's expansion and development. Graduates interested in agroentrepreneurship have limited access to financial resources and funding choices, which makes it harder for them to start and grow their agricultural businesses. Mansor, N. S., Omar, M. Z., & Abdullah, H. (2020)

1.4 Research Questions

The purpose of this study is to understand and recognize the motivational factors for graduates involvement in agro-entrepreneurship development.

Therefore, the research questions are answered in this study are:

i. What does the main reason graduates involve in agro-businesses?
ii. How does the government supports influencing graduates to involve in agroentrepreneurship?
iii. How far do environmental factors influencing the graduates to involve in the field of agro-entrepreneurship?

1.5 Research Objectives

The purpose of this paper is to recognize the motivational factors for graduates involvement in agro-entrepreneurship development.

Therefore, the research questions are answered in this study are:

i. To understand the main reason graduates involve in agro-businesses.
ii. To identify the government supports influencing graduates to involve in agro-entrepreneurship.

iii. To investigate the environmental factors influencing the graduates to involve in the field of agro-entrepreneurship.

1.6 Scope of Study

The scope of study is to determine the motivational factors for graduates involvement in agro-entrepreneurship development in Malaysia by some variables such as access to capital, technical expertise, market demand, government policies and incentives and gender. The term "agroentrepreneurship" describes business ventures that are directly or indirectly connected to the agricultural industry. Creating and running agricultural companies with the goals of making a profit and adding value to both the community and the economy is a component of this practice. According to a study conducted by the Malaysian Agricultural Research and Development Institute (MARDI) (2018), agro-entrepreneurship is one of the most effective strategies for achieving sustainable agriculture and food security in Malaysia.

The selected area is Malaysia in this study. There is a growing need for agricultural goods that are both of high quality and sustainable. This gives potential for agro-entrepreneurs to develop novel and value-added goods that cater to the requirements of the market. This scope of this study is to know the interest of graduates and students to involve in agro-entrepreneurship either from FPTT or from other faculty. Kasim and Awang (2021) found that graduates are viewed as essential catalysts for the development of agro-entrepreneurship in Malaysia due to the fact that they have the potential to innovate and embrace new technology. Finally, graduates from university is only the group of respondents in this study to establish a targeted and precise cohort that can offer significant perspectives on the capabilities of educated youth in the field of agro-entrepreneurship.

1.7 Limitation of Study

The limitation of study is to UTeM students in year 3 and 4 to know if they have interest to involve in agro-entrepreneurship sector or not because they will shortly complete their academic obligations. Just in backup case, the limitation of study

also involves to alumni student who are already finished after their study in UTeM to get some feedback and information.

1.8 Significant of Study

The significant of study is beneficial to student for give exposure to themselves about difference field of entrepreneurship in Malaysia. Graduates will get new ideas, skills, and information to the agriculture industry. Studying how they do agroentrepreneurship can show how their new ideas and ways of doing things help develop new products, methods, and technologies for agriculture. The UTeM also will get benefit whether they have a history of graduating students who are creative and productive.

The significant of study is also beneficial to country to fulfill their national agenda by active participation of graduates in agro-entrepreneurship not only addresses social, economic, and environmental concerns, but also strengthens the country's position as a dynamic and inventive player in the global agricultural market. This helps the country strengthen its position as a participant in the global agricultural market.

1.9 Summary

In this study, topics such as the background of the study, the problem statement, research questions and objectives, the scope of the investigation, limitations, and the significant of the study were discussed. The first chapter of the research offers a summary of the findings in its entirety. In the following chapter, further information on the independent and dependent variables was discussed.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter discussed about how literature reviews are used in study. The researchers start this part by looking at several journals, articles, books, and online sources. In this chapter, the researcher will discuss students and graduates cost, government supports, and the environmental factors. The researcher is capable of developing a theoretical framework that includes literature summarization. This chapter discusses previous study done by previous researchers as well as the theory used in the research. Facts and theories were provided throughout this chapter to provide a better grasp of the research issue. A researcher who can use the findings of previous researchers to support the research field of interest. The definition and explanation about entrepreneurship, agriculture and agriculture entrepreneurship will be notified in this section.

2.0.1 Entrepreneurship

Entrepreneurship is the process of looking for, making, and pursuing chances to make money by coming up with new ideas, products, or services. It means taking calculated chances, putting together resources, and running a business with the goal of making money and growing. Entrepreneurship is a key part of economic growth, job creation, and new ideas in many different fields. (Bygrave, W.D., and Zacharakis, A. (2011). Entrepreneurship is seen as a key factor in the growth and progress of economies. It encourages new ideas, makes jobs available, and boosts output and competitiveness. (Audretsch, D.B., 2007) Especially in developing economies, the production of wealth, the generation of income, and the alleviation of poverty are all contributions made by entrepreneurial endeavours. (Acs, Z.J. et al., 2017).

The process of acquiring resources is an essential part of being an entrepreneur. This includes securing the human, financial, and social capital that is

required to transform an opportunity into a profitable company enterprise. Market research, the creation of novel business ideas, and the pursuit of financial backing and support from investors, business mentors, or company incubators are common activities for entrepreneurs (Blank, S., & Dorf, B., 2012). Once they have all the resources they need, managers write a business plan that explains the business's goals, how it will work, and how much money it will make. This plan is a road map for getting things done and helps make decisions. (Barringer, B. R. and R. D. Ireland, 2016)

2.0.2 Agriculture

Agriculture is a broad phrase that refers to the process of generating food, fibre, and other agricultural goods through the cultivation of crops, the rearing of livestock, and the management of natural resources. These activities are carried out with the intention of achieving this goal. It is a fundamental human activity that has been practised for thousands of years and plays a significant role in the process of providing the fundamental needs of a worldwide population that is rising. (Brady, N. C., & Weil, R. R. (2016)

Crop production is an important part of agriculture. It involves growing plants for food, feed, fibre, fuel, and other uses. It includes things like preparing the land, planting, watering, fertilising, keeping pests and diseases under control, and reaping. Depending on things like the weather, the quality of the land, and what the market wants, farmers use different farming methods, such as conventional, organic, and sustainable farming.(Godfray, H. C., Beddington, J. R., Crute, I. R., Haddad, L., Lawrence, D., Muir, J. F., ... & Toulmin, C. (2010).

Livestock production is another important part of agriculture. It involves raising and caring for animals to get meat, milk, eggs, wool, and other goods. It includes things like feeding animals, breeding and genetics, taking care of their health, and keeping them. Systems for raising livestock are very different, ranging from large-scale grazing to largescale commercial activities. (Tilman, D., Balzer, C., Hill, J., & Befort, B. L. (2011).

2.0.3 Agro-entrepreneurship

Agro-entrepreneurship refers to the actions and initiatives conducted by entrepreneurs in the agricultural sector. This encompasses the identification, creation, and pursuit of chances to create value through new ideas, products, or services related to agriculture. Agroentrepreneurship is also known as agri-entrepreneurship. It entails applying the ideas and practises of entrepreneurship to the process of developing and managing agricultural enterprises with the objective of achieving profitability, sustainability, and growth. (Deeds, D., & Van Auken, H. (2017).

2.0.3.1 Agri-Processing and Value Addition

Processing, packing, and branding agricultural products are all examples of the type of agro-entrepreneurship that fall under this category. One example is the manufacture of value-added products such as processed meals, drinks, textiles, and biofuels, amongst others.(Briggeman, B., & Lai, J. (2019)

2.0.3.2 Precision Farming and Agri-Tech

The use of technology and innovation in agriculture is referred to as "precision farming," and it aims to improve both agricultural practises and the management of agricultural resources. Agro-entrepreneurs working in this sector may choose to centre their efforts on the use of digital platforms, sensor technologies, data analytics, and automation in order to improve productivity, efficiency, and long-term sustainability.(Shahzad, K., Anees, M., & Shahbaz, B. (2020)

2.0.3.3 Urban Agriculture and Vertical Farming

Agro-entrepreneurs who engage in urban agriculture create new and innovative farming systems within urban settings, making use of locations such as rooftops, vacant lots, or vertical buildings. This subfield of agroentrepreneurship focuses on the production of nutritious food in urban areas in a manner that is ecologically sound. (Bai, X., Gan, X., Li, Q., Liu, X., Wang, J., & Shi, P. (2020).

2.0.3.4 Agri-Tourism and Agritainment

Agro-entrepreneurs in this industry focus on offering tourists with one-of-a-kind agricultural experiences, such as tours of working farms, overnight stays on working farms, agricultural education, leisure activities, and events centred around farms. The diversification of farm revenue and the promotion of rural development are the two primary goals of agritourism. (Baum, T. (2019).

2.0.3.5 Agri-Financing and Agricultural Supply Chain Management

Agro-entrepreneurs that are active in agri-financing and supply chain management provide financial services and establish effective marketing and distribution channels with the purpose of assisting farmers, connecting them with markets, and ensuring a seamless flow of agricultural products from the farm to the end consumer. (Ebrahimnejad, A., & Nikou, S. A. (2021).

2.1 Graduates Background Study

Individuals who have the capacity or qualifications to pursue a certain course of study or enrol in an educational institution but have not done so yet are referred to as "potential students." Potential students can be distinguished from actual students in two ways. These people are thinking about furthering their education or training, or at least investigating the possibilities available to them in this regard. Kaplan, A., & Maehr, M. L. (2007). Bennett, R., & Ali-Choudhury, R. (2009) stated that graduates are those who have successfully completed a course of study or a programme of education and have been awarded a degree, diploma, or certificate by an educational institution. Graduates can be distinguished by the award they have received from the educational institution. They have reached the point where they are regarded to have finished their formal education because they have satisfied all of the requirements of the programme that they picked.

2.1.1 Agricultural Sciences

The term "Agricultural Sciences" refers to a broad academic discipline that includes a variety of subfields, including "Plant Science," "Animal Science," "Agri-Business Management," "Agricultural Economics,"

"Agricultural Engineering," "Forestry," "Fisheries," and "Animal Husbandry." Agrivita (2020). Recent years have witnessed an uptick in the popularity of academic pursuits in the field of agricultural science. Boris Boiarskii (2022).

There are various active research fronts in the field of agricultural science. Some of these include plant-gene regulatory networks and genome editing; crop disease and pest control; food nutrition and safety; photosynthesis; plant rhizosphere microbial community; immunity of aquatic animals; and forest tree culture. Blaginin Viktor, Polina, A., Zyryanova Veronika, & S, K. V. (2019). Scholarly papers on Agricultural Science encompass a wide variety of subjects, such as those found in the Agrinika Journal of Agricultural Science, which includes agricultural socioeconomics and management, plant production, plant breeding, plant protection, as well as food science and technology.

Pertanika Journal of Tropical Agricultural Science and Agrivita Journal of Agricultural Science are two examples of publications in the field of agricultural science that focus mostly on publishing articles on tropical agriculture. Admin Joint Implementation Plan (2021). The publication of Agricultural Sciences in Sri Lanka is a peer-reviewed, worldwide academic publication that covers research accomplishments in a variety of agricultural subfields. Mahaliyanaarachchi, R. P. (2021).

Students and graduates of programs in the agricultural sciences, such as agronomy, horticulture, plant breeding, and soil science, have a strong foundation in understanding crop productivity, plant health, soil management, and agricultural practices. They are knowledgeable in effective farming techniques, crop selection, and agricultural practices that are sustainable, all of which are crucial for successful agro-entrepreneurship endeavors.

2.1.2 Agribusiness and Agricultural Economics

Agribusiness and agricultural economics are related areas that deal with things like buying, selling, distributing, producing, processing, and marketing agricultural products. Anak Agung Putu Swabawa, & I Nyoman Nurjaya. (2019). Westgren, R. E., Sonka, S. T., and Litzenberg, K. K. (1988).

Effective management study in agribusiness should focus on the needs of agribusiness managers. The main goal of agribusiness management is to make sure that all agribusiness functions are as economically efficient as possible. To reach this goal, it is important to put money into activities that handle agriculture. Kravchenko, T. S., Bukhvostov, Y. V., Minakova, I. V., & T.N. Bukreeva. (2021).

So, agribusiness is one of the most important parts of the economies of many countries. As Brazil's good balance of trade shows, agribusiness is the largest source of foreign exchange. Vilmar Rodrigues Moreira, Kureski, R., & Pereira, C. (2016). Scholars have found several important areas of research in agribusiness and agricultural economics. These include the management of investments in small agribusinesses, the creation of strategic databases, the identification of the best agribusiness commodities, and agribusiness research that takes into account different fields. Rahayu, S. (2021). Research has also shown that agribusiness connects agriculture, livestock, industry, and services in other economic areas.

In Malaysia, the term "agribusiness" refers to the practice of combining agricultural endeavors with the fundamentals and customs of commercial enterprise. It includes several aspects of the agricultural value chain, such as the provision of inputs, the primary production, the processing, distribution, and marketing of agricultural goods. In order to fulfill the requirements of both domestic and international markets, the primary focus is on improving agricultural sectors' levels of productivity, profitability, and long-term viability.

The study of agricultural economics in Malaysia refers to the use of economic theory and analysis with the goal of better comprehending the operations of and changes taking place within the agricultural sector of the nation. The study of the factors that influence agricultural output, resource allocation, farm management, market behavior, and agricultural policy, as well as the impact these factors have on farmers, consumers, and the economy as a whole, is included in this field of study. The purpose of this project is to raise agricultural productivity, encourage more effective use of

resources, guarantee enough food supply, and improve the economic wellbeing of those whose livelihoods depend on the agricultural sector.

Students and graduates who focus their studies on agricultural management, agricultural economics, or agribusiness have a solid grasp of the ways in which agriculture is economically significant. They have expertise in a variety of areas, including market analysis, management of supply chains, financial planning, and risk evaluation. In the context of agroentrepreneurship, their abilities are extremely helpful for building business models, monitoring market trends, and assuring profitability.

2.1.3 Engineering and Technology

Engineering is defined as "the creative application of science, mathematical methods, and empirical evidence to the innovation, design, construction, operation, and maintenance of structures, machines, materials, devices, systems, processes, and organizations," as stated by the National Academy of Engineering (NAE) (2018). In Malaysia, the term "engineering" refers to the application of scientific, mathematical, and practical knowledge to the design, development, construction, and maintenance of structures, machines, systems, and processes that cater to the specific needs and requirements of Malaysia's industries and society. In other words, engineering in Malaysia is the application of scientific, mathematical, and practical knowledge to engineering. It incorporates a wide range of disciplines, including civil engineering, mechanical engineering, electrical engineering, chemical engineering, and a lot more besides.

The practical application of scientific information, tools, techniques, and processes in Malaysia is what is referred to as technology. The goal of technology in Malaysia is to produce, change, or improve goods, systems, or processes within the framework of Malaysia's industries and society. It incorporates developments in sectors as diverse as computer technology, communications technology, industrial technology, and other fields that are pertinent.

Students and recent graduates with a background in engineering or technology may find that they are able to put their abilities to use in the field

of agro-entrepreneurship through the utilization of cutting-edge technologies. They are able to design agricultural machinery, automation systems, sensor technologies, and solutions for precision farming in order to improve the levels of production and efficiency that are achieved through agricultural methods.

2.1.4 Business and Entrepreneurship

The practical application of scientific information, tools, methods, or processes to build, change, or improve products, systems, or services for specified goals is what we mean when we talk about technology. In Malaysia, the term "business" refers to any endeavor that involves the purchase, sale, or trade of commodities or services for the purpose of generating a profit. It encompasses a wide range of activities including the planning, organizing, management, and running of businesses in order to fulfill customer requirements. The term "business" can refer to a wide variety of activities in Malaysia, including but not limited to the following: manufacturing, retail, financial, and hospitality.

In Malaysia, the process of recognizing, generating, and pursuing possibilities to establish and run a commercial endeavor is referred to as "entrepreneurship." In order to produce new products, services, or business models, it requires displaying innovative thinking, taking calculated risks, and exhibiting leadership traits. Entrepreneurs in Malaysia play an important part in the nation's economic expansion, the production of new employment openings, and the promotion of innovative practices.

Students and graduates who have studied business administration, entrepreneurship, or innovation have skills in strategy planning, financial management, marketing, and assessing risks. They can use what they know to make good business plans, get funds, and run agro-entrepreneurship businesses well.

2.2 Government supports

The Merriam-Webster dictionary describes the government as "the group of people who control and make decisions for a country, state, etc." The system or collection of people responsible for the governing and administration of a nation or regional entity is referred to as the government of that nation or regional entity. It is comprised of the Legislative, Executive, and Judicial Branches, all of which collaborate in order to enact and enforce laws, provide public services, and keep social order.

Within a society, the government is responsible for a wide variety of tasks and roles, including the upkeep of law and order, the defence of individual rights, the encouragement of economic growth, the provision of essential public services like healthcare, education, and infrastructure, and the promotion of the nation's interests both within the country and on the international stage. Rosenbloom, D. H., & Kravchuk, R. S. (2015).

It is the responsibility of the government to formulate and put into action public policies that are designed to address the problems and difficulties that face society. The choices, acts, and programs that are carried out by the government in order to accomplish certain objectives and advance the general welfare of its subjects are collectively referred to as "public policy." Anderson, J. E. (2018).

2.2.1 Young Agropreneur Grant (GAM)

Young people in Malaysia have the opportunity to participate in a grant program called the Young Agropreneur Grant (GAM), which is designed to encourage them to start their own agro-based businesses and give them the resources they need to succeed. The purpose of the award is to assist young agropreneurs in the development of their agribusiness companies by providing them with financial assistance, mentoring, and training opportunities.

This is specifically created to support young agropreneurs.

The Ministry of Agriculture and Food Industries (MAFI) is in charge of the administration of the Young Agropreneur Grant, which is then carried out in conjunction with a number of other authorities and organizations. By

supplying them with the resources and support they need, the initiative aims to help young entrepreneurs overcome the difficulties they encounter when trying to break into the agriculture industry.

The Young Agropreneur Grant (GAM) is financial aid provided by the government to Young Agropreneurs in order to assist these individuals in mitigating the negative monetary effects that are associated with operating a business. This gift does not require repayment and is awarded in the form of products up to a maximum value of RM20,000.00 per recipient. It is anticipated that the outcomes and effects of the award would have a lasting impact on the commercial and financial advantages enjoyed by recipients of the project.

2.2.2 Package Financing

The Financial Stability Plan The Malaysian government offers a funding opportunity known as financing to assist in the expansion of agricultural enterprises that have been in operation for at least one year. The fact that this particular financing package gives a profit rate of two percent (2%) each year makes it an appealing choice for agro-entrepreneurs who are interested in expanding their existing agricultural operations.

Agro-business owners in Malaysia now have access to credit from not one but two of the country's most important financial institutions, National TEKUN and Agrobank, thanks to a new program called Financing Package Financing. The highest possible limit that can be placed on the financing differs from agency to agency. Agro-entrepreneurs have the opportunity to acquire finance for their projects of up to RM 50,000 through the National TEKUN program. On the other hand, Agrobank provides qualifying applicants with a greater funding cap by offering financing for projects ranging from RM 50,000 to RM 200,000. This range of financing is available for each project.

The purpose of these finance packages is to make funding more easily accessible for the purpose of supporting the expansion ambitions of agro-entrepreneurs and assisting them in accomplishing their business goals. The modest profit rate of two percent (2%) per year guarantees that the

financing is both reasonable and beneficial for business owners working in the agriculture industry.

In order to ascertain eligibility requirements, application procedures, and other terms and conditions that are associated with the Financing Package Financing, interested agroentrepreneurs should refer to the specific instructions and requirements that have been supplied by National TEKUN and Agrobank. It is crucial that they do this. These financing alternatives have the potential to play a pivotal role in supplying agro-entrepreneurs with the required financial resources to expand their agricultural projects and contribute to the expansion of the agricultural sector in Malaysia.

2.2.3 Technical advice and training services

It is important to the government of Malaysia, which is represented by the Ministry of Agriculture and Food Industries (MAFI), to provide agrobusiness owners with services including training and technical advice. These services are essential for developing the knowledge and abilities of personnel working in agricultural projects and guaranteeing the successful implementation of their initiatives in order to improve their overall level of effectiveness. Typically, the government will contract with the relevant department or agency, as well as a selected private company, to carry out the delivery of necessary intensive services via specialized programs that are in line with the requirements of the particular project.

Agro-entrepreneurs have access to professionals working in the relevant agricultural field who may provide them with expert advice and direction. This may involve making suggestions for crop choices, cultivation methods, pest control, livestock husbandry, or aquaculture activities. Agrobusiness owners are able to optimize their production processes with the assistance of the expert guidance and thereby achieve higher yields or enhanced results.

Agro-entrepreneurs are provided by the government with the education and training they need to efficiently manage their agricultural ventures through the implementation of several training programs that are organized by the government. These programs address a variety of topics,

such as farm management, business planning, marketing strategies, financial management, and the implementation of novel agricultural technologies. Training courses are led by specialists in the relevant field as well as seasoned professionals who share their wealth of practical knowledge and facilitate opportunities for experiential learning.

Agro-entrepreneurs have the opportunity to gain knowledge about current industry trends, top business practices, and newly available prospects in the agricultural sector by participating in workshops and seminars that are facilitated by the government. These events serve as a forum for agroentrepreneurs, agricultural professionals, and other players in the agricultural ecosystem to get together for the purposes of networking, the exchange of information, and the promotion of collaborative efforts.

2.3 Environmental Factors

Agro-entrepreneurs are significantly impacted by environmental factors. Profitability is affected by economic components such as market conditions. The agro-entrepreneurial environment is influenced by regulatory frameworks, which consist of state policies. Access to modern agricultural equipment, as well as technological infrastructure, increases output. Graduates' decisions are influenced by sociocultural contexts, which consist of community support and societal attitudes. An environment that either encourages or discourages graduates from engaging in sustainable and innovative agro-entrepreneurship endeavors is determined by the combination of these factors. (Pan et al., 2023)

2.3.1 Political Factors

The development of agro-entrepreneurship in Malaysia is significantly influenced by a variety of political issues. These factors have an effect on the laws, regulations, and initiatives that have an effect on the growth and development of the agricultural sector and sectors dependent on agriculture. The Cabinet Committee on Food Security Policy (FSCC) has been established by the government of Malaysia with the mission of determining topics that are pertinent to food security as well as developing policies, strategies, and action plans to strengthen the national food supply chain and food security overall. As a result of this governmental emphasis,

agro-business owners are presented with both possibilities and obstacles in their efforts to contribute to the food production and supply chain in the country. (Breadcrumb. (2021, June 21)

Rice cultivation has been the primary focus of Malaysia's agro-food industry, despite the country's shown prowess in the production of palm oil, rubber, and cocoa. The agro-food sector, however, has been somewhat less dynamic. The government has acknowledged the importance of diversity as a means to encourage the growth of agriculture and lessen the likelihood of catastrophic events in the food supply chain. In this environment, agroentrepreneurs play an extremely important role in the process of discovering and promoting new opportunities.(Breadcrumb. (2021, June 21)

2.3.2 Economic Factors

A significant contributor to the graduates' decision to pursue agroentrepreneurship as a feasible business opportunity is the demand that exists in the market. Potential business prospects for agro-entrepreneurs might be inferred from favourable market conditions and an increased demand for agricultural products. Graduates who see a gap in the market or an unmet need in the industry may be able to uncover specialised niches or valueadded items that are in line with the tastes of consumers and the trends in the market. Graduates are able to produce creative business ideas and solutions to suit the requirements of their customers as a result of this recognition of the demand in the market. Duxbury, D., et al. (2017).

For graduates interested in actively participating in agro-entrepreneurship, the availability of a supportive ecosystem is absolutely necessary. Graduates have access to networks and opportunities for collaboration within the community of agro-entrepreneurs if the ecosystem in which they operate is supportive. This provides the opportunity to network with other business owners and industry professionals, as well as mentors and subject matter experts. Sharing information, gaining insight from more knowledgeable people, and forming possible partnerships are all made easier through networking, all of which contribute to an improvement in the graduates' capacity for entrepreneurialism and their chances in the corporate world.

Jallow, A., & Onumah, E. E. (2016).

2.3.3 Social Factors

Graduates' capacity to successfully engage in agro-entrepreneurship is greatly influenced by the knowledge and abilities they possess. Graduates who have a strong background in agricultural sciences, such as crop production, animal management, soil science, and agricultural technologies, are better able to comprehend the nuances of the agricultural industry. Their technical expertise is increased by this knowledge, which enables them to make wise decisions about resource management, farming practises, and production optimisation. Mahmood, R., et al. (2018). Graduates are kept up to date on the most recent business trends, technical developments, and best agro-entrepreneurship practises by educational programmes. Through lectures, workshops, seminars, and industry interactions, they are exposed to the failures and successes of seasoned agro-entrepreneurs as well as the lessons they have learnt. Graduates can keep current on market trends and apply cutting-edge tactics in their own businesses thanks to this exposure.

Graduating students can encounter real-world agro-entrepreneurial situations and get practical experience by working with industry. Graduates get the chance to interact with seasoned professionals, learn about industry practises, and comprehend the difficulties and potential in agroentrepreneurship through internships, industry placements, or collaborative projects. The practical application of running a successful agroentrepreneurial company is something that they are prepared for through this hands-on experience, which also improves their abilities and confidence.

Industry partnerships frequently involve mentoring and direction from seasoned agro-entrepreneurship experts. These mentors can offer insightful advice, impart expertise relevant to the business, and offer direction on numerous facets of launching and managing an effective agroentrepreneurial company. The mentoring connection enables graduates to overcome obstacles, make wise decisions, and learn from people who have already succeeded in the field.

Programmes for enhancing one's ability and developing one's skills may be included in financial assistance systems. Graduates from these programmes benefit from improved business knowledge, entrepreneurial abilities, and expertise in fields including marketing, financial management, company planning, and risk assessment. Graduates' abilities can be improved and their chances of succeeding in agro-entrepreneurship are increased thanks to financial assistance systems that invest in capacity building. (M. A. Yusuf and others,(2021).

2.4 CONCEPTUAL FRAMEWORK

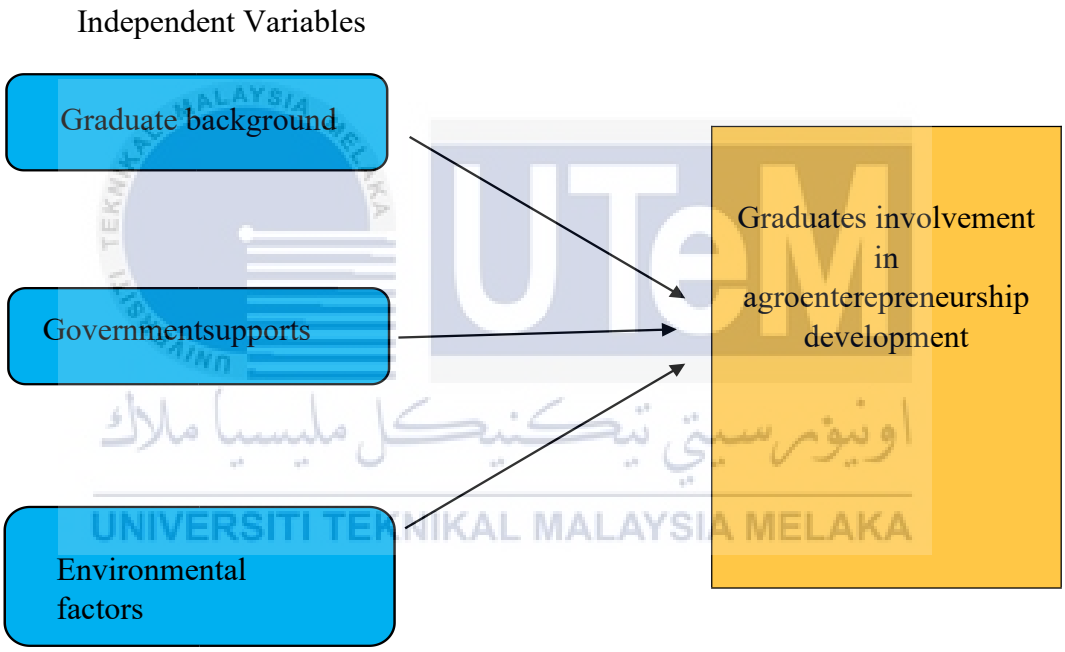

Figure 1: Theoritical Framework

2.5 Research Hypothesis

Graduate background

1. H0 (Null Hypothesis): The involvement of graduate background does not have a significant relationship with graduates involvement of agro-entrepreneurship development..
2. H1 (Alternative Hypothesis): The involvement of graduate background have a significant relationship with graduates involvement of agro-entrepreneurship development..

Government supports

1. H0 (Null Hypothesis): The integration of government supports does not have a significant relationship with graduates involvement of agro-entrepreneurship development.
2. H1 (Alternative Hypothesis): The integration of government supports have a significant relationship with graduates involvement of agro-entrepreneurship development.

Environmental factors

1. H0 (Null Hypothesis): The environmental factors does not have a significant relationship with the graduates involvement of agro-entrepreneurship development.
2. H1 (Alternative Hypothesis): The environmental factors have a significant relationship with the graduates involvement of agro-entrepreneurship development.

2.6 Summary

This chapter provides a synopsis of the article review that was conducted on the subject that was looked into. One of the dependent variables found in this research is the involvement in agro-entrepreneurship development. Among the independent variables studied are graduate background study, as well as support from the government. Environmental factors that influence their participation in agroentrepreneurship are also examined. The majority of the content for this chapter comes from secondary sources, such as articles, journals, books, and theses that may be found online. Related to the research title, which is the motivational factors for graduates involvement in agro-entrepreneurship development, this chapter has also explored a variety of concepts and definitions based on the findings of earlier researchers.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 INTRODUCTION

In this chapter, a synopsis of the research methods that will be employed in the study is clarified. This evaluation of previous research and reviews of many publications on subjects covered in Chapter 2 led to the writing of this chapter. It is the goal of the research methodology to meet the purpose of the study and provide a response to the research objective described in Chapter 1. This chapter provides an overview of the methodology that will be utilised throughout the remainder of this study. In order to provide a more in-depth understanding of the processes that must be followed in order to carry out the complete project, this chapter will describe the research method as well as the research design.

3.1 RESEARCH DESIGN

According to Bhat (2023), the "research design" refers to the "framework of methods and techniques chosen by researchers to conduct a study." This research design is a technique for answering research questions utilising empirical data, and it entails making decisions regarding research objectives, primary or secondary research, sampling methods, data collection and analysis methods, and procedures for gathering data (McCombes, 2023). Finding the research questions and objectives, deciding on an acceptable research design, determining the target audience and sample size, selecting data collection methods, arranging data collection processes, and analysing the results are all components of the process of designing a research study (Bhat, 2023).

3.1.1 Explanatory Research

According to the findings of the investigation conducted by George, T. (1922, August 17). Investigating the reasons behind something's occurrence when just a limited amount of information is accessible is the

goal of the research method known as "explanatory research." The study strategy known as "explanatory research" analyses the causes and effects of events using only a small amount of knowledge. It is possible to have a better grasp of a subject, discover the reason behind an occurrence, and anticipate future events with its assistance. When looking for patterns and trends in previously collected data, it is frequently referred to as causal research. Because it makes it easier to spot patterns and trends in the data already available, explanatory research is frequently utilised as a springboard for further investigation.

The findings of the study that George, T. (2022, May 13) conducted.

Research that seeks to explain the reasons behind observed events but only has access to a limited amount of data is called explanation research. It is possible to gain a deeper comprehension of a subject, ascertain the reasons behind a phenomena, and anticipate the occurrence of similar events in the future with its assistance. When looking for patterns and trends in previously collected data, it is frequently referred to as causal research. Because it assists with identifying patterns and trends in the data that already exists, explanatory research is frequently utilised as a jumping off point for subsequent research. Explanatory research was utilised in this study since the researchers were able to conduct a survey on a representative sample to determine the motivational factors for graduates involvement in agro-entrepreneurship development.

3.2 RESEARCH DESIGN

This research will be carried out with the quantitative method, which is the research approach that the researcher will employ. The quantitative methodology utilised in this investigation is to collect in-depth information from prospective students and recent graduates regarding their involvement and the significance they have had in the expansion of agro-entrepreneurship.

3.2.1 Quantitative Research

Quantitative research is the process of collecting and analysing numerical data. This type of study is utilised in a variety of natural and social

science disciplines to identify trends, determine averages, and forecast results. It is the antithesis of qualitative research, which focuses on information that is not numerical in nature. Quantitative research methods consist of descriptive, correlational, and experimental research, each of which has its own set of benefits and drawbacks. Bhandari, P. (2022, October 10). In this research, the researchers will use quantitative research method to collect the data from potential students and graduates to know the significant of their involvement in development of agro-entrepreneurship.

3.3 DATA COLLECTION METHOD

In order to accomplish the goals of this investigation, the researcher intended to consult both primary and secondary sources of information. Primary data is information about the research topic that is gathered by asking questions to the public such as distributing survey questions to gain information related to the issue that is being studied to obtain information related to the research topic. Primary data are information about the research topic. Primary data are information about the research topic. In the meantime, secondary data will be incorporated as a source into the study process. Secondary data sources include the likes of websites, journals, papers, books, news publications, and statistical information. All of these types of sources give information that is pertinent to this study.

3.3.1 Primary Data

Primary data consists of first-hand material that has been compiled by researchers for the sake of a particular research endeavour or goal. It can be gathered either directly from the sources themselves or indirectly through various means of data collecting such as polls, interviews, observations, and experiments. Primary data is extremely helpful to researchers since it gives them information that is immediate and immediate relevant to the goals of their research. Primary data is data that has never been used before and is unique to the research endeavour. Primary data is data that is acquired directly from the source and then modified to match the aims of the research. It enables one to maintain control over the quality, relevancy, and accuracy of the data. Primary data collection has a number of possible benefits, including the ability to get information that is particular and focused, control

over the process of data collection, and the possibility of producing data that is more precise and dependable. Blog, F. (January 15, 2020), and George, T. (January 23, 2023).

According to a source released by DOSM (2022), the number of employed persons in 2021 amounted to 15,064.2 thousand persons (2020: 14,956.7 thousand persons). Out of total, 1,550.0 thousand persons (10.3%) were involved in the agriculture sector. This number showed a decrease compared to the previous year. The employed persons in the agriculture sector was still dominated by citizen with 63.6 per cent while the rest are noncitizens. According to a source released by DOSM (2022), the amount of Female unemployed graduates composed of 54.2 per cent (106.9 thousand persons) while male made up a share of 45.8 per cent (90.5 thousand persons). The decline in unemployment of graduates for the year 2021 was due to the reduction in the number of male unemployed graduates by 5.3 per cent as against 2020, while the number of female unemployed graduates registered a marginal increase of 0.03 per cent. The compositions of male and female unemployed graduates across age groups were similar whereby approximately half was concentrated in the age group of 25 to 34 years, followed by about one-third in the age group of 24 years and below which can be associated with new entrants into the labour market.

The primary data that the researchers will use is the researcher will make the survey question to distribute questionnaires to potential students and graduates that may involve in development of agro-entrepreneurship and the researcher will study the feedback obtained to make this study a success.

3.3.2 Secondary Data

Secondary data refers to material that was gathered by other researchers for their own unique reasons, but that additional researchers can use for their own analysis or research. It includes data that has been published, as well as data from the government, commercial businesses, and academic sources. Secondary data can be obtained by researchers from a wide variety of sources, including censuses, government departments, organisational records, libraries, internet searches, periodicals, newspapers,

and journals. Collecting secondary data can also be accomplished through the use of methods such as global positioning system (GPS) and remote sensing. In addition to being useful primary data sources, existing databases and datasets that have been compiled by other researchers can also function as secondary data sources. 2023, on the 20th of January. When opposed to the process of gathering primary data from scratch, collecting secondary data allows researchers to save time and money while still allowing them to analyse and interpret material in order to answer research questions or test hypotheses. Hassan, M. (2022, September 10).

For the use of secondary data, the researcher will also look for articles related to the agriculture, entrepreneurship, agro-entrepreneurship and more focus on the motivational factors for graduates involvement in agro-entrepreneurship development.

3.4 RESEARCH STRATEGY

An activity known as research strategy is what decides the overarching course that a body of study will take. It is a part of the research methodology that contains the processes that are used to carry out research and is one of its components. The aims and research questions, the number of resources and time that are available, the philosophical foundation of the researcher, and the breadth of existing material in the field of study are all important factors that should be considered when selecting an effective research method.

3.4.1 Survey

A survey is a form of study that is used to collect data from a group of individuals or a specific community. Surveys are commonly used in fields including public health, social science, market research, and psychology. The purpose of the survey is to collect data, either quantitative or qualitative, from a representative sample of the larger population that is the focus of the study. It is possible to carry out surveys using a wide variety of procedures, including internet surveys, telephone interviews, inperson interviews, paper-based questionnaires, or any combination of the aforementioned techniques.

The choice of survey method should be based on considerations such as the population being surveyed, the aims of the study being conducted, whether or not it is feasible, and the resources that are readily available. In general, surveys are a useful tool for academics and organizations because they allow them to make educated judgments, get insights, and gain a better understanding of the attitudes, behaviours, and features of certain populations. 2022, on the 11th of July. Qualtrics.

In this chapter, the researcher will make questionnaire questions and distribute to get the feedback from the potential students' and graduates' involvement in development of agro-entrepreneurship.

3.4.2 Research Instrument

One definition of a research instrument is "a tool or method used to collect data in a study." This enables researchers to acquire information and evidence to answer questions or test hypotheses, which is the primary purpose of conducting research. The goals of the study, the nature of the data to be collected, the population that will be the focus of the investigation, and the design all have a role in determining which research instruments will be used. The phrases "survey," "interview," "observation," "experiment," "focus group," "document analysis," and "psychometric test" are all examples of common sorts of research tools. Interviews entail direct interaction between the researcher and the respondent, whereas surveys collect data through the respondents' own self-reporting of their ideas, attitudes, behaviors, or demographics. In-depth qualitative data can be gleaned from observations, which in turn makes investigation and explanation possible. DiscoverPhDs. (October 9th, 2020). The researcher use Cronbach’s Alpha test as the research instrument in project.

3.5 SAMPLING DESIGN

The practice of selecting a sample that is intended to be representative of a wider population in order to gather data and conduct research on that group is one of the most important research methods. Sampling is essential for both the effective

collecting of data and the accurate generalization to bigger populations. The following are important ideas related to sampling: population, sampling frame, sample size, method, and sampling bias. Validity and reliability can be ensured when there is as little bias as possible in the sampling design. It is crucial to maintain transparency when reporting study findings in order to evaluate their application to a wider community. To help ensure the success of this case study, the researcher who is responsible for this research proposal will conduct a random survey of approximately 154 individuals to collect data for it. The responders are prospective students and graduates of the third and fourth years of the UTeM program who may become involved in the development of agro-entrepreneurship.

3.5.1 Sampling Technique

The term "sampling technique" refers to the statistical process that is used to pick a sample from the population that is representative of the whole. In order to sample, one must first carefully examine the demographic information that has been gathered and then choose an acceptable sample to represent that information (Gulzar, 2023).

3.5.2 Survey Sampling

The process of selecting a subset of individuals or elements to participate in a survey from within a broader population is referred to as survey sampling. The purpose is to collect data from a representative sample that accurately reflects the features and diversity of the population. This will enable the researcher to make reliable judgments about the population as a whole. The sampling frame, the sample size, and the sampling method are three important issues in survey sampling. In the field of survey sampling, some common approaches include convenience sampling, simple random sampling, stratified sampling, cluster sampling, systematic sampling, snowball sampling, and sampling bias. (Lohr, S.2019).

3.5.3 Sample Size

Sample Size is to increase the justification for estimating the required sample size, this study use the sample size determination approach proposed by Faul, Erdfelder, Buchner, and Lang (2009), which makes use of the G

Power programme. This method was developed in order to determine the required sample size. In their study, Faul et al. (2009) highlighted the fact that G Power is a standalone piece of software that is commonly utilised for power analysis and sample size calculations in the social and behavioural sciences. In addition, Hair, Hult, Ringle, and Sarstedt (2014) suggested that researchers carry out individual power analyses with the assistance of tools such as G*Power in order to identify the minimal sample size required for a Structural Equation Modelling analysis. In order to determine the required sample size, the following parameters were input into the G Power software (Figure 6): the target population effect size was 0.15, the significance threshold was 0.05, and the statistical power was 0.8. These parameters were taken from Cohen (1988). This study determined that a minimum sample size of 77 is adequate in the research setting, taking into account the three specified predictors. This conclusion was reached on the basis of the output from the programme. In spite of this, the research team decided to increase the required sample size because they anticipated a poor response rate. This was in accordance with the recommendation provided by Baruch (1999). A greater sample size will result in a higher number of responses, even if the response rate remains the same, which is the logic behind this finding. A smaller sample size will result in a lower number of responses. According to Babbie (1990), it is regarded sufficient in social science surveys to have a response rate of at least fifty percent in order to properly represent the behaviour of the community. As a consequence of this, the number of circulated questionnaires will be increased to roughly 154 respondents, doubling from the previous number. This is in accordance with the suggestions offered by Babbie (1990).

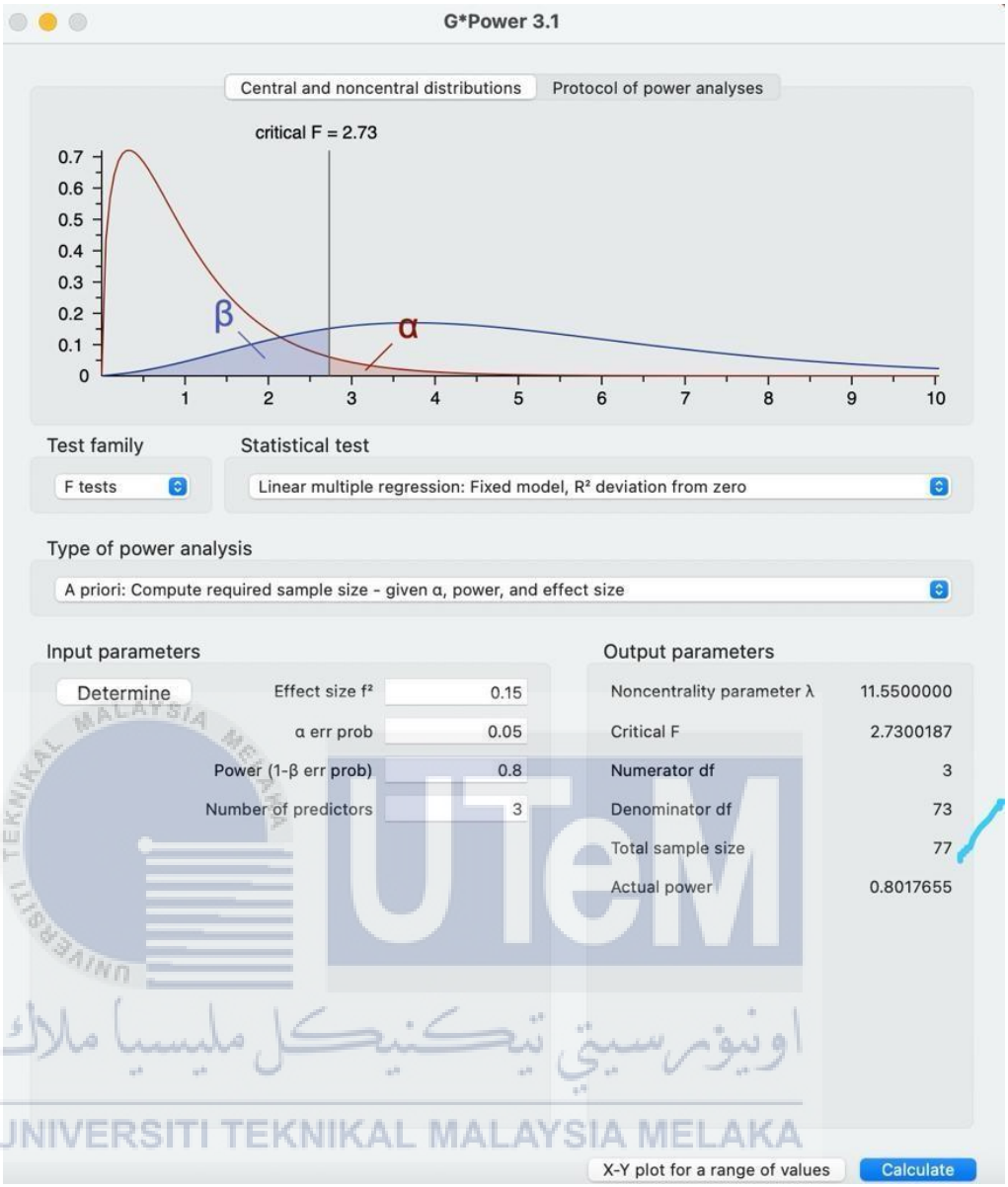

Figure 2: G Power Diagram

3.6 PILOT TEST

Pilot testing, which is more precisely defined as research preparation, enables the investigator to validate his research prior to conducting the main study with a substantial sample size. Fraser et al. (2018) state that pilot studies are frequently undertaken to assess the viability of methodologies, approaches, questionnaires, and interviews, in addition to their interoperability within a specific setting.

In the majority of cases, the researcher will conduct tests by distributing questionnaires to a limited sample size, comprising only pertinent family members and colleagues. This pilot test was also employed by researchers to assess the questionnaires' accuracy and dependability prior to their distribution to the actual respondents. Therefore, this approach will ascertain whether the questionnaire is comprehensible to the respondents to the extent that it enables the researcher to obtain precise data.

Additionally, researchers must understand the criticality of conducting a pilot test prior to commencing the study in order to ensure that the data collected will be useful. In addition, this preliminary examination can aid the investigator in formulating the research inquiry and ascertain that the undertaken study will not be an unnecessary expenditure of time and resources. Additionally, pilot tests can serve as a warning system for potential issues with the questionnaire and provide researchers with the opportunity to rectify them in order to prevent adverse effects on the study.

3.7 QUESTIONNAIRE DESIGN

Questionnaire design is important for collecting data in fields such as market research, social sciences and health sciences. Key practices include using verbally label response options, clear instructions, avoiding double-ended questions, simple language, considering order and flow, and pilot testing with small samples. Questionnaires typically include open-ended and closed-ended questions, with closed-ended questions providing predetermined responses for quantitative analysis. Specific considerations may vary depending on the research objectives, target population and nature of the study. Bhandari, P. (2022, October 10) The Likert Scale will use to gather data through a questionnaire.

Table 3.1: QUESTIONNAIRE DESIGN

Section	Content
A	**Respondent background** - Gender - Age - Demography - Education
B	**Assessment of Independent Variable** - Cause of the potential students and graduates that may involve in development of agro-entrepreneurship. (graduates background study, government supports and environmental factors)
C	**Assessment of Dependent Variable** - Involvement in agro-entrepreneurship development.

3.8 VALIDITY AND RELIABILITY

Validity and dependability are key ideas in research technique, concentrating on the precision of measurements and their capacity to be replicated under identical conditions. The validity of the results is determined by determining whether or not they accurately measure the attribute that was intended by Middleton, F. (2022,

October 10). Reliability is an evaluation of the consistency of the results across time, observers, and test sections. A high level of dependability can ensure that values are comparable and reproducible, whereas a low level of reliability can suggest that measurements are inconsistent. Both ideas conduct an analysis of distinct facets of the research process. Frost, J. (2022, August 22).

3.8.1 Cronbach's Alpha

Cronbach's alpha is a straightforward test utilized to determine the internal consistency or reliability of a composite score. Additionally, Cronbach's alpha is a straightforward method for determining the reliability of a score. It operates under the presumption that the investigator possesses multiple items that assess the identical fundamental construct. Cronbach's Alpha was employed in the prior investigation to assess the dependability of each construct by determining internal consistency and demonstrating the certainty with which distinct items can measure the construct (Factor et al., 2015). Furthermore, an alpha value between 0 and 1 indicates an increased degree of internal consistency.

Cronbach's Alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 1: Cronbach's Alpha Rule of Thumb (Source: Habidin et al., 2015)

3.9 TIME HORIZON

The time horizon is an arbitrary point in the distant future that serves as a benchmark for comparing different processes and options. It has applications in the fields of accounting, finance, risk management, investment, and planning, among

others. The time period of the term is determined by the objectives of the investment plan. Longer time horizons present greater options for mergers, whereas more constrained time horizons call for a more conservative approach. When selecting the right temporal horizon, there are various factors to take into account that vary depending on the field and the setting.

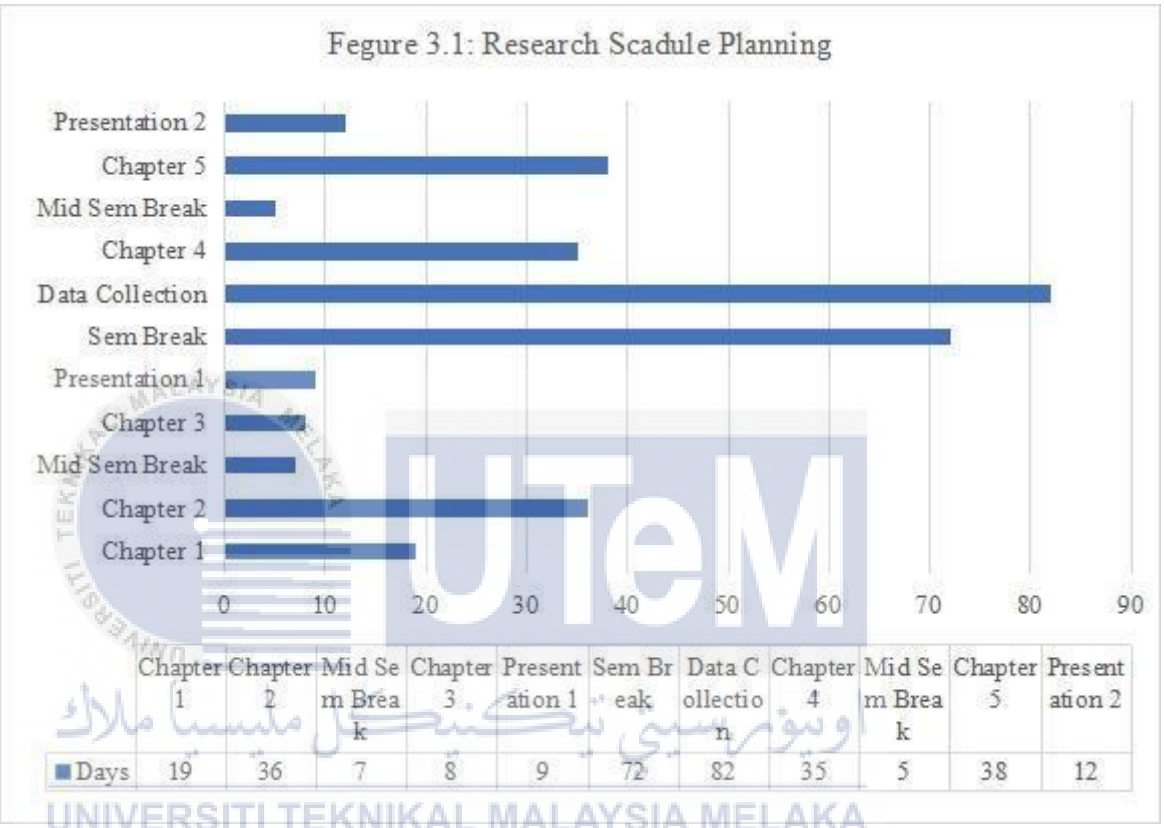

Figure 3: Research Schedule Planning

3.10 DATA ANALYSIS

The goal of data analysis is to gain relevant insights and to make decisions based on that analysis. Data analysis entails collecting, organizing, cleaning, and analyzing data. Defining the problem statement, gathering the appropriate data, cleaning it up, analyzing it, and interpreting the findings are all part of the data analysis process. It is vital to choose appropriate methodologies and tools for this analysis process based on the nature of the data and the goals that you wish to achieve from the analysis. This process may entail iterations and feedback loops. BI Blog (2022, August 25).

Because of this, we will be using Statistical Packages for Social Sciences (S.P.S.S) to perform the analysis of the data collected for this study in order to ensure that the results are as accurate as possible. This Statistical Packages for Social Sciences (S.P.S.S) can be utilized in order to facilitate the assessment of regression, Pearson's Correlation Coefficient, and Multiple Regression Analysis.

3.11 SUMMARY

The researcher defined the research methodology in Chapter 3 by selecting the research design, research strategy, sampling technique, and data analysis. In this research, the researcher will use quantitative research method to collect data and information about the research title. In this research the researcher will make survey questions and distribute to the motivational factors for graduates involvement in agro-entrepreneurship development.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

The researcher conducts a quantitative analysis of the data in this chapter. The questionnaire was administered at random to 154 respondents via Google Form. Individuals were requested to select the most suitable response according to the scale provided in the query, in accordance with their personal opinion. Version 27 of SPSS will be utilized by the researcher to analyze the gathered data in order to accomplish the aims of this study. This chapter additionally encompasses reliability tests, descriptive analysis, Pearson correlation analysis, multiple regression analysis, and study hypotheses, in addition to pilot tests for all variables. In addition to examining the dependent variable, researchers also consider descriptive demographic statistics, respondent variable profiles, and descriptive statistical results for each independent variable.

4.1 Pilot Test

Pilot testing serves the purpose of establishing the validity and reliability of a questionnaire, ensuring that it is comprehensible to a substantial sample size of previous respondents. To conduct pilot testing, questionnaires can be distributed to a limited sample size of participants, and the collected data can be analyzed using SPSS. Cronbach's Alpha will be applied to the resultant data in order to ascertain the reliability of the collected information.

The Cronbach's alpha values are presented in Table 2 for the researchers' reference in determining the reliability of the analysis results. A minimum acceptable value for Cronbach's alpha is 0.70, while values falling below 0.70 indicate dubious or substandard quality. Alpha values between 0.80 and 0.90 are

considered optimal. 30 respondents were administered questionnaires by the researchers as part of a pilot test. It is critical that the researcher maintains the significance of the study by verifying that all participants comprehend the inquiries posed.

Cronbach's Alpha	**Internal Consistency**
α≥0.9	Excellent
0.9>α≥0.8	Good
0.8>α≥0.7	Acceptable
0.7>α≥0.6	Questionable
0.6>α≥0.5	Poor
0.5>α	Unacceptable

Table 2: Cronbach's Alpha Rule of Thumb

(Source: (Habidin et al., 2015))

Table 3: Reliability Statistic for Pilot Test of 30 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.811	.805	35

Based on Table 3, a total of 30 respondents answered the questionnaire distributed. It shows that the Cronbach's alpha is 0.811 which means that it is reliable and valid to use because it has a value exceeding 0.7 Cronbach's alpha.

4.1.1 Graduate Background Study

According to Table 4, the Cronbach's Alpha for graduate background study 0.760 where the respondent understands the given. This can be evidenced by a Cronbach's Alpha value that exceeds 0.7.

Table 4: Reliability Statistic for GBS Pilot Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.762	10

Table 5: Item total Statistic for GBS Pilot Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected ItemTotal Correlation	Cronbach's Alpha if Item Deleted
IV_Graduate_Background_1	36.67	18.092	.498	.729
IV_Graduate_Background_2	36.67	17.609	.506	.727
IV_Graduate_Background_3	36.60	17.490	.525	.724
IV_Graduate_Background_4	36.97	18.240	.365	.750
IV_Graduate_Background_5	36.47	18.533	.418	.740

IV_Graduate_Background_6	36.43	18.875	.388	.744
IV_Graduate_Background_7	36.57	19.426	.343	.750
IV_Graduate_Background_8	36.53	19.706	.289	.757
IV_Graduate_Background_9	36.60	19.214	.477	.736
IV_Graduate_Background_10	36.50	18.259	.438	.738

4.1.2 Government Supports

Based on Table 6, the Cronbach's Alpha for government supports of use is 0.807 where the researcher can use this variable because the alpha value is above 0.7.

Table 6: Reliability Statistic for GS Pilot Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.800	10

Table 7: Item total Statistic for GS Pilot Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected ItemTotal Correlation	Cronbach's Alpha if Item Deleted
IV_Government_Supports_1	38.27	15.099	.200	.816
IV_Government_Supports_2	38.40	13.490	.390	.802
IV_Government_Supports_3	38.37	14.102	.427	.796

IV_Government_Supports_4	38.37	13.551	.568	.782
IV_Government_Supports_5	38.40	13.628	.499	.788
IV_Government_Supports_6	38.33	14.299	.281	.812
IV_Government_Supports_7	38.30	11.734	.769	.752
IV_Government_Supports_8	38.27	14.685	.257	.812
IV_Government_Supports_9	38.37	11.826	.718	.759
IV_Government_Supports_10	38.33	12.023	.717	.760

4.1.3 Environmental Factors

According to Table 8, it shows that Cronbach's alpha for environmental factors is 0.721. The results showed that the questions on the questionnaire were understood by respondent.

Table 8: Reliability Statistic for EF Pilot Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.701	10

Table 9: Item total Statistic for EF Pilot Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IV_Environmental_Factors_1	38.23	11.013	.525	.671
IV_Environmental_Factors_2	38.20	11.200	.541	.667
IV_Environmental_Factors_3	37.97	13.964	.288	.712
IV_Environmental_Factors_4	38.03	13.895	.275	.714
IV_Environmental_Factors_5	37.80	14.028	.261	.715
IV_Environmental_Factors_6	38.33	11.540	.502	.676
IV_Environmental_Factors_7	38.30	12.010	.542	.671

IV_Environmental_Factors_8	38.17	13.799	.228	.722
IV_Environmental_Factors_9	38.00	12.828	.466	.686
IV_Environmental_Factors_10	37.97	14.930	.080	.733

4.1.4 Graduates Involvement

According to Table 10, it shows that the Cronbach's alpha graduates involvement is 0.867 which means the questionnaire is valid and reliable for use in this research.

Table 10: Reliability Statistic for GI Pilot Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	5

Table 11: Item total Statistic for GI Pilot Test (Source: Output from SPSS)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DV_Graduates_Involvement_1	17.53	5.982	.606	.859
DV_Graduates_Involvement_2	17.53	5.913	.570	.869
DV_Graduates_Involvement_3	17.40	5.421	.761	.821
DV_Graduates_Involvement_4	17.40	5.421	.761	.821
DV_Graduates_Involvement_5	17.33	5.402	.758	.822

4.2 Descriptive Statistic Analysis

Descriptive analysis was used by the researcher for the description of the data sample. Researchers have used tables and pie charts to display and summarize data details for easier reader understanding of the data collected from questionnaire. This method was used to analyse all sections of the questionnaire that included demographic profiles from respondents in section A, graduate background, government supports and environmental factors that involve graduate in agro-entrepreneurship in section B, and also the motivational factors for graduates' involvement in section C.

4.2.1 Respondent Demographic Profile

Respondent's personal background which includes gender, age, level of education and occupation have been discussed in detail in this section. Frequency for all questions in the score value to be obtained on the group demographics indicates a demographic analysis of the data.

4.2.2 Gender

Table 12: Frequency and Percentage of Gender **Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	79	51.3	51.3	51.3
	Female	75	48.7	48.7	100.0
	Total	154	100.0	100.0	

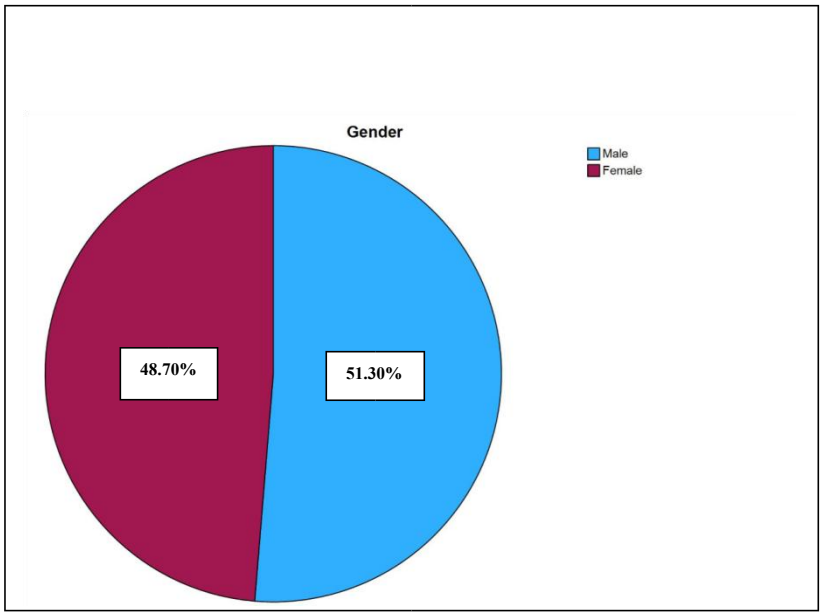

Figure 4: Gender of Respondents

Table 12 showed about the analysis of respondents' data by gender. From the total of 154 respondents, there are 79 male respondents (51.30%) and 75 female respondents (48.70%) have been taking part in this data collection process. There are half different between the number of male and female respondents. This part is imperative in giving a fair result due no big different figures between male and female.

4.2.3 Age

Table 13: Frequency and Percentage of Age **Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 year - 23 year	71	46.1	46.1	46.1
	24 year - 28 year	54	35.1	35.1	81.2
	29 year - 33 year	25	16.2	16.2	97.4
	34 year - 38 year	4	2.6	2.6	100.0
	Total	154	100.0	100.0	

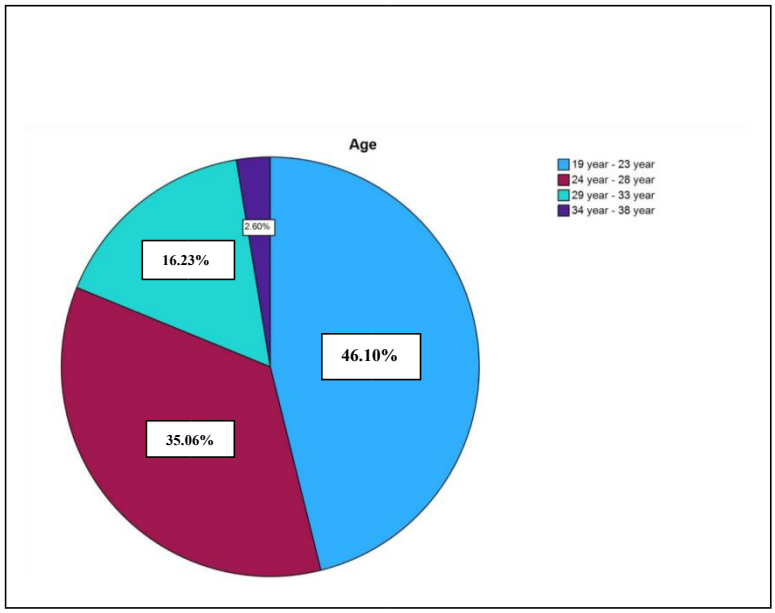

Figure 5: Age of Respondents

Table 13 showed about the analysis of respondents data by age. From the total of 154 respondents, there are 71 respondents (46.10%) who age 19 to 23 years old, 54 respondents (35.06%) who age 24 to 28 years old, 25 respondents (16.23%) who age 29 to 33 years old, and 4 respondents (2.60%) who age 34 to 38 years old. It shows that the age range of 19 to 23 is heavily involve by answered the questionnaire given with their best opinion. The variety of ages of respondent is significant in producing variances of opinion due to experiences, exposure and maturity are related to age.

4.2.4 Level of Education

Table 14: Frequency and Percentage Level of Education **Level of Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	45	29.2	29.2	29.2
	Degree	90	58.4	58.4	87.7
	Master	3	1.9	1.9	89.6
	Others	16	10.4	10.4	100.0
	Total	154	100.0	100.0	

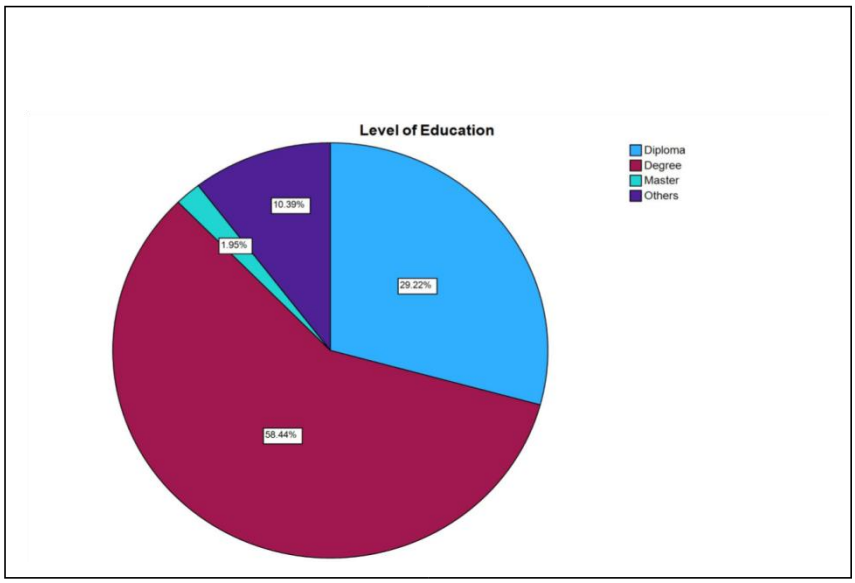

Figure 6: Level Education of Respondents

Table 14 show about the analysis of respondent's data by level of education. From the total of 154 respondents, there are 45 respondents (29.22%) who are from Diploma, 90 respondents (58.44%) from Degree, 3 respondents (1.95%) from Master and 16 respondents (10.39%) from Others level of education that is Phd. It shows degree qualification is higher than others. This part is vital because diverse level of education and knowledge profoundness could interpret different kind of judgement and reasoning.

4.2.5 Occupation

Table 15:Frequency and Percentage of Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	42	27.3	27.3	27.3
	Employed part-time	7	4.5	4.5	31.8
	Self- employed	13	8.4	8.4	40.3
	Unemployed	12	7.8	7.8	48.1
	Students	80	51.9	51.9	100.0
	Total	154	100.0	100.0	

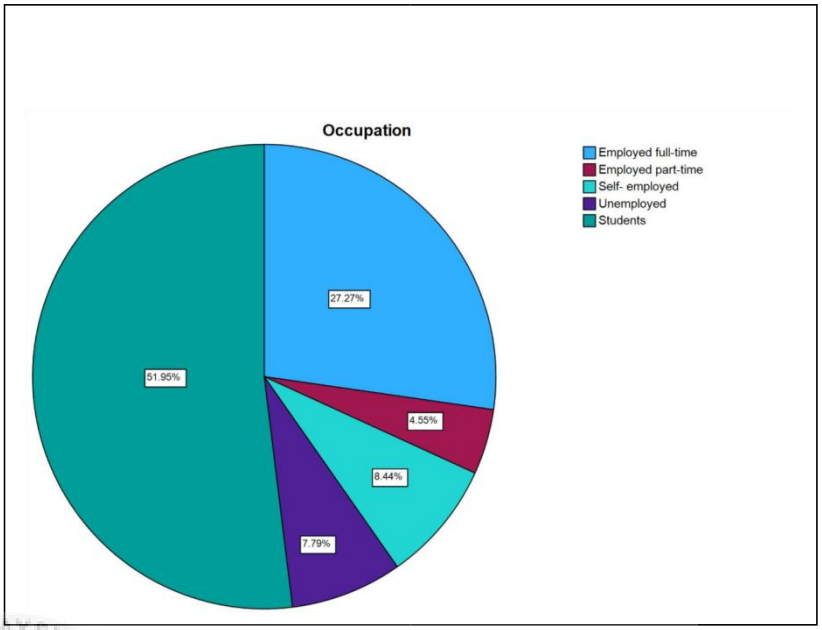

Figure 7: Occupation of Respondents

Table 15 show about the analysis of respondent's data by occupation. Based on the data above, student gain the highest amount respondent which is 80 respondents (51.95%). The second higher is employed full-time which is total frequency is 42 respondents (27.27%). Next is self-employed which is the total frequency is 13 respondents (8.44%). Following with unemployed which is the total frequency is 12 respondents (7.79%) and the lowest is employed part-time which is the respondents as much as 7 only (4.55%). The variation of occupation will give better answers because students though the highest respondent but they are lack of career reality. Meanwhile the employees who are exposed to external realism could give dissimilar view. While the rest could contribute the comparable effect.

4.3 Descriptive Analysis

Table 16: Value of Mean Score

Score	Meaning
1.00-1.80	Very Low

1.81-2.60	Low
2.62-3.40	Moderate
3.41-4.20	High
4.21-5.00	Very High

Table 17: Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IV_Graduate_Background	154	1.10	5.00	4.0052	.74314
IV_Government_Supports	154	1.10	5.00	4.0247	.74975
IV_Environmental_Factors	154	1.10	5.00	3.9669	.70674
DV_Graduates_Involvement	154	1.00	5.00	3.9438	.91942
Valid N (listwise)	154				

The main objective of descriptive statistics is to present a summary of the analysis of research data. According to the table above, it is the result of the analysis of the data analysed using SPSS includes all variables. Based on the table shown above, the mean for government supports is 4.0247 which becomes the highest mean value among other variables. Therefore, a lot of respondents are agreeing that government supports has become the most influence on factors graduates' involvement in the development of agro-entrepreneurship. The second highest is the mean value for graduate background which is 4.0052 while environmental factors becomes the third rank for the mean value which is 3.9669. The lowest mean value for graduates involvement is 3.9438.

4.4 Research Validity

The validity of survey-based research is determined by the degree to which the survey assesses the appropriate variables that require measurement. In essence, validity pertains to the extent to which an instrument accurately assesses the construct being evaluated. The researcher employed Pearson correlation to ascertain the validity of the questionnaire utilized in this investigation.

4.4.1 Pearson Correlation Coefficient Analysis

Pearson correlation coefficient analysis was conducted in this research to achieve the second objective of this research which is to analyse the relationship between the influencing factors of graduates' involvement in the development of agro-entrepreneurship in Malaysia. The main purpose Pearson correlation coefficient analysis is to determine the relationship between independent variables with research dependent variables. Relationships between variables can be positive, negative, and neutral correlation. The range of r values is between -1 and 1 which would be perfect negative correlation with -1 correlation. The correlation for 1 shows perfect positive relationship while correlation 0 indicates no relationship between independent variables and dependent variables.

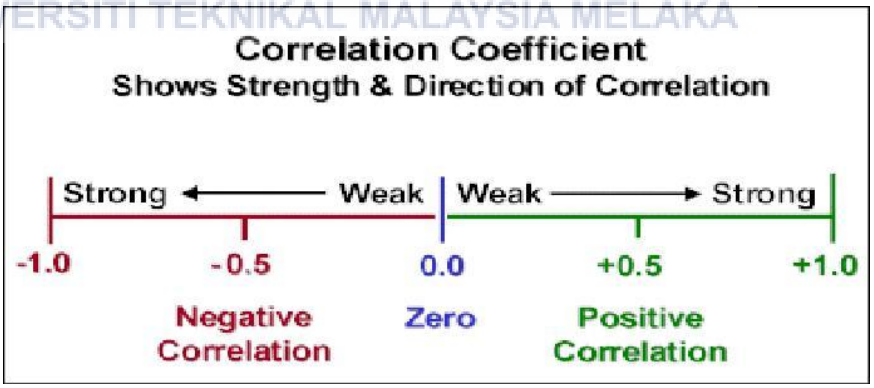

Figure 8: Strength of the Correlation Coefficient (Source: Smarten, 2018)

4.4.2 Relationship Between Independent Variable and Dependent Variable

- **Independent Variable:** Graduate background,government supports and environmental factors
- **Dependent Variable:** Graduates involvement

Table 18: Pearson Correlation Between Variables \(Source: SPSS Output)

Correlations

		IV_Graduate_Background	IV_Government_Supports	IV_Environmental_Factors	DV_Graduates_Involvement
IV_Graduate_Background	Pearson Correlation	1	.843**	.740**	.824**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	154	154	154	154
IV_Government_Supports	Pearson Correlation	.843**	1	.782**	.831**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	154	154	154	154
IV_Environmental_Factors	Pearson Correlation	.740**	.782**	1	.756**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	154	154	154	154
DV_Graduates_Involvement	Pearson Correlation	.824**	.831**	.756**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	154	154	154	154

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 18, Correlation between graduate background and graduates involvement: The correlation coefficient is 0.824, with a significance level of $p < 0.001$. This means that there is a statistically significant positive correlation between the presence of graduate background and graduate involvement. The strength of the positive correlation is strong, indicating a clearer relationship between these variables.

Correlation between the government supports and graduates involvement: The correlation coefficient is 0.831, with a significance level of $p < 0.001$. This means that there is a statistically significant positive correlation between government supports and graduates involvement. The strength of the positive correlation is strong, indicating a clear and substantial relationship between these variables.

Correlation between environmental factors and graduates involvement: The correlation coefficient is 0.756, with a significance level of $p < 0.001$. This means that there is a statistically significant positive correlation between environmental factors and graduates involvement. The strength of the positive correlation is strong, indicating a clearer relationship between these variables.

4.5 Research Reliability Test

Reliability test is related to how a system test something consistently. It is very important when doing research because reliability testing can help the researcher to make sure the question is accurate and acceptable before distributing the questionnaire to actual respondents or not. If test results are below 0.7 Cronbach's alpha, researchers should check questions again until test results can reach 0.7 and above Cronbach's alpha.

Table 19: Reliability Test for 154 Respondents (Source: SPSS Output)

Reliability Statistics	
Cronbach's Alpha	N of Items
.956	35

Table 20: Reliability Statistic for each variable

	Reliability Statistic	
All Variables	**Cronbach's Alpha Value**	**N of items**
Graduate Background	.865	10
Government Supports	.876	10
Environmental Factors	.854	10
Graduates Involvement	.829	5

Based on Table 20 it shows the Cronbach's alpha value of each independent variables and dependent variable. Government supports become the highest alpha value of the result among the variables which is 0.876. Graduate background becomes the second highest for alpha value which is 0.865. Environmental factors becomes the third highest for alpha value which is 0.854 and the alpha value of graduate involvement is 0.829.

4.6 Multiple Regression Analysis

The third research objective of this study was to identify the most motivating factors for graduates' participation in the development of agro-entrepreneurship in Malaysia.

To accomplish this, multiple regression analysis was employed. By identifying the relationship between significant variables in this study, multiple regression analysis serves its purpose. A straight line representing the relationship between the independent variables and the most significant dependent and independent variables of this study is also determined using this multiple regression technique. In accordance with the equation's formula described in Chapter 3, estimations of regression coefficients were computed.

Table 21: Model Summary (Source: SPSS Output)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870[a]	.757	.752	.45796

a. Predictors: (Constant), IV_Environmental_Factors, IV_Graduate_Background, IV_Government_Supports

b. Dependent Variable: DV_Graduates_Involvement

Table 21 shows about the model summary table, the higher the correlation coefficient (R) in this table means the better the influence of the independent variable on the dependent variable. From the results, the correlation coefficient (R) is considered strong because its value is 0.870 which is higher than 0.5. This can conclude that, there is a strong correlation between all variables in this study. The square of R of the result is 0.757 which means that is independent the variables of this research namely graduate background, government supports and environmental factors 75.7% variance affecting of factors graduates involvement in agro-entrepreneurship.

Table 22: ANOVA Analysis (Source: SPSS Output)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.878	3	32.626	155.566	<.001[b]
	Residual	31.459	150	.210		
	Total	129.337	153			

a. Dependent Variable: DV_Graduates_Involvement

Predictors: (Constant), IV_Environmental_Factors, IV_Graduate_Background, IV_Government_Supports

The ANOVA analysis presented in Table 22 indicates that the model is statistically significant, suggesting a relationship between the independent variables

(graduate background, government supports and environment factors) and the dependent variable (graduates involvement). This assertion is based on the model's p-value being less than 0.001, the conventional threshold for statistical significance. Specifically, the F-statistic of 155.566 underscores the model's goodness of fit, signifying that the independent variables effectively account for a significant portion of the variance in graduates involvement. While the R-squared value of 0.757 represents a strong explanation of 75.7% of the variance in graduates involvement by the model, it acknowledges that other unaccounted factors contribute to the overall variance. Importantly, it is noted that the ANOVA table does not delineate the significance of individual independent variables, necessitating scrutiny of their respective p-values for such determination

4.7 Hypothesis Testing

SPSS regression analysis was applied to the data in order to test hypotheses. A tvalue greater than 1.96 indicates that the hypothesis is acceptable, whereas a p-value less than 0.05 indicates that the hypothesis is significant. All coefficients for variables are presented in the table below.

Table 23: Coefficient Table (Source: SPSS Output)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
	(Constant)	-.706	.223		-3.173	.002
	IV_Graduate_Background	.459	.096	.371	4.804	<.001
	IV_Government_Support	.447	.102	.365	4.380	<.001
	IV_Environmental_Factors	.255	.087	.196	2.947	.004

a.Dependent Variable: DV_Graduates_Involvement

There are three hypotheses that have been developed in this research for identify the motivational factors for graduates involvement in agro-entrepreneurship development as shown below. According to the table above, the most significant factor of graduates involvement in agro-entrepreneurship is graduate background because it has the highest beta value among other independent variables which is the value is 0.371 and the significant is <0.001.

Hypothesis 1

H0 (Null Hypothesis): The involvement of graduate background does not have a significant relationship with graduates involvement of agro-entrepreneurship development.

H1 (Alternative Hypothesis): The involvement of graduate background have a significant relationship with graduates involvement of agro-entrepreneurship development.

Table 23 showed the regression analysis of graduate background in connection with the graduates involvement of agro-entrepreneurship development in Malaysia. It shows that the beta value is 0.371 while the significant value of the pvalue is <0.001 which means that graduate background has a positive impact significant relationship with graduates involvement in agro-entrepreneurship development. From the result, the researcher accepted the alternative hypothesis (H_1) and rejected the null hypothesis (H_0).

Hypothesis 2

H0 (Null Hypothesis): The integration of government supports does not have a significant relationship with graduates involvement of agro-entrepreneurship development.

H1 (Alternative Hypothesis): The integration of government supports have a significant relationship with graduates involvement of agro-entrepreneurship development.

Table 23 showed the regression analysis of government supports in connection with the graduates involvement of agro-entrepreneurship development in Malaysia. It shows that the beta value is 0.365 while the significant value of the pvalue is <0.001 which means that government supports has a positive impact significant relationship with graduates involvement in agro-entrepreneurship development. From the result, the researcher accepted the alternative hypothesis (H_1) and rejected the null hypothesis (H_0).

Hypothesis 3

H0 (Null Hypothesis): The environmental factors does not have a significant relationship with the graduates involvement of agro-entrepreneurship development.

H1 (Alternative Hypothesis): The environmental factors have a significant relationship with the graduates involvement of agro-entrepreneurship development.

Table 23 showed the regression analysis of environmental factors in connection with the graduates involvement of agro-entrepreneurship development in Malaysia. It shows that the beta value is 0.196 while the significant value of the pvalue is <0.001 which means that environmental factors has a positive impact significant relationship with graduates involvement in agro-entrepreneurship development. From the result, the researcher accepted the alternative hypothesis (H_1) and rejected the null hypothesis (H_0).

Table 24: Summary of Hypothesis Testing

Hypothesis	Results
Hypothesis 1: **H_0:** (Null Hypothesis): The involvement of graduate background does not have a significant relationship with graduates involvement of agro-entrepreneurship development. **H_1:** (Alternative Hypothesis): The involvement of graduate background have a significant relationship with graduates involvement of agro-entrepreneurship development.	**H_0 is rejected.** **H_1 is accepted.**
Hypothesis 2: **H_0:** (Null Hypothesis): The integration of government supports does not have a significant relationship with graduates involvement of agro-entrepreneurship development. **H_1:** (Alternative Hypothesis): The integration of government supports have a significant relationship with graduates involvement of agro-entrepreneurship development.	**H_0 is rejected.** **H_1 is accepted.**

Hypothesis 3: **H_0:** (Null Hypothesis): The environmental factors does not have a significant relationship with the graduates involvement of agro-entrepreneurship development. **H_1:** (Alternative Hypothesis): The environmental factors have a significant relationship with the graduates involvement of agro-entrepreneurship development.	**H_0 is rejected.** **H_1 is accepted.**

4.8 Summary

In conclusion, this chapter has analysed and described the findings from questionnaire conducted by researchers on the motivational factors for graduates' involvement in agro-entrepreneurship development in Malaysia. The analysis that has been conducted by the researcher to analyse the results is included with the descriptive analysis, reliability test, Pearson correlation analysis, and also multiple regression analysis. Researchers have used IBM SPSS Statistic 27 as a statistical tool used to analyse all data in this research. Export of researchers all results calculated by SPSS to this study and interpret all data with a view to determine the relationship between the independent variable and the dependent variable in this research. The hypotheses that have been formed in Chapter 2 have also been tested by determining the significance level of all the independent variables the dependent variable. From the results of hypothesis testing, all hypotheses were accepted because the significance level value was less than 0.05.

CHAPTER 5

TANLACHONG

] SION

5.0 Introduction

In this chapter, the outcomes of the data analysis conducted in Chapter 4 will be provided in description and summary. Chapter 1 of the study delineates the objectives; based on the findings presented in this chapter, those objectives will be addressed. With the exception of that, this chapter will provide further elaboration on several topics. It serves as a concluding section for the research study and encompasses a discussion of hypothesis and objective evaluations, research implications, suggestions for future research, and a conclusion.

5.1 Descriptive statistical analysis summary

Table 25: Descriptive Analysis of Respondent's Demographic

Demographic	Frequency with highest value	Frequency	Percent (%)
Gender	Male	79	51.8
Age	19-23	71	46.1
Level of Education	Degree	90	58.4
Occupation	Student	80	51.9

There was a total of 154 respondents who were involved in the data collection process for this research studies. According to table 25, more male respondents were involved than female respondents who namely 79 respondents (51.8%). The age of the respondents with the highest frequency is between the ages of 19-23 years old is a total of 71 respondents (46.1%). Most of the respondents involved are in the degree approval, which is a total of 90 respondents (58.4%). The majority of respondents that is 80 respondents (51.9%) involved in occupation as a student.

5.2 Discussion

The focus of this study is to determine the motivational factors for graduate's involvement in agro-entrepreneurship development. Based on data analysis in chapter 4, respondents will answer the each independent of this research as follows.

5.2.1 Hypothesis 1: The involvement of graduate background have a significant relationship with graduates involvement of agro-entrepreneurship development.

This study explains that graduate background affects the graduate's involvement of agro-entrepreneurship where it also proves that there is a relationship between these two variables. It can be proved by referring to Multiple Regression Analysis as the p-value of graduate background is <0.001 which is less than 0.05 and this shows that there is a positive relationship between graduate background and graduates' involvement of agro-entrepreneurship development.

According to the previous research (Reddy.,2020) also found that graduate background such as academic achievement of father's education, family occupational status, self-confidence, cosmopolitans, family income and risk orientation were found to be positively and significantly related with graduate's involvement in agricultural entrepreneurship. It proves that's graduates that have knowledge in technology business or agricultural may have involve in agro-entrepreneurship development.

Another research that support the graduate background have significant relationship with graduate involvement of agro-entrepreneurship development (Yuan et al., 2020). It also proves that graduate background such as family significantly influenced their career choices by undertook the business venture after graduation.

5.2.2 Hypothesis 2: The integration of government supports have a significant relationship with graduates involvement of agro-entrepreneurship development.

Other than graduate background, government supports also is another factor that influence the graduate's involvement in agro-entrepreneurship. According to the Multiple Regression Analysis that have done in the Chapter 4, it shows that this factor also has relationship between two variables where the hypothesis had proved to be accepted as the p-value is <0.001 which is less than 0.05. Since the hypothesis was accepted, it can be clarified where there is positive relationship between government supports and graduate's involvement of agro-entrepreneurship development.

These results are supported by previous research conducted by (Youth and Agro technopreneurship Ecosystem in Malaysia, 2020) emphasizes the role of the government in promoting and facilitating the participation of recent graduates in agricultural endeavors. Government initiatives that provide assistance to young entrepreneurs in the agricultural sector, encompassing livestock and grains, make a significant contribution to the broader agro-entrepreneurial ecosystem. This assistance not only furnishes graduates with a forum to implement their acquired knowledge, but also corresponds with overarching national objectives of fostering agricultural based economic growth.

Help from the government is very important for getting college graduates involved in agro-entrepreneurship, which is good for economic growth and long-term survival. Help with money is important, and programs like the Graduate Entrepreneurship Fund from the Malaysian central government are good examples. Financial aid gives graduates the money

they need to start and run agro-businesses, removing some of the financial barriers that keep young entrepreneurs from joining the agricultural sector.

5.2.3 Hypothesis 3: The environmental factors have a significant relationship with the graduates involvement of agro-entrepreneurship development.

Another factor that influences the graduate's involvement is environmental factors. These factors were seen to have a good relationship after the study was made and analyzed. It is proven by referring to Multiple Regression Analysis where the value of p-value is 0.004 which is classified as significant because its value does not exceed 0.05. It shows that there is a positive relationship between environmental factors and graduates involvement of agro-entrepreneurship development.

Since environmental factors is one of the motivational factor in graduates involvement of agro-entrepreneurship, graduates should take this opportunity to start agricultural business. For example, Agro-entrepreneurship is becoming more popular for reasons other than money. People are becoming more aware of food security and the need for tough local food systems. Agro-entrepreneurship is something people do to help communities become more resilient and ensure they can grow their own food in a way that is sustainable and safe.

This factor can be further strengthened as a motivational factors of graduates involvement in agro-entrepreneurship when previous researchers have also successfully made an analysis related to the relationship between environmental factors and graduate's involvement. We can see on the study conducted by (Martin Bosompem.,2019) also agree that environmental factors have positive relationship with graduate's involvement in agro-entrepreneurship. So, this research has proved that these two variables have relationship.

5.3 Implications of Research

The main implication of this study is to show the importance of information on the motivational factors for graduates' involvement in agro-entrepreneurship development in Malaysia. The researchers want to prove this research has a solution for the problem statement of this study, wherein there are shortcomings in previous research studies that focuses on the agricultural business industry. The motivational factors for the graduate's involvement should be pointed out and discussed more detailed which aims to provide more information to improve the ways and solutions to problems experienced in agricultural industry. With this study, it can help agricultural organization more effectively in solving others statement about graduate's involvement in agro-entrepreneurship. So, with a strong factor makes it easier for agricultural organization to improve their business activities.

First, the theoretical framework of this research provides a deeper understanding of independent variables of this research. By using a theoretical framework, the motivational factors for graduate's involvement in agro-entrepreneurship development can be explained more easily and clearly. Then, this study explains the motivational factors for graduate's involvement by using the theoretical framework as the first answer research questions that have been stated in Chapter 1 of this study. Based on the data analysis of Chapter 4, all three factors are strong that agricultural organization can use in the success of their business. Agricultural organization can learn and understand more easily about the motivational factors which significantly affects their business.

The management implication of this study is agricultural organization can apply theory framework in their business with the aim of increasing the amount of graduate's involvement in agro-entrepreneurship. Information on the perspectives of government supports is also provided in this research that answers the second research question for this research. Based on the results of Pearson correlation analysis in Chapter 4, all the independent variable in this study from the theoretical framework has a positive relationship with dependent variables. This means the more graduates agree with the motivational factors, the easier agricultural organization to get involvement from the graduates. So, agricultural organization

should use a theoretical framework that can help them increase the number of graduates involvement in agro-entrepreneurship development.

In addition, the most important motivational factors for graduate's involvement have been determined and discussed in this research which answers the final study questions that have been stated in Chapter 1. According to the results of the analysis from Chapter 4, the reliability of the theoretical framework as the most significant factor for graduate's involvement in agro-entrepreneurship development. Reliability means the ability to conduct business easily, fun, quickly and reliably is important for agricultural organization to consider. These results prove that reliability is an important element for increase the amount of graduate's involvement in agro-entrepreneurship.

Finally, the practical implications of this research on graduate's involvement in agro-entrepreneurship are as a guideline for agricultural organization to use in their business. Students can use the results of this theory as a guideline for their understanding.

5.4 Limitations of Research

There are some limitations that the research has encountered in the process of completing this research study. Most of the limitations occur during the data collection process because the respondents of this study are students in year 3 and 4 in UTeM, so it may be more difficult for researchers to collect data than usual research that can get data from any group of people. Researcher also collect data from a few UTeM alumni as respondents. Fortunately, the researchers were still able to complete the data process of collecting and completing this research study by distribute the questionnaire to the respondent using google form.

Lack of time, which is particularly challenging in the context of secondary data collection, is the initial obstacle that researchers encounter when attempting to complete research studies. In pursuit of secondary data, researchers were required to allocate additional time to the search for journal articles or previous research studies that could serve as references. The purpose of this is to furnish evidence or support

for the research findings and to offer a theoretical framework for the investigation of these independent and dependent variables. Insufficient scholarly articles and prior research studies appear to pertain specifically to the theoretical framework underlying graduates involvement in agro-entrepreneurship. Thus, this results in an increased amount of time required to gather secondary data by the researcher.

Researchers face collecting information limitations during the data collection process. This research focuses on graduate's involvement in agro-entrepreneurship in Malaysia and because lack of research from other researchers relate to this topic, so researchers difficult to find accurate information regarding to the topic. Finally, the limitations of collaboration were also reached by the researchers during the data collection process. All of these problems can lead to a shortages of data accuracy, which later on lead to an inaccuracies of the data and the results of this research.

5.5 Recommendations

In future research, researchers can change the methodology choice of research which will use the mixed method. By using this method, researchers may focus on each student from agricultural studies. This is because it can help others researcher to find more information about the agro-entrepreneurship development. It also helps researcher get a different result and a new information from them.

In addition, future researchers need to narrow the scope of the study site to facilitate data collection. For example, the researcher can select a respondent from one state or place only because it can help the researcher focus on the respondent and the data to be collected is also easy to analyses.

In addition, graduates can also perform other variables as benefits gained to graduate from the agro-entrepreneurship development. Researchers can also expand the study on other factors such as exposure on agro-entrepreneurship as it is seen to have a relatively weak relationship in influence the graduate's involvement.

This proposal is built upon for future study so that it can help the agricultural organization or the government to improve the quality and profit of their sales, to

improve with up to date technology, adopt more attractive visual elements as well further expand their business to a more global level through those factors have been identified as a result of this study.

5.6 Conclusion

In conclusion, all the objectives of this research were successfully achieved using quantitative methods. Once the data were analyzed, it was proven that independent variables such as graduate background, government supports and environmental factors have significant relationship with graduate's involvement of agro-entrepreneurship development in Malaysia. Other than that, all variables also have positive relationships with each other in this research. Based on the results, graduate background is be the most motivational factors n graduates involvement in agro-entrepreneurship development. Finally, this chapter has also discussed its limitations which the researcher experienced while conducting this research as well as recommendations for future study.

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