

**FACTORS INFLUENCING ATTITUDE TOWARDS  
ENTREPRENEURSHIP AMONG HIGHER  
EDUCATION STUDENTS AT UNIVERSITI KUALA  
LUMPUR, MALAYSIAN SPANISH INSTITUTE**

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**MASTER OF SCIENCE (MANAGEMENT)  
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MALAYSIAN SPANISH INSTITUTE**

**By**

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**Dissertation Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
in Partial Fulfilment of the Requirement for the Master of Science  
(Management)**

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## **ABSTRACT**

Entrepreneurship has become a vital role in a country's economic development today. This study aims to analyse factors influencing the attitude towards entrepreneurship among the higher education students in UniKL, Malaysian Spanish Institute. Specifically, the study intends to determine whether the desirability of self employment, family background, government role and university role have influence the attitude of entrepreneurship among students at higher education institution. The study was done in UniKL, MSI at Kulim, Kedah Darul Aman. The university is one of the MARA subsidiaries. The objective also aims to determine the factors such as desirability for self employment, family background, government roles and university roles that might be influencing the attitude towards entrepreneurship. 217 questionnaires were distributed to the bachelor students at UniKL, MSI and 207 were received back completely and qualified. The testing for hypothesis involved the relationship between dependent variable, attitude towards entrepreneurship and the independent variable, desirability of self employment, family background, government roles and university roles. The analysis was done using the Pearson's Correlation Analysis and Multiple Regression Analysis. Pearson's Correlation Analysis show the result of there is a significant relationship between independent variable and attitude towards entrepreneurship. Besides, Multiple Regression Analysis shows the results that all the independent variable except the desirability to self employment and government role have the significant relationship with the attitude towards entrepreneurship. The regression analysis also proved that there is significant influence between independent variable and attitude towards entrepreneurship among higher education student in UniKL, Malaysian Spanish Institute.

Key words: attitude towards entrepreneurship, desirability for self employment, family background, government role, university role

## ABSTRAK

Keusahawanan adalah salah satu peranan penting dalam pembangunan ekonomi sesebuah negara pada masa kini. Kajian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi sikap terhadap keusahawanan di kalangan pelajar di institusi pengajian tinggi di UniKL, Malaysian Spanish Institute. Secara khusus, kajian ini bertujuan untuk menentukan sama ada faktor-faktor seperti keinginan untuk bekerja sendiri, latar belakang keluarga, peranan kerajaan dan peranan universiti mempengaruhi sikap keusahawanan di kalangan pelajar di institusi pengajian tinggi. Kajian ini dilakukan di UniKL, MSI yang terletak di Kulim, Kedah Darul Aman. Objektifnya adalah untuk menentukan faktor-faktor keinginan pelajar ke arah keusahawanan dan peranan universiti yang mungkin akan mempengaruhi sikap terhadap keusahawanan selain latar belakang keluarga sendiri dan peranan kerajaan. 217 kertas soal selidik telah diagihkan kepada pelajar yang menyambung pengajian peringkat ijazah di UniKL, MSI dan 207 kertas soalan kaji selidik diterima dalam keadaan lengkap dan layak diuji. Ujian hipotesis melibatkan hubungan antara faktor-faktor yang menyumbang kepada sikap ke arah keusahawanan dan keinginan pembolehubah bebas daripada pekerjaan sendiri, latar belakang keluarga, peranan kerajaan dan peranan universiti. Ujian yang dijalankan meliputi soal Analisis Korelasi Pearson dan Analisis Regresi Berganda. Korelasi Pearson Analisis ini menunjukkan keputusan bahawa terdapat hubungan antara pembolehubah bebas dan sikap terhadap keusahawanan. Selain itu, Analisis Regresi Berganda menunjukkan keputusan bahawa semua pembolehubah bebas kecuali keinginan bekerja sendiri dan peranan kerajaan yang tidak mempunyai hubungan yang signifikan dengan sikap terhadap keusahawanan. Analisis regresi juga membuktikan bahawa terdapat pengaruh yang signifikan di antara pembolehubah bebas dan sikap terhadap keusahawanan di kalangan pelajar pengajian tinggi di UniKL, Malaysian Spanish Institute.

Kata kunci: sikap terhadap keusahawanan, keinginan untuk bekerja sendiri, latar belakang keluarga, peranan kerajaan, peranan universiti

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## LIST OF ABBREVIATIONS

<b>Abbreviation</b>	<b>Meaning</b>
DV	Dependent Variable
IDV	Independent variables
MARA	Majlis Amanah Rakyat
MITI	Ministry of International Trade and Industry
UniKL, MSI	Universiti Kuala Lumpur, Malaysian Spanish Institute
SME Bank	Development and Infrastructure Bank of Malaysia
TEKUN	Tabung Ekonomi Kumpulan Usaha Niaga
TERAJU	Unit Peneraju Agenda Bumiputera
PKS	Perusahaan Kecil dan Sederhana
INSKEN	Institut Keusahawanan Negara Berhad
H	Hypothesis
SIG	Significant
R	Symbol of Correlation

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

Nowadays, entrepreneurship is one of the key elements emphasised by the government of Malaysia. Small medium enterprises (SMEs) always have been given priority by the government and received huge allocated amount for the development of entrepreneurship circle among Malaysian (SME Bank, 2014). Parallel with government objectives to increase the number of entrepreneur, many parties such as university, bank and club committee have involved directly and indirectly to make success of the government's plan. University may also assist the government policy in terms of the teaching subject, curriculum and method design used and how the teaching material gives the impact towards entrepreneurship (Ghazali, Ibrahim, & Zainol, 2012).

Entrepreneurship seems to be the attractive career for young entrepreneur and university is the place whereby these young people can learn how to become the entrepreneur with correct knowledge and guidance (McLarty, 2005). However besides university roles, there are many factors more that can influence the attitude towards entrepreneurship such as the opportunities in society, government roles, environment and financial assistance (Kgagara, 2011). Many factors such as family background, personality traits or behaviour have also been identified as the key influencer to create the deep interest of business venture and decide entrepreneurship as a career. One of the determinants studied in this research is the attitude. Attitude is

one of the vital roles in entrepreneur if they want to become successful in this chosen career (Hosseini& Ahmadi, 2011). However from time to time, there are still studies focusing on the factors that can influence the young people interest of becoming the successful entrepreneur. The reason why students always be the target sample in their population is because the linkages between the target of the government and the implementation in the university level (Kgagara, 2011).

Besides, the other factors that been widely identified are the personal entrepreneurial traits such as risk taking, creative, innovative, family background and quick decision making. Some experts emphasized the personal characteristics of the individual including McClelland (1961) idea about the need for achievement and Rotter (1990) focus of control or Schumpeter's (1934) on innovativeness. From this level, the study move on to investigate on the attitude towards entrepreneurship as it is identified as the most suitable and stable indication to get better data on creating and grooming the entrepreneurship from the basic of the living style. Moving forwards now society starts identify the role of educational institutional study that can help contributes to identify the talented young brilliant student to help create intention since study at university or college (Negash & Amentie, 2013).

Deep understanding on the attitude is the most value contributing to entrepreneurship as a career that helps the university to identify the suitable scope. Besides, the society also plays an important role to communicate with university, the problem in their area which needs something new and up to date. The opportunity surrounding sometimes create most valuable density towards the initial start up of interest towards entrepreneurship (Kgagara, 2011).

The good outcomes of entrepreneurial education have been evaluated by both researchers and educators; nevertheless, the impacts of these programs have on entrepreneurial competencies and the intention to become an entrepreneur has remained largely unexplored (Sanchez, 2010).

Too many brilliant students are the outcome from the development of awareness towards important of educational level for our new generation. However, how many job and potential suitable position is available among government no matter the federal or state agencies waiting for all this brilliant students. Aware of this important fact and situation, the Malaysian government is ready with all those fund structure for new brilliant students to start their new life with something not disappointed (RMK 10). The government plan to decrease the unemployment rate from time to time and entrepreneurship fund is one of the government's plans to overcome the situation (Bank Negara Malaysia, 2013).

Meanwhile, building a new venture is also building people and entrepreneurship needs people that can overcome hurdles. Calm in solving problem and eagle completing job without delay. They must be discipline, tenacious, persistent, able to commit and recommit effectively and the most important thing is they are not intimidated by challenges (Thimmons & Spinelli, 2009).

In line with the building new venture, previous research explores the five common indicators that specify as the encouragement factor on someone to become an entrepreneur. These are early childhood experiences, the need to gain control over an uncertain world, frustration with traditional organizational careers, challenge and



excitement; and the moral encouragement of role models (Desai, 1989). Most of the entrepreneurs that have high income are the young university or college graduates. Most of them are exclusively opportunity-motivated to start-up a new venture or business. These also called “necessity entrepreneurs” (Autio, 2001).

The government schemes offered to help enhance the interest sometime did not work as much as their hope due to personal attitude or inner thinking. The study of attitude and factors towards entrepreneurship help the university, community, society and government reinforce the strategy in order creating more intend and interest towards entrepreneurship as a career (McLarty, 2005).

Goal and objective that be fully set up by the government is to achieve the goal on pursuing the achievement towards having the enhancement of social income and economic structure in development country (Jahanshahi, Nawaser, Mohammad, Khaksar & Kamalian, 2011).

By having the high commitment in entrepreneurship, Malaysia is helping to positively contribute the said goal and objective set. There are so many agencies waiting to contribute their help on new venture set up fund such as Small & Medium Entrepreneurship Grant, Government Financial Institution Loan Scheme, Bank Negara Loan, and MITI Financial Assistant for SME, Loan and Investment Franchise Scheme and MARA Funded Scheme for Bumiputera Entrepreneurship (SME Bank, 2014). Meanwhile, in budget 2014, Malaysia government has announced that RM14 million has been allocated for entrepreneurship development to help increase the development of entrepreneurship activities (MITI, 2014).

In addition, the family background that having a business as their career also discusses in previous research as one of the factor influencing the interest of the young people towards entrepreneurship. However how far the family business background can influence the graduates was still rare in previous research. Family background always had been in a group of predictors to the entrepreneurial intention (Mumtaz, Munirah & Halimahton, 2012).

Government roles and university role were not going to be one of the important factors towards entrepreneurship if the desire from the graduate is low. The desirability for self employment can also be the pushing factor for the government and university role towards entrepreneurship. This is one of the key factors that might help the government objectives achievable. High desires drive the high commitment and interest towards attitude on entrepreneurship (Xue Fa, 2012).

## **1.2 Problem Statement**

Malaysia is known to be one of the successful development countries in this region (BNM, 2014). Thus, Malaysia is targeting a total of 5,000 young entrepreneurs trained each year. To reduce the rate of unemployment among graduates, the government encouraged the graduates to become entrepreneurs after graduation. For this initiative, the Prime Minister has announced one soft loan funds of RM50 million under the Graduate Entrepreneur Fund managed by SME Bank. This fund will provide soft loans total of RM500 thousand with an interest rate of four percent (SME Bank, 2014).

Therefore, it is part of university roles to prepare the students towards utilising the fund allocate from the government budget to upgrade youth standard and increase personal and socio-economic living among student after complete the studies. The university's roles such as entrepreneurial intention, the student readiness in entrepreneurship, the impact of education program towards entrepreneurship and many more that try to indicate the clear picture on factors contributing to intention of being or act as entrepreneur. Is there are so many factors been identified? According to demographical character such as age, gender and level of qualification give the conclusion that man in age 35-40 are the most typical person in starting a new venture. The maturity level also been discussed widely (Ghazali et al., 2012).

Moreover, the allocated fund for entrepreneurship should be fully utilised in order to grab the opportunity surrounding and to upgrade social living status. Entrepreneur can support government plan and objective and together increase economic scale in Malaysia. Universities also play a vital role to help build student interest towards entrepreneurship by giving them suitable activities and related entrepreneurship syllabus (McLarty, 2005).

Government agencies and university are driving their best towards achieving the stated nation objective. The question is; does the country achieve the stated objective if the situations contribute to low attitude towards entrepreneurship. Does the country stand alone developing and creating its gorgeous economical graphic report without the development of new business? (Loveridge, Miller, Komarek & Satimanon, 2012).

In terms of financial assistance from the government, lots of financial assistance provided for the small and medium industries in the country such as the establishment of SME Bank in October 2005, the transformation of Credit Guarantee Corporation, development of Agriculture Bank and the existence of two business capital funds for agro business. The government initiative is to focus for the financial assistances for new entrepreneur (SME, 2005).

Besides, additional fund of RM30 million for year 2010 and 2011 for universities to focus on entrepreneurship has shown the government seriousness on the development of new entrepreneur among university graduate. The fund provided for educational institutions mainly for entrepreneurship development such as to upgrade the teaching method and inculcate the entrepreneurship activities among universities members (BeritaHarian, 2013).

In addition, the main plan for SME in Malaysia is to enhance the contribution towards the economic development for the country. In year 2012, government has announced the Pelan Induk PKS (2012 – 2020). Data shows that the PKS has contribute 32% to KDNK in the country and Malaysia hopes that by year 2020 the contribution should increase to 41%. Therefore, to achieved the plan government is committed to help PKS achieved the maximum potential (The Star, 2012).

According to Budget 2014, by the Prime Minister of Malaysia has shown the seriousness of government plan to create new and update existing entrepreneurship in the country. The speech expressed that the government is committed to train and produce the entrepreneurs among young people so that some day they can become

members of the business and a successful merchant. Thus, the Government remains committed to ensure the development of entrepreneurs or entrepreneur as the main source of economic growth of the country (Teraju, 2014).

Higher education institutions also play an important role to guarantee the successful of PKS for the country via sme@university. To achieved the target three universities in Malaysia have been chosen as first sample and they are UiTM, UPM and UIAM with total 64 PKS involved. Government has expended the programme to another 13 university after the successful of the programme (MITI, 2014).

To develop Malaysia as entrepreneurship country, INSKEN (Institut Keusahawanan Negara) has developed new programme for development of new entrepreneur. The programme involved with 20, 717 participants for Kursus Asas Keusahawanan for graduate students, practical hand-on entrepreneurship, Programme Go Halal, Young Entrepreneur barriers 1Malaysia (1MYEC) and Graduate Entrepreneur Scheme (INSKEN, 2012).

The report by the World Bank has shown that Malaysia improved the place from 18<sup>th</sup> place in year 2012 to 12<sup>th</sup> place in year 2013 for the best facilities provided for entrepreneurship. The statistic shown by the World bank proven that Malaysian Government has very serious thought on the development and enhancement of Malaysia entrepreneurship especially for young graduate student to fulfil the government objective (World Bank, 2013).

*Table 1.0: Business Facilities 2013, Asia Pacific Position*

<b>ECONOMIC</b>	<b>GOVERNMENT BUSINESS FACILITIES (POSITION)</b>		
	<b>2013</b>	<b>2012</b>	<b>2011</b>
<b>SINGAPORE</b>	1	1	1
<b>HONG KONG</b>	2	2	2
<b>NEW ZEALAND</b>	3	3	3
<b>KOREA SELATAN</b>	8	8	15
<b>AUSTRALIA</b>	10	15	11
<b>MALAYSIA</b>	12	18	23
<b>TAIWAN</b>	16	25	24

Source: MITI Report– World Bank Data (2013)

Bumiputera Entrepreneurs Development Council Penang has released RM10 million via Tabung Modal Usahawan to 100 entrepreneurs in that state. ADUN Pulau Betong did mention that the programme has received lots of attraction from young graduate student from higher institution. Therefore the university role is one of the significant roles to attract more interest among students towards entrepreneurship (SME, 2005).

Besides government assistance and university commitment on the entrepreneurship for the students, the student desirability in student themselves could also be the major factor influencing the attitude. The desirability might come from inner thinking of becoming millionaires in young age or setting high goal of achieving something in life. These pushing factors might influence the attitude towards entrepreneurship. According to Roy (2010), research revealed new dimensions on the self-employment option and shown that graduates can and do run, successful businesses, albeit with the

support of advice services, but as with most new small firms they require time to improve competency and achieve reasonable levels of profitability. These pushing factors might influence the attitude towards entrepreneurship. There is a proof that there is a significant relationship between agricultural student and attitude towards self employment (Reza, Somaye & Sayyar, 2013).

Family background of each student might also give high impact on their interest towards entrepreneurship. The significant of the family background as the factor has been discussed in previous study and result shown that there is a relationship between the family business back ground with the intention to start a new business (Tiago, 2012).

### **1.3 Research Question**

Based on the problem statement, below are the research question developed for this study:

- 1) Is there any relationship between desirability for self employment and the attitude towards entrepreneurship among higher education students in UniKL, MSI?
- 2) Is there any relationship between family background and the attitude towards entrepreneurship among higher education students in UniKL, MSI?
- 3) Is there any relationship between government role and the attitude towards entrepreneurship among higher education students in UniKL, MSI?
- 4) Is there any relationship between university role and the attitude towards entrepreneurship among higher education students in UniKL, MSI?
- 5) Does desirability for self employment, family background, government role and university role significantly influence attitude towards entrepreneurship among higher education student in UniKL, MSI?



## **1.4 Research Objective**

The research objectives for this study are as per below:

1. To determine the relationship between the desirability for self employment and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
2. To determine the relationship between the family background and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
3. To determine the relationship between government role and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
4. To determine the relationship between university role and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
5. To determine whether the desirability for self employment, family background, government role and university role significantly influence the attitude towards entrepreneurship among higher education students in UniKL, MSI.

### **1.5 Scope of the Study**

The scope of the study is to determine the factors that influence the attitude towards entrepreneurship among higher education students in UniKL, Malaysian Spanish Institute. The study concentrated on bachelor students that already taken the entrepreneurship course at UniKL, MSI Kulim, Kedah Darul Aman. Therefore the student from semester three and above is qualified as samples due to the reasons of already taken the entrepreneurship subject and having exposure on business plan writing. The study chose the university because of their involvement into entrepreneurship and also the exposure given to the student regarding entrepreneurship thru the subject, syllabus, activities, final year business plan and their university management vision and mission that clearly stated the entrepreneurial objective. The university branch in Kedah was selected because the observation in the community that having high involvement from the student in business activities such as cleaning services, printing services, refreshment and also bakery.

## **1.6 Significance of the Study**

This study aims to give the clear picture on the factors that contribute to the attitudes towards entrepreneurship among higher education students. The outcome of the study at university can be fully utilised by the policy maker such as management of business and technical faculty to arrange suitable method for the interested student. Besides, the ministry of education Malaysia can use the information to tabulate the fund for entrepreneurship programme at university. Furthermore, the student themselves can evaluate their attitude towards entrepreneurship and take the right action to become an entrepreneur some day. The study also makes significance to higher education institution lecturer to identify the potential students and arrange the suitable activities. In general the study is useful to the government to identify whether the fund allocated every year for development of student entrepreneur is effective and successful. The study also significant to the family that having business as their career. It is to fully understand whether this applicable for the new generation to continue their legacy and the factors contributing to the attitude towards business. Students can also having an idea of understanding their interest and the desirability level. This makes them ready to face the business market if the desire becoming the high influencing factors.

## **1.7 Definition of Key Terms**

The key terms used in the study are as follow:

### **1.7.1 Attitude towards entrepreneurship**

The attitude toward entrepreneurship refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the attitude in question. In general, the more favourable the attitude toward the entrepreneurship, then the stronger will be an individual's intention to perform the entrepreneurship (Ajzen, 1991). Under this operational term the question will be asking on opinion of student towards the entrepreneurship, entrepreneurship as a career choice, career prospect, interest on self employment and entrepreneurship as the honourable profession.

### **1.7.2 Desirability**

Desirability is the inner self intention without influencing by the other factor of becoming the self employed person. It also describe as the individual that needs to first see the act of self-employment as desirable before it is likely self employment intentions will be formed (Iqbal, Melhem, & Kokash, 1992).

### **1.7.3 Family background**

Family background in this study refer to family type of job, the availability of support the initial working capital, established networking built, potential marketing arms, family interest on self employment, encouragement level and type of business involved. Family with a business background often influences and motivates their siblings to involve in entrepreneurial activity and they are expected to possess higher propensity to launch a business in future (Van Auken, 2006).

#### **1.7.4 Government**

Government in this study refers to the country policy maker on the entrepreneurship. According to Frye and Shleifer (1997), mentioned that there are three types of governmental roles that can be study such as an invisible hand, a helping hand, or a grabbing hand. Based on the *invisible hand* approach, government will leave all decision to the market but provides basic public goods and services. The support from government can be list out as the provide financial support, create enabling business climate, strengthen organisational and managerial capacity of current and prospect entrepreneurs, narrow the gap among entrepreneurs and established business incubator (Hosseini & Ahmedi, 2011).

#### **1.7.5 University**

‘An entrepreneurial society’ can be developed within the education or living in the education institutional time. It may encourage type of creativity employed in entrepreneurial. Educational time can encourage the entrepreneurship as career choices. Technical and business can be developed in this stage (Redford & Trigo, 2007).

## **1.8 Organization of the study**

Chapter One includes the background of the study, problem statement, research objectives and question, scope of the study, significance of study and related definition of key term. The remainder of this study has been organised by sequence as follows:

Chapter Two discusses the previous researcher, scholars and reviewers and also relationship of the result. From this data can help giving an idea of performing this study and how to test the relationship among the variables.

Chapter Three discusses about the methodology that elaborate in detail about the methods and technique suitable used to analyse the data. This includes the research framework, hypothesis, propositions development, data collection technique and technical technique used to analyse the data.

In Chapter Four, the empirical results and findings have presented in few ways for comparison and relationship sequence.

Chapter Five discusses the conclusion and recommendation. From the results and findings in chapter four, the conclusion of the study can be made. The conclusion answered the research question and to fulfil the research objective of the study. The recommendations made parallel with the conclusion.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter discusses on literature review from the previous researcher point on the factors that influence the attitude towards entrepreneurship. The literature review established better understanding on the study and support the research framework developed. It focuses on the entrepreneur and entrepreneurship itself before deeply focus on the desirability of self employed, family background, government role and university role. The literature explores the relationship and the significant between the variables in the framework developed according to the outcome from the previous similar research study done (Sekaran, 2000).

#### **2.2 Background of Entrepreneur and entrepreneurship**

Entrepreneur can be defined as persons who are innovative and creative in drive something from the existing part to next level. It also means to upgrade something to be more meaningful and benefit the society. Beside entrepreneur role is “An individual who assumes responsibility and ownership in making things happen; is able to create novelty; who manages the risks attached to the process; and who has the persistence to see through to some identified end-point, even when faced with obstacles and difficulties” (Kruegar, 1993).

According to Kuratko (2005), about 42 characteristics often attributed to entrepreneurs such as confidence, ability to calculate risk, leadership, creativity, intelligence, independence, efficiency, responsibility. Entrepreneurs are also defined as someone who can make decisions and is responsible for any decision made. Sometimes entrepreneurs fail but the experience and the mistakes make them learn more in the future. Entrepreneurship is a dynamic process of vision, change and creativity that requires an application of energy and passion toward the creation and implementation of new ideas and creative solutions. To support entrepreneurship in the country, the successful collaborative between government, education and institutions must be the pillar of the successful plan (Jahanshahi, Nawaser, Khaksar & Amin, 2011).

Meanwhile, entrepreneurship is one of the drivers to sustain economic growth, socio development and productivity in one country. Research describes the entrepreneur as an individual with high self-esteem, challenge and greater self-control (Movahedi, Latifi, & Sayyar, 2013). Attitude towards entrepreneurship is not the behaviour of the entrepreneur but it describes the factors that may influence the interest to become an entrepreneur or entrepreneurship as a career choice among higher education institution students. It can also be described as the encouragement or intentional item towards entrepreneurship (Xue, David & Liang 2011).

The word entrepreneurship is also defined as the notion evolved beyond start-ups into a phenomenon that can or fails to occur in all types and sizes of organizations. Further discussions were also stated that entrepreneurship as the way of thinking, acting, obsessed opportunity, balanced leadership style and having a purpose of value



creation. Entrepreneurship is not only suitable for individual ventures but also applicable in an organization. The profit making organization is fostering the entrepreneurship as the key driver to achieve the attainable profit (Timmons & Spinelli, 2009).

In addition, there are eight principal themes in entrepreneurship and there are innovation, creation of organization, creation of value, private and public profit organization, growth, unique character and owner or manager of business (Kgagara, 2011).

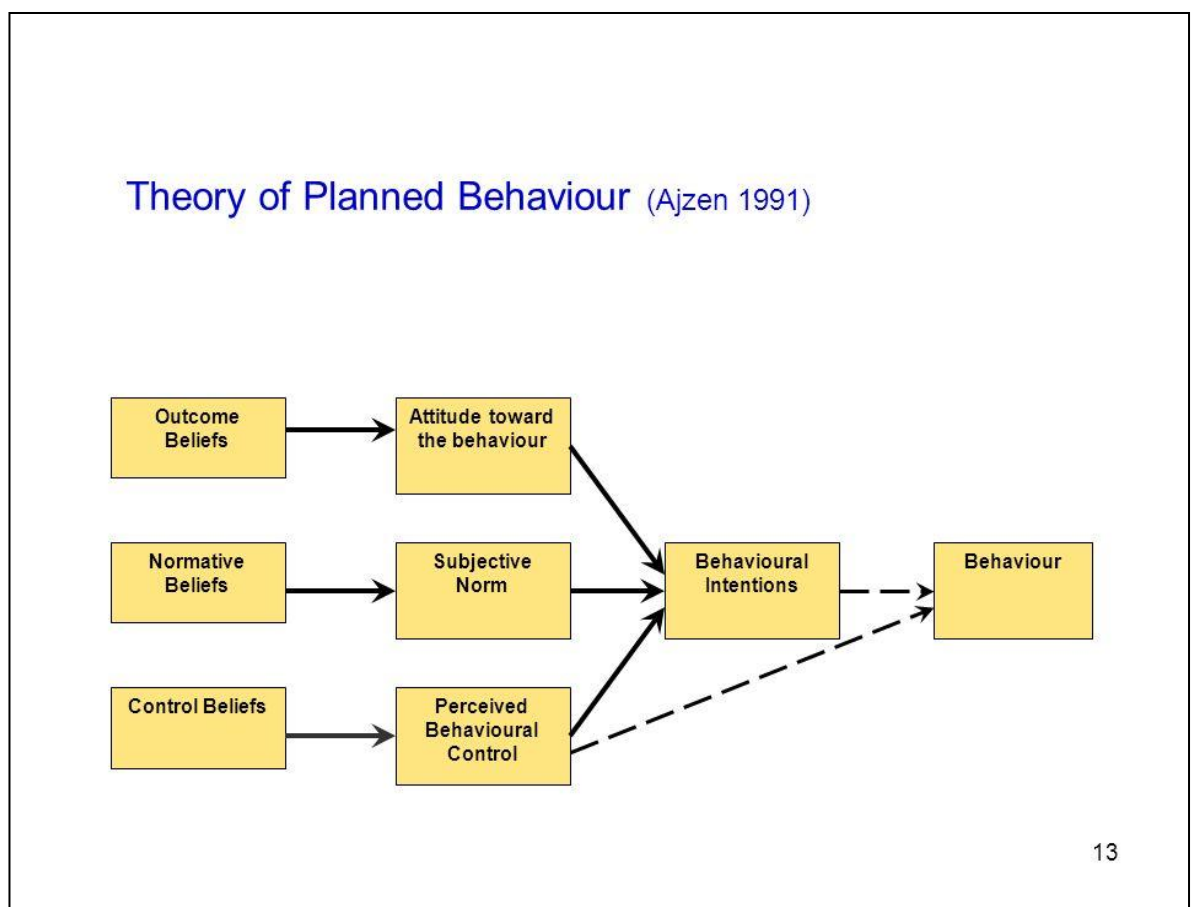
### **2.3 Attitude towards entrepreneurship**

Attitude towards entrepreneurship is the degree of a person has favourable or unfavourable appraisal on the intention to be an entrepreneur. The more favourable attitude towards entrepreneurship defines then the stronger will be person interest and attention (Husam, Yahya & Adnan, 2013).

Entrepreneurship attitude as individual characteristic perform in order to encourage themselves to make money. Many characteristics have been defined before in the previous study such as risk taker, brave, innovative, creative and many more. There's a few level of entrepreneurship development. A venture typical life cycle begin with new venture development, start up activities, venture growth, business stabilization and end with innovation or decline (Kuratko, 2005)

In addition to the entrepreneurial attitude, the first stage is the most critical stages that most of the entrepreneur start gives up. It involved with initial phase whereby the entrepreneurial process and requires creativity and assessment. The entrepreneur mission, vision, objective, scope, direction and business plan are determined during this stage (Zaharah, Nor Asmahani & Fakhrul Anwar, 2012).

Below are some theory that might explain the need of attitude towards entrepreneurship in starting a new ventures and the planned behaviour. Theory of Planned Behaviour (TPB) has been used by a lot of study as a framework to determine the attitudes towards entrepreneurial intention (Ajzen, 1991).



**Figure 1.0: Theory of Planned Behaviour**

According to Ajzen (1991), the more favourable the attitude the stronger should be the intention of an individual to perform the behaviour under consideration. However, it might be found that the significance of attitude depending on the different behaviours. From this diagram the attitude towards is the applicable information can used to describe the variable of the study attitude towards entrepreneurship. The relationship among entrepreneurship attitudes is significant for entrepreneurial intentions.

In order to construct this dependent variable, the key point are the readiness in entrepreneurship is valued, the student professional goal and their seriousness of become the entrepreneur is taking into consideration (Iqbal et al., 2013)

Recent study has shown the positive result on the relationship between attitude towards entrepreneurship and perceived behavioural control and significant effect on entrepreneurial intention of student right after their studies (Karali, 2013).

#### **2.4 Desirability for self employment**

Entrepreneur is someone who always desires the best in their personal life (Kuratko, 2005). Without the desire of being good they would not take a risk to become the entrepreneur in young age. However some describe the desirability as somebody who doesn't have any obstacle on getting the initial capital in life. Thus the loss of the business involved would not be the problem for them at all (Tiago, 2012).

Thus, self employment is one the alternative way for young graduate to perform the best of getting the profit and set the achievable objective in their life. In this millennium living style, self employment can create better income to support high living standard of life (Packham, Jones, Miller, Pickernell, & Thomas, 2010). Some student said that working with somebody only deserve for a certain amount of money monthly as a repay but working as self employment will reward infinity and always think of innovative and creative to serve the world. Positive and significant relationship at  $p=0.01$  between agriculture students and attitude towards self employment (Reza, Somaye & Zolikhnei Sayyar, 2013).

In addition, desire for self employment is the only variables that show no significant relationship with entrepreneurial intention. This is the only variable result the no significant relationship among the other four factors studied; the other three factors are need for achievement, family background and subjective norm (Xue Fa et al., 2011).

A study conducted in Portuguese higher education institution, the result shows that less than 10% of Portuguese higher education students have started a new venture. The creativity emerge is as important personality trait for effective entrepreneurship (Kirwood, 2007).

## **2.5 Family background**

Having self-employed parents can influence the intention or the actual decision to become an entrepreneur (Scheter, 1989 & Verheul, 2012).

By having family with a business background can be one of the influence factor that can motivate all siblings together involve in entrepreneurial activity. With all the same point of interest they are expected to possess a biggest family business empire in the future (Van Auken, 2006).

Student to involve with new ventures after complete their study if their parents involve in businesses percentage is higher than the student whose parent does not involve in entrepreneurship (Phan, 2002). Gender also influences and fathers have a stronger influence than mothers' on their children's decisions to become entrepreneurs or self employment (Kirwood, 2007).

Based on the reasons, there are uncertain of this factor in Malaysia context and we therefore hypothesize that: There is a significant relationship between independent variables family background and the attitude towards entrepreneurship among higher education student in Northern Region, Malaysia. Parent involve in business have highly influenced their children interest towards entrepreneurship. The legacy of business inherited by only the family member and children is the most hope. Their effort and laborious will assumed paid if there is sincere involvement by their family's members (Breen, 1998).

The students that have the experiences together with family have shown the dominant factors influencing the career as entrepreneur rather than the student who only having the input from education and teaching guidance (Sciences, 2013). This also shows the significant of family background to the attitude towards entrepreneurship among the students in higher education institution. The choice is depending much on their family experience and support (Henderson & Robertson, 2000).

A study in Malaysian university students has concluded that there are positive relationship between the entrepreneurial inclination and demographic and family business background variables. It also shows that the family background again act as the significant factor to the attitude towards entrepreneurship (Ooi et al., 2011).

Parent whose self-employed should encourage, motivate and train their families members into taking over business and educators should inculcate the business student to continue giving the business ideas and enhance their opportunity (Yoon, Tong & Loy, 2011).

## **2.6 Government role**

The positive relationship for entrepreneurship education is an achievable objective for policy makers at the Malaysian Ministry of Education to establish the formal entrepreneurial courses in all secondary and higher learning institutions, providing a better entrepreneurial environment and facilitating new venture creation in Malaysia. Hopefully one day this will encourage them to be self- employed and to facilitate

new business venture development for younger generation and government shall provide the initial working capital funds and supporting infrastructures, as well as removing the impediments in the entrepreneurial career path (Bagheri & Pihie, 2011).

Government roles such as policy for new entrepreneur can create entrepreneurship friendly. However the student can discourage from creating new venture and built new company if too many rules and procedure to follow. It shows that the government has significant relationship with the attitude towards entrepreneurship (Sadeghi, Mohammadi, Nasroti & Malekian, 2013).

Government policies should simplify and make easy to those who just enter the entrepreneurship sector not only stimulate the new venture start-up. Most of the problems to start business and to think about the business are the start-up fund and working capital. The main roles of government focus on these specific needed area is welcomed. Many agencies are distributing this main role. Many agencies in Malaysia are focusing giving the fund in their different way (Sriram & Mersha, 2006).

The most important roles of government towards entrepreneurship are providing the financial support, create enabling business climate, strengthen organizational managerial capacity of current and prospective entrepreneur, narrow the gap between entrepreneurs and established the incubator to support high potential entrepreneur. These theories can be apply to the higher education student if the support from government is needed while doing business. The past researcher study and accept

than government roles is one of the influencing factor to entrepreneurship but some researcher get very low result on this factor (Basu & Virick, 2007).

A poor attitude towards entrepreneurship is a fear of failure, a lack of governmental support and a dearth of entrepreneurship education provision. This determined that one the important factors influencing the successful of entrepreneurship in certain country is the involvement and roles of government. Thus, the government roles and their activities towards encouragement on entrepreneurship were significantly related (Letowski, 1996; Carayannis, 2003 & Klapper, 2005).

In India, the unemployment rate decreased due the changes in government policy and the action taken by the government to simplify the rules and procedures and encourage the new entrepreneur. Involve in entrepreneurship have been declare as significant part contribute to decrease the number of unemployment. Thus, there is a positive relationship between government role and the intention to become the entrepreneur (Jahanshahi et al., 2011).

Government should play active role in stimulating the entrepreneur player in the country. The government action taken as helping hand to the new comers in entrepreneurship sector is one of the main criteria that will help this sector remain developing. Nowadays there are a lot sectors and industry has been provided fund facilities by the government. Most of the sector are related to the nation growth and increase country capabilities enhancement (Sriram et al., 2006).



## **2.7 University roles**

The data base on university entrepreneurship education program and the information gathered such as if respondent attended an entrepreneurship education program including at least one of the taught components, one business-planning component, at least one of the interaction with practice components and at least one of the university support components the attitude towards entrepreneurship is increasing (Karali, 2013).

Study done on Malaysian university student has shown the result that there is a significant relationship between entrepreneurship education and entrepreneurial inclination (Ooi, Cristopher & Denny, 2011). Besides, the study on entrepreneurship education showed the result that students, who participated in an entrepreneurship education program, are more likely to have entrepreneurial intention than non-participants. This result showed the university roles are one of the determinants for attitude towards entrepreneurship (Iqbal et al., 2013).

Entrepreneurship education is important because entrepreneurial activities are a vital component of economic growth, innovation and employment (Giacomin, 2011). Entrepreneurial education give an impact on personality entrepreneurial traits through self efficiency, risk taking, proactive, behaviour control, need for achievement, internal control and attitude towards business. Most of the research agreed that university role is playing a major contribution for the attitude towards entrepreneurship (Zita, Grazina & Daiva, 2013).

The necessary knowledge in professional education at universities is one of the efficient ways of obtaining more information about entrepreneurship and effective education on entrepreneurship can be a pushing factor to push people towards an

entrepreneurial career Therefore, academic institutions might have critical roles in the encouragement of young people to choose an entrepreneurial as career. The more involved the student feels, the stronger their intention to become an entrepreneur. This describes the relationship between university roles and the attitude towards entrepreneurship (Tiago, 2012).

University should given priority on the practical training specify for those who are really interested in entrepreneurship or those taken the subject entrepreneurship at the university. The practical should taken place as complete establishment of company, running the business, market the product and managing the real situation in the market and also involve with marketing strategy. The recommendation is given due to the important ground of giving more attention to entrepreneurship. The study is carry by the researcher in order to overcome the problem of high unemployment rate in Iran. The researcher hopes that by given high priority to the subject the unemployment rate in the country can be lay down and most of the students can improve their standard of living (Hosseini et al., 2011).

## **2.8 Summary**

Based on the literature review statement and the result discusses and argue, it can be concluded that entrepreneurship is a long journey and it start with many different way. Many roles and responsibilities need to align in order to achieve the development of entrepreneurship in the country. Entrepreneurship attitude can start from the student desirability itself, from the encouragement and support from family, government assistance and university roles. Many studies shown that, the self desirability and family background have shown the positive relationship. Furthermore, the university also has shown the positive relationship toward the entrepreneurship attitude. The government role depends on the programme and facilities provided for entrepreneur in the country. Even though most of the study done showed the positive and significant relationship, not many research done in Northern Region, Malaysia. Thus, this study is to determine whether the result obtain in previous study parallel with the result in this research.

## CHAPTER THREE

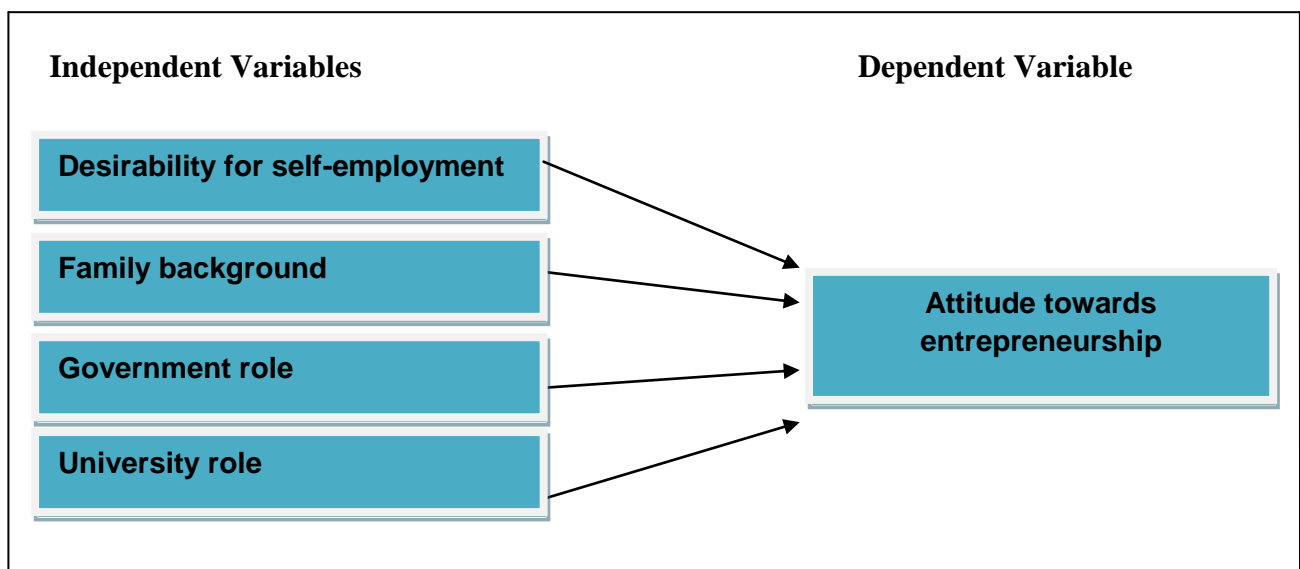
### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter discusses the related research methodology for the study. In this chapter, the method, instruments used and variables are determined. Furthermore, in this chapter also discusses on the questionnaires development, data collection procedure, measurement of variables and type of data analysis used.

#### 3.2 Research Framework

Below are the schematic diagram develop for this study involved with dependent variable; attitude towards entrepreneurship and the independent variable; desirability for self employment, family background, government roles and university roles.



*Figure 2.1: Research framework*

### **3.3 Research Hypotheses**

Based on the research framework, below are the hypotheses develop for the study:

Hypothesis 1 – There is a significant relationship between desirability for self employment and attitude towards entrepreneurship

Hypothesis 2 – There is a significant relationship between family background and attitude towards entrepreneurship

Hypothesis 3 – There is a significant relationship between government role and attitude towards entrepreneurship

Hypothesis 4 – There is a significant relationship between university role and attitude towards entrepreneurship

Hypothesis 5 – There is a significant influence between desirability for self employment, family background, government role and university role on attitude towards entrepreneurship

### **3.4 Research Design**

This research or study uses the exploratory research design. This study focuses on examining the factors influencing the attitude towards entrepreneurship among higher education student in UniKL, MSI. The data gathered systematically to gain more understanding about the entrepreneurship attitude. The questionnaires used to gain the data from the respondents. This study also used the quantitative research method and quantified the data result from the respondents.

The topic focus on attitude towards entrepreneurship and the research measured the correlation between the dependent variables with the four independent variables (desirability for self employment, family background, government roles and university roles). Thus the study used the Pearson's Correlation Analysis that indicated the significant of the variables and explain the relationship among all variables. This correlation analysis is based on (Sekaran & Bougie, 2010).

#### **3.4.1 Population of Study**

The research was conducted at UniKL, MSI. The research consists of Bachelor's students that already been given an exposure to the entrepreneurship courses subject taken, business planning programme and seminar attended. Thus, the students from semester three and above will be the population. The target population is the Bachelor's students from semester three and above. There were only three bachelor programmes conducted in the university included in the study. Namely, Bachelor of Engineering Technology (Mechanical), Bachelor of Engineering Technology (Mechatronics) and Bachelor of Engineering Technology (Manufacturing). Table 2.0 shows the population among the student that had been given the entrepreneurship exposure by programme.

**Table 2.0** *Population for Bachelor Student (with entrepreneurial exposure) at UniKL, MSI*

<b>Programme</b>	<b>No of Students</b>
1. Bachelor of Eng Tech (Mechanical)	295
2. Bachelor of Eng Tec (Mechatronics)	125
3. Bachelor of Eng Tech Manufacturing)	79
TOTAL	499

Source :UniKL, MSI

### **3.4.2 Sampling Process & Data Collection**

There were three bachelor programmes offered in UniKL, MSI. The sampling process involved with student in these three bachelor programmes. The samples collected using the stratified random sampling method whereby the questionnaire been distributed according to strata or group in bachelor programmes. These three programmes represent the data for the student in Northern Region. The process of selecting the suitable samples would be much easier because the limitation just the student from semester three and above. The sampling element is the Bachelor's students at the UniKL, MSI. The study used the stratified random sampling to ensure the subpopulation in the total population is well arranged. According to Zahid Khan (2014), when the population is divided into different group and each samples in the group is select base on simple random sampling, it is called stratified random sampling method.

According to the Hair, Black, Babin and Anderson (2010), the samples size amount 100 – 200 is sufficient enough to perform the test and analysis. The responses obtained represent the whole population. However according to Krejcie & Morgan (1970), the number of sample size is depending on the number of population selected for the research. Total population for the three programme focus on bachelor student from semester three and above was 499 and the samples size relevant was 217. To remain align with previous research; population and sample size classification pertaining to the data analysis is taken from Krejcie & Morgan (1970) as below:

***Table 3.0: Part of Table - Determining Sample size from a given Population***

<b>Population</b>	<b>Sample Size</b>
<b>460</b>	210
<b>480</b>	214
<b>500</b>	217
<b>550</b>	226
<b>600</b>	234

Source: Krejcie& Morgan (1970)

The study indicates the questionnaire survey and questionnaire design as the instrument. Under the questionnaires survey 217 questionnaires distributed to the three bachelor programme accordingly as per table 4.0. The survey will took approximately 10-20 minutes to complete the survey form. The questionnaires design as simple as the whole student will understand easily and provide the sufficient data reliable. Below are the population and size of sample for each programme for this study.



**Table 4.0: Population and samples size**

University	Population	Sample size
Bachelor of Eng Tech (Mechanical)	295	128
Bachelor of Eng Tec (Mechatronics)	125	54
Bachelor of Eng Tech (Manufacturing)	79	35
<b>Total</b>	<b>499</b>	<b>217</b>

Sources of Population:UniKL, MSI

### 3.5 Questionnaires

The questionnaires were the instrument for the research. The questionnaires were adopted from the previous studies and previous research conducted related to the variables.

#### i. Items of Dependent and Independent Variables

**Table 5.0: Dependent and Independent Variables**

Variables	Item & Code	Sources
<b>Attitude towards entrepreneurship (DV)</b>	<ol style="list-style-type: none"><li>1. I am ready to do anything to become an entrepreneur (A1)</li><li>2. My professional goal is to become an entrepreneur (A2)</li><li>3. I will make every effort to start and run my own firm (A3)</li><li>4. I am determined to create a firm in a future (A4)</li><li>5. Working with company is not really for better career prospect (A5)</li></ol>	Kgagara (2011)

	6. I have very serious thought of become entrepreneur in a short time (A6)	
<b>Desirability for self employment (IDV1)</b>	<ol style="list-style-type: none"> <li>1. I am a risk taker (B1)</li> <li>2. I understand what is equity finance and I already have the sources (B2)</li> <li>3. Entrepreneur is responsible for new innovation, technologies and product (B3)</li> <li>4. I am a fast decision maker and will make the right decision at the right time (B4)</li> <li>5. Business can be started with small capital (B5)</li> <li>6. There are many entrepreneurial opportunities in my specific area that influence my interest (B6)</li> </ol>	Kgagara (2011)
<b>Family Background (IDV2)</b>	<ol style="list-style-type: none"> <li>1. My parent are positively oriented towards my future career as an entrepreneur (C1)</li> <li>2. My parent is operating our family business (C2)</li> <li>3. My parent ready for my initial startup working capital (C3)</li> <li>4. I have been raised up in family business background (C4)</li> <li>5. My parent encourage me to become an entrepreneur(C5)</li> <li>6. My parent give enough pocket money for study (C6)</li> </ol>	Tiago (2013), Leong (2008)
<b>Government Role (IDV3)</b>	1. Malaysia is an excellent country to start business (D1)	Kgagara (2011)

	<ol style="list-style-type: none"> <li>2. I am aware of programs provide by government agencies to help people start business (D2)</li> <li>3. It would be a lot of channel to raise the money needed to start business in Malaysia (D3)</li> <li>4. My government always support existing and new entrepreneur (D4)</li> <li>5. I know how to access the assistance I would need to start a new business (D5)</li> <li>6. I am alert on every year budget announced for entrepreneurship fund (D6)</li> </ol>	
<p><b>University role (IDV4)</b></p>	<ol style="list-style-type: none"> <li>1. University’s education encouraged me to develop creative business ideas (E1)</li> <li>2. University develops personality traits necessary for an entrepreneur (pro-activeness, innovativeness, risk-taking, persistence, adaptability to changes) (E2)</li> <li>3. Study at the university contribute to the development of the following personality traits; Self-efficacy and Initiative for business start-up (E3)</li> <li>4. Subject offer show the seriousness of development of entrepreneurship (E4)</li> <li>5. There are activities that encourage entrepreneurship attitude for the student (E5)</li> <li>6. University’s lectures presents useful knowledge about business (E6)</li> </ol>	<p>Kgagara (2011), Ooi et al. (2011)</p>

The questionnaires tested for 30 samples for Pilot Test.

### 3.5.2 Scale of measurement

According to Zikmund (2002), there is five levels to measure the variables. In this study, 5-Likert Scale is used. According to the scale given, the greater the answer, it indicate more positive on the feedback. Below are the marks prescribes the answer:

*Table 6.0:5-Likert Scale*

Label	Particular	Measurement
<b>SD</b>	Strongly Disagree	<b>1</b>
<b>D</b>	Disagree	<b>2</b>
<b>N</b>	Neutral	<b>3</b>
<b>A</b>	Agree	<b>4</b>
<b>SA</b>	Strongly Agree	<b>5</b>

### 3.6 Data Collection Method

#### 3.6.1 Primary Data Method

The primary data collected using the questionnaires and it includes all the variables such as attitude towards entrepreneurship, desirability for self employment, family background, government role and university role. The questionnaires have been developed accordingly for simple understanding and the respondent only can chose one answer from the respective column. The questionnaires were distributed randomly to the universities. The developed questionnaire been divided into two sections: Section A and Section B. Section A consists of respondents demographic profile; Section B consists of four independent variables (desirability for

selfemployment, family background, government roles, university roles) and dependent variable (attitude towards entrepreneurial).

### **3.7 Statistical Methods and Analysis**

Data collected for the study was analysis by the SPSS system for reliability analysis. Data analysis also can be interpreted as the technique to obtain the understanding, interpret the data that have been collected from the survey thru questionnaires. (Zikmund et al., 2010).

The study conducted and the results were processed using SPSS version 20. The descriptive analysis used to analyse the respondent background. Meanwhile the reliability analysis used to determine whether the analysis were valid based on the questionnaires develop. Pearson Correlation Analysis and Multiple Regression Analysis used to analyse the relationship between the independent variables and dependent variable.

#### **3.7.1 Descriptive Analysis**

Descriptive analysis was used to analyse the data on the demographic factors such as age, gender, programme or family background and duration family involve in business. Various demographic data presented by this analysis either in percentage or value.

### 3.7.2 Pearson Correlation Analysis

Pearson's Correlation analysis was used to analyse the relationship between the desirability of self employed, family background, government role and university role with the dependent variable attitude towards entrepreneurship.

The larger the correlation coefficient the stronger the level of association and it can be described as positive or negative relationship. In this study, it is used to measure the co-variation and association.

***Table 7.0: Rule of Thumb about Correlation Coefficient size***

Coefficient range	Strength of Association
0.70 to 1.00	Very high
0.5 to 0.69	High
0.30 to 0.49	Moderate
0.10 to 0.29	Low
0.01 to 0.09	Very low
0.00	No Relation

*Sources :Pallant (2010)*

### 3.7.3 Multiple Regression Analysis

Multiple Regression analysis was used to test the independent variables whether it has significant relationship with the dependent variable attitude towards entrepreneurship. The results had shown the degree of significant between independent and dependent variable. The analysis also used to test the hypothesis number H1, H2, H3, H4, and H5.

### **3.8 Pilot study**

Pilot study role was to test the reliability of questionnaires develop for the study. By using the Pilot Test, 30 students will be selected as samples. The test run for the samples collected. The pilot study also call pre-study performed to analyse whether there are any problem on the instrument before the actual study conducted.

Result from the Pilot test that indicate the reliability more than 0.6 is considered good and result from 0.765 to 0.810 are acceptable, 0.7 to 0.8 is good and 0.8 to 0.99 scale represent the highest degree of consistency (Sekaran, 2003). According to Awais, Hoe & Veera (2013), reliability test refers to the extent to which a scale produces consistent result if repeated by checking the Cronbach's Alpha. According to Sekaran (2000), the reliability test measure and describe the extent to which measure is without bias or error free and hence offers consistent measurement across time and across items in the instrument.

For the Pilot Study, total 30 students are selected as respondents and the result was shown in the table below. From the result, it can be concluded that the respondent understand the item in the questionnaires and actual research can proceed. The value of Cronbach's Alpha ranged between 0.765 to 0.810.

**Table 8.0: Summary of Reliability Coefficient for Variables**

Section	Variables	Item	Value of Cronbach's Alpha ( $\alpha$ )
DV	Attitude towards entrepreneurship	6	0.767
IDV1	Desirability for self employed	6	0.784
IDV2	Family background	6	0.765
IDV3	Government role	6	0.810
IDV4	University role	6	0.786

### **3.9 Summary**

Multiple method and analysis used to analyse the data in the research in order to meet the objective of the study. SPSS is one of the system chose to further analysed the data consistently. The next chapter will elaborate the actual result and determine the relationship of the hypothesis.



## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.1 Introduction

In this chapter, the results of analysis gathered from the questionnaires that distributed earlier to the respective respondent are discussed. The result will be discussed accordingly based on the descriptive analysis and inferential analysis. The relationship between the variables also discussed in order to confirm the objectives of the study is fully achieved. At the end of this chapter, the summary data analysis and result were presented.

#### 4.2 Response Rates

Based on the Krejcie & Morgan (1970), 217 questionnaires distributed to the students that selected as respondents. From 217 only 207 were returned back. All the questionnaires returned were completed accordingly. The response rate for the returnable questionnaires was 95%. Response rate above than 50% is acceptable while response rate more than 80% is labelled as high rate of return (Hair et al., 2010). Table below indicates the response rate for the respondents.

*Table 9.0: Response Rate*

<b>Samples Size</b>	<b>Questionnaires</b>	<b>Qualified Returned</b>	<b>Response</b>
<b>(Based on Krejcie &amp; Morgan)</b>	<b>Distributed</b>	<b>Questionnaires</b>	<b>Rate</b>
<b>217</b>	217	207	95%

### **4.3 Demographic Profile of Respondents**

The demographics factors in the questionnaires consist of respondents' personal data such as age, gender, programme, family own business and duration involve in business. The result was shown in the Table 10.0

#### **4.3.1 Age**

Table 4.1 shows that according to the percentage, 85.5% is the male respondents and another 14.5% is the female respondents.

#### **4.3.2 Gender**

From the total respondent giving the feedback answer the questionnaires, 31.9% of them are from group of age 22 – 24 years old, 43% from age 25-26 years old and 25.1% age 27 years old and above.

#### **4.3.3 Bachelor's Programmes**

Table 10.0 shows the data of the bachelor programme of the respondents. The data shows that 60.4% of the respondents are from the Bachelor of Engineering Technology (mechanical), 25.1% from the Bachelor of Engineering Technology (Mechatronics) and 14.5% from the Bachelor of Engineering Technology (Manufacturing).

#### 4.3.4 Family own business

From this study, data collected shows that 53.1% respondents come from the family that own business and another 46.9% is the respondent come from the family that do not have any or not involve with any business activities.

#### 4.3.5 Years family involve in business

From the questionnaires survey distributed, 207 respondents answered the questionnaire and out of that amount 110 respondent are the respondent that having a family running their business. The data were range according to year they operate the business. Less than 3 years were 12.6%, 4-5 years 26.1%, 6-10 year 12.1%, 11 – 14 years 1.9% and more than 15 years 1.4%.

**Table 10.0: Demographic Profile for Respondents (n=207)**

	Item	Frequency (n=207)	%
<b>Gender</b>	Male	177	85.5
	Female	30	14.5
<b>Age</b>	22 - 24	66	31.9
	25-26	89	43.0
	Above 27	52	25.1
<b>Programmes</b>	B. Eng. Tech (Mechanical)	125	60.4
	B. Eng Tech (Mechatronics)	52	25.1
	B. Eng Tech (Manufacturing)	30	14.5
<b>Family own business</b>	Yes	110	53.1
	No	97	46.9
<b>Business duration</b>	Less than 3 years	26	12.6
	4-5 years-15 years	52	25.1
	6-10 years	25	12.1
	11-14 years	4	1.9
	More than 15 years	3	1.4

#### 4.4 Reliability Test

According to Sekaran (2000), the result for reliability test using the Cronbach's Alpha should be equal or above 0.6. If the result obtain, equal to or above 0.6 it can be considered as reliable. Based on the Cronbach Alpha analysis it shows that the result is reliable with the highest alpha value (0.797) for desirability of self employed, government roles is the second highest alpha value (0.794), followed by university role value (0.792) and the last one was family background of alpha value (0.764) as shown in Table 11.0

*Table 11.0: Summary of Reliability Analysis*

Factor	Variable	No of item	Cronbach's Alpha
DV	Attitude towards entrepreneurship	6	0.795
IDV1	Desirability of self employed	6	0.797
IDV2	Family background	6	0.764
IDV3	Government role	6	0.794
IDV4	University role	6	0.792

#### 4.5 Pearson Correlation Coefficient Analysis

The statistical inferential was used in this study to answer the research questions established. Pearson Correlation Analysis is a tool to test the hypothesis. This analysis used in order to test the strength of correlation and the directions exist within the two variables (Sekaran, 2000).

All independent variables used in this research are positively correlated with attitude towards entrepreneurship. Family background is the highest correlation 0.625 as high correlation. University role correlation result is 0.486 as moderate correlations. The desirability of self employed also shows moderate correlation of 0.395 and government role shows moderate correlation of 0.386. Table 12.0 shows the result.

**Table 12.0: Pearson's Correlation Coefficient**

		Attitude toward entrepreneurship	Desirability of self employment	Family back ground	Government role	University role
<b>Attitude towards entrepreneurship</b>	Pearson	1				
	Correlation					
	Sig. (2-tailed)					
	N	207				
<b>Desirability of self employment</b>	Pearson	.395**	1			
	Correlation					
	Sig. (2-tailed)	.000				
	N	207	207			
<b>Family background</b>	Pearson	.625**	.514**	1		
	Correlation					
	Sig. (2-tailed)	.000	.000			
	N	207	207	207		
<b>Government role</b>	Pearson	.389**	.530**	.523**	1	
	Correlation					
	Sig. (2-tailed)	.000	.077	.020		
	N	207	207	207	207	
<b>University role</b>	Pearson	.486**	.516**	.520**	.506**	1
	Correlation					
	Sig. (2-tailed)	.000	.001	.158	.000	
	N	207	207	207	207	207

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Below are the table summarized all the findings from the Pearson Correlation Coefficient analysis related to hypothesis developed for the study.

**Table 13.0: Result of Hypothesis Testing from Pearson Correlation**

<b>H</b>	<b>Hypothesis</b>	<b>r value, p-value</b>	<b>Result</b>
<b>H1</b>	There is a significant relationship between desirability for self employment and attitude towards entrepreneurship	r=0.395 p=0.000 < 0.01	H1 is accepted Moderate Correlation Positive relationship
<b>H2</b>	There is a significant relationship between family background and attitude towards entrepreneurship	r= 0.625 p=0.000 < 0.01	H2 is accepted High Correlation Positive relationship
<b>H3</b>	There is a significant relationship between government role and attitude towards entrepreneurship	r=0.389 p= 0.000 < 0.01	H3 is accepted Moderate Correlation Positive relationship
<b>H4</b>	There is a significant relationship between university role and attitude towards entrepreneurship	r= 0.486 p= 0.000 < 0.01	H4 is accepted Moderate Correlation Positive relationship

*r = coefficient value*

#### **4.6 Multiple Linear Regression Analysis**

Multiple linear regression were employed to analyse the hypothesis. The regression between attitude towards entrepreneurship and desirability for self employment, family background, university role and government role shows that the value of R-Square for this study is 0.426 and the result indicate that when 42.6% of the variation attitude towards entrepreneurship can be explain by the four independent variable (desirability for self employment, family background, government role and

university role). Based on Table 14.0, the result shown the significant level between the variables. Conclusion can be made that, variables with value less than 0.05 is considered as the significant factors to the attitude towards entrepreneurship, university role, ( $\beta=0.209$ ,  $p<0.05$ ) and family background, ( $\beta=0.498$ ,  $p<0.05$ ). Therefore, these two factors were significantly contributed to attitude towards entrepreneurship. Meanwhile government role, ( $\beta=0.009$ ,  $p>0.05$ ) and desirability for self employment, ( $\beta=0.026$ ,  $p>0.05$ ) indicated that the factors were not significant to attitude towards entrepreneurship but all the factors contribute positive beta coefficient to the study.

**Table 14.0: Multiple Regression Analysis**

Independent Variables	Standardized Coefficient		
	Beta	T	Sig
<b>Constant</b>			0.007 **
<b>Desirability for self employed</b>	0.026	0.372	0.710
<b>Family background</b>	0.498	7.255	0.000 **
<b>Government role</b>	0.009	0.138	0.890
<b>University role</b>	0.209	3.069	0.002 **
<b>R<sup>2</sup></b>	0.426		
<b>Adjusted R<sup>2</sup></b>	0.415		

Note: \*\* Correlation is significant at 0.05 levels (2 tailed)  
 Dependent variable: Attitude towards entrepreneurship

## 4.7 Summary

Below are the table summarized all the findings from the multiple linear regression analysis related to hypothesis developed for the study.

*Table 15.0: Result of Hypothesis Testing*

<b>H</b>	<b>Hypothesis</b>	<b>p-value</b>	<b>Result</b>
<b>H1</b>	There is a significant relationship between desirability for self employment and attitude towards entrepreneurship	0.710 > 0.05	H1 rejected
<b>H2</b>	There is a significant relationship between family background and attitude towards entrepreneurship	0.000 < 0.05	H2 accepted
<b>H3</b>	There is a significant relationship between government role and attitude towards entrepreneurship	0.890 > 0.05	H3 rejected
<b>H4</b>	There is a significant relationship between university role and attitude towards entrepreneurship	0.002 < 0.05	H4 accepted
<b>H5</b>	There is a significant influence between desirability for self employment, family background, government role and university role on attitude towards entrepreneurship	0.000 < 0.05 R <sup>2</sup> : 41.5%	H5 accepted



## **4.8 Conclusion**

Based on the result indicate in this chapter, conclusion can be made that the desirability for self employment, family background, government role and university role are the important variable to attitude towards entrepreneurship among the higher education student in UniKL, MSI. In order to make sure that these independent variables always be the vehicle to achieve the stated objective, lots of effort need to be done related activities need to be fully utilised with further improvement.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This topic elaborated and identified the factors that influence the attitude towards entrepreneurship such as desirability for self employment, family background, government role and university role. It is important for any research done that the result obtained can answer the research question and addressed the issue for objective of the study, hypothesis of the study and finding. Discussion in this chapter elaborated consequently based on the result obtained in chapter four.

#### **5.2 Conclusion**

The study was conducted based on the earlier objective mentioned in chapter one. In this chapter, the discussion continued based on result and finding obtained with addition of topics affecting and related to the result. Below are the objectives of the study:

1. To determine the relationship between the desirability for self employment and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
2. To determine the relationship between the family background and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
3. To determine the relationship between government role and the attitude towards entrepreneurship among higher institution students in UniKL, MSI.

4. To determine the relationship between university and the attitude towards entrepreneurship among higher education students in UniKL, MSI.
5. To determine whether desirability for self employment, family background, government role and university role significantly influence the attitude towards entrepreneurship among higher education students in UniKL, MSI.

**i. Objective 1: The relationship between the desirability for self employment and the attitude towards entrepreneurship**

The objective proposed for this study is to determine the relationship between desirability for self employment and the attitude towards entrepreneurship. To find the relationship for this objective Pearson Correlation Analysis and Multiple Regression Analysis were run using the SPSS data analysis. The results show that there was a significant and positive relationship between these two variables. The relationship showed by positive relationship and moderate correlation of 0.395 whereby the significant showed by p-value of 0.000, therefore the desirability for self employment has significant and positive relationship with the attitude towards entrepreneurship. This support by previous research such as Karali (2013) and according to the research, desirability for self employment has a significant relationship with the entrepreneurial intention. However the multiple linear regressions shown there was no significant between the independent variable stated with the attitude towards entrepreneurship. Previous researcher result such as Iqbal et al., (2012) and Negash & Amentie (2013) but Tong, Tong & Loy (2011) indicate that

there was no significant relationship between the variables. Most of the research indicates that the desirability not having the relationship with the entrepreneurship. In my opinion, to become an entrepreneur self desire towards achieving ambition is important. No matter how excellent you are in doing something if there is no willingness of achieving the best in your life, the thing done is not going to be successful. Most of the millionaires today are doing job that they are really interested to do not doing something because someone else want them to do. Thus, to be a good entrepreneur the desirability of self employment is an important factor that can influencing the attitude towards entrepreneurship.

**i. Objective 2: The relationship between the family background and the attitude towards entrepreneurship**

The second objective set for the research was to determine the relationship between family background and the attitude towards entrepreneurship. Result was indicated by the Pearson Correlation Analysis and Multiple Regression Analysis and the result was parallel. Family background has been found to be the most significant factors in the study with positive relationship and high correlation of 0.625 and also found significant to the dependent variable with p-value of 0.000. Therefore the results indicate that there was a significant and positive relationship between family background and the attitude towards entrepreneurship. The results support by the previous researcher also determined that there are a relationship between family background and entrepreneurial intention or entrepreneurial behaviour such as Tiago (2013) and Tong, Tong & Loy (2011). Students spend most of their time with family

before persuading their study at higher educational learning or university. Family are the role model for them and the first teacher for them at home. The background of the family always influence their way of life. If their family manage own business, they are already given an informal exposure indirectly to become an entrepreneur. They learned the actual experience, barriers, risk, management, cost and operation as well. The interest of becoming the entrepreneur will increase from time to time. The supportive parents are given the best knowledge of business to their children even though one day their children change the ambition.

### **5.2.3 Objective 3: The relationship between government role and the attitude towards entrepreneurship**

Determine the relationship between government role and attitude towards entrepreneurship are the third objective for the study. Using the same method of data analysis the result indicate that there was a relationship between the government role and attitude towards entrepreneurship with p-value of  $0.000 < 0.00$  and it showed the positive relationship and moderate correlation of 0.389. The result is consistent with the previous study that have been indicated that there was a significant relationship between these variable such as Jahanshahi et al. (2011) and Kgagara (2011). Students may have good exposure of knowledge and information on the government support and fund provided. However result from the Multiple Linear Regression shown there was no significant between the dependent variable and independent variable. The reasons contribute to not significant of variable might be relate to the changes of government policy and not simplifying of the rules and procedure on financial assistance and guide for business start up. Government role on attitude towards

entrepreneurship can be derived through the assistance given in terms of grant allocation, soft loan launch and support by the agencies related such as Small and Medium Industries. University support the establishment of entrepreneurship by given the student opportunity to think seriously and apply the idea into practical. This factor is the less influence the attitude towards entrepreneurship among student because the indirect assistance given and most of the government information do not reach the students.

**i. Objective 4: The relationship between university and the attitude towards entrepreneurship**

For university role, the objective is to determine the relationship between university role and the attitude towards entrepreneurship. Pearson Correlation Analysis and Multiple Regression Analysis indicate consistency result on the relationship. The results show that there was a significant and positive relationship between these two variables. The result showed the positive relationship and moderate correlation of 0.486 and the significant at p-value of  $0.000 < 0.00$ , therefore the university role has shown significant and positive relationship with the attitude towards entrepreneurship. This support by the previous researcher result such as Rita, Grazina & Daiva (2013), Yoon et al., (2011) and Negash et al., (2013). Most of the study that indicate the university role as the factors or determinant to intention becoming entrepreneur shown the same result of significant relationship between the university role and the intention, attitude or interest towards entrepreneurship. The university role has shown the significant result in previous study because the activities, subject and programme done in university always give deep impact to the study. In addition

the student with desirability and interest towards entrepreneurship can learned the correct information and technique on how to become entrepreneurship after graduate. In fact, students are encouraged to manage the sales activities in any programme or carnival activities handled in university. Students learned the appropriate theory as well as the practical parts.

**ii. Objective 5: The desirability for self employment, family background, government role and university role significantly influence the attitude towards entrepreneurship**

The last objective was established to indicate and analysed the relationship between desirability for self employment, family background, government role and university role with the attitude towards entrepreneurship among higher education student in Northern Region, Malaysia. From the result shows and indicate  $p=0.000<0.05$ , it found that the independent variable for this study, desirability for self employment, family background and university role has influence the attitude towards entrepreneurship. Besides, family background has high effect compare to university role. Therefore, it can be concluded that family background and university role influence the attitude towards entrepreneurship among student. The family background given the stronger effect to the attitude towards entrepreneurship. The two variables might be able to attract the interest and intent of the student to be motivated entrepreneurs after successfully graduate. Whereby the desirability for self employment and government role were not significantly influence the attitude towards entrepreneurship. The family background and university role given the

stronger effect to the attitude towards entrepreneurship because these two factors directly given them ideas, theoretical information, experience and guide them towards entrepreneurship. Students began with family as their first step of learning if their parents were involved in business and enhance their knowledge while studying at university. Therefore these factors influence more on students towards entrepreneurship.

### **5.3 Recommendation**

The factors discussed in the study have their level influencing the attitude towards entrepreneurship. However the level influencing factors can be more improved by providing high support and encouragement from every angle. In addition to this support, several proposals highlighted for further improved and upgrade new activities related to entrepreneurship.

#### **5.3.1 Spread information of government plan on entrepreneurship**

From the finding, most of the students are not aware enough on what the government is concentrating. Entrepreneurship is one the vital part that always been the high priority in government plan every year. Unfortunately, there still low information on this is spread out among Malaysia citizen especially university' student. From budget 2014 announced in October 2013, there is assistance introduced by the government for the unemployed student to start any business provided the proper business plan is ready (SME Bank, 2013).



The information regarding the assistance provided by the government should be provided to the student during their convocation day. By having the specific information they can find direct and specific channel for business assistance in Malaysia.

The internet channel can also used to spread the information strategically. The university should together play a vital role in this issue. The government information can go to students by university as a channel.

Government should also consider the fund for young entrepreneur. The biro racy should be simplify to attract student involve in entrepreneurship and increase their interest. Most of the fund in Malaysia created for established business. The procedure is too complicated and this makes the student afraid of approaching the entire agency. Data from the Suruhanjaya Syarikat Malaysia (SSM) can be used to spread the appropriate data to the specific new entrepreneur by sectors.

### **5.3.2 Universities support and activities**

Universities in Malaysia should also help to develop the interest among the student to influence the attitude towards entrepreneurship. The management of the university can help to enhance the activities related to entrepreneurial activities. There are a lot of activities can be conducted in the university such as Entrepreneur Open Day. The open day will involved the entire student in sales activities. Beside mini carnival on the business idea can also develop to attract student attention. The student with business ideas can work together in group and form a company to run the business

during the Mini Carnival. The ideas, activities, operation, managerial decision and profit oriented should be the target.

Programme mentor can also be one of the programmes in the university. The successful business operator in Malaysia can be invited to be a mentor for a group of student and shared their actual entrepreneurial experience. Most of the young people today easily influence by their mentor. Business plan practically produce and potential product innovated and presented by the student should be commercialised and support by the university and top management.

### **5.3.3 Training and development**

The training can be conducted at the university at least once a year for student with regards to entrepreneurship. Currently there is a professional training instructor that giving step by step of how to become an entrepreneur and how to convert the opportunity surrounding to sales or services product. Seminar Dr. Azizan Osman that taking part all over Malaysia and create more entrepreneur today. The person can be invited to give the training on entrepreneurship for the student (Richwork, 2014).

Beside the technical skills, communication skills, leadership skills, marketing skill, financial skills should be conducted for the student.

### **5.3.4 Entrepreneurship as one course**

This is the time for all universities in Malaysia to table to the Ministry of Education to propose the entrepreneurship as a main course in all universities. Meaning that, all universities should conduct Bachelor of Entrepreneurship under their faculty of

study. Entrepreneurship as a career has been norm in Malaysia nowadays. The chance and opportunity open by the government has support the need of these groups of people. Unfortunately not many young people in this country are taking the opportunities.

Student recognise as having high interest towards entrepreneurship will offered they to join the course voluntarily. Universities can concentrated these groups of student and make them successful in their chosen career. The focus can help government to make their plan goes successfully.

### **5.3.5 Involvement of family business background**

Based on the result from the study, family background was the most significant influencer to the attitude towards entrepreneurship. Thus the involvement from family members especially the family with existing business operator is important to the young student to enhance their interest and intend towards entrepreneurship. Programme mentor and mentee can be develop in community or society to involve both parents and students to give the actual expose on entrepreneurship and share their experience and benefit tip to the student interested. The entry requirement to this programme can be arranged to be compulsory to join together with parents having business and their children.

### **5.3.6 Business mentor @ icon**

To be successful in business, mentor or icon of somebody successful can help generating new ideas and go along the right path. Business operators believe that learned from experienced and expert is the smart way to gain something that we want

to do. Be with the right people and follow them to be on the right step can be the shortcut way and smart way of learning something. Therefore, to be good of doing something, people should have someone in mind as their mentor and put the target to be successful like them one day.

#### **5.4 Future Study**

The study has been conducted only at UniKL, MSI. This study cannot represent all students in Malaysia. The study should be conducted and expand the sampling location throughout Malaysia. This can help to find the accuracy of the outcome in this study and meet the high accuracy. The research does not take into consideration by ethnic group opinion. Focusing by ethnic group might give different perception on the factors influencing the attitude towards entrepreneurship in higher education institution student in Malaysia. Even in Malaysia, some ethnic group may be focusing more in entrepreneurship rather than the other group. The study does not take into consideration on the interest sector that the young student would like to involve if they given the opportunity to run business. The information on the business sectors interested will help the government to allocate fund equally by sectors to avoid under utilisation of fund. Future study should be conducted the research in higher education institution all over Malaysia. This can help the result outcome more accurate and acceptable. Under this study, four independent variable are concentrated, suggested for future study another variables can included as independent variable such as personality traits and perceived behavioural control (Carayannis & Hanson, 2003).

## **5.5 Conclusion**

The objectives of the study were fully obtained and the finding and result shows that the desirability for self employment, family background, government role and university role affects the attitude towards entrepreneurship among higher education institution students in UniKL, MSI. It can be concluded that, attitude towards entrepreneurship among student can be influenced by many factors surrounding and further effort should be taken to maximise the factors and get the students influence more. The finding from the research can be used as reference and info by many related parties such as university, government and students in order to maximise the influencing factors and enhance the development of entrepreneurship in Malaysia.

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