

**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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STUDENTS AT UNIVERSITI KUALA LUMPUR,
MALAYSIAN SPANISH INSTITUTE**

By

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**Dissertation Submitted to
Othman Yeop Abdullah Graduate School of Business,
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(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 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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TABLE OF CONTENTS

	Page
CERTIFIATION OF THESIS WORK	iii
PERMISSION TO USE	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER ONE : INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	5
1.3 Research Questions	11
1.4 Research Objectives	12
1.5 Scope of the Study	13
1.6 Significance of the Study	14
1.7 Definition of Terms	15
1.8 Organization of the Study	17

CHAPTER TWO : LITERATURE REVIEW

2.1	Introduction	18
2.2	Background of Entrepreneur & Entrepreneurship	18
2.3	Attitude towards entrepreneurship	20
2.4	Desirability of Self Employed	22
2.5	Family Background	24
2.6	Government Roles	25
2.7	University Roles	28
2.8	Summary	30

CHAPTER THREE : RESEARCH METHODOLOGY

3.1	Introduction	31
3.2	Research Framework	31
3.3	Research Hypothesis	32
3.4	Research Design	32
3.5	Questionnaires	36
3.6	Data Collection	39
3.7	Statistical Methods and Data Analysis	40
3.8	Pilot Study	42
3.9	Summary	43

CHAPTER FOUR : RESULTS AND DISCUSSION

4.1	Introduction	44
4.2	Response Rate	44

4.3	Demographic Profile of Respondents	45
4.4	Reliability Analysis	47
4.5	Pearson's Correlation Analysis	47
4.6	Linear Regression Analysis	49
4.7	Summary of Hypothesis Testing	51
4.8	Conclusion	52
 CHAPTER FIVE : CONCLUSION AND RECOMMENDATION		
5.1	Introduction	53
5.2	Conclusion	53
5.2.1	Objective 1: Desirability of Self employed	54
5.2.2	Objective 2: Family Background	55
5.2.3	Objective 3: Government Roles	56
5.2.4	Objective 4: University Roles	57
5.2.5	Objective 5: Discussion	58
5.3	Recommendations	59
5.4	Future Study	63
5.5	Conclusion	64
REFERENCES		65
APPENDICES		71

LIST OF TABLES

Table		Page
Table 1.0	Business Facilities 2013, Asia Pacific Position	9
Table 2.0	Population for bachelor student at UniKL, MSI	34
Table 3.0	Determining Sample Size from given population	35
Table 4.0	Population & sample size	36
Table 5.0	Item of Dependent & Independent Variables	36
Table 6.0	5-Likert Scale	39
Table 7.0	Rule of Thumb about Correlation Coefficient	41
Table 8.0	Summary of Reliability Coefficient for variables	43
Table 9.0	Response Rate	44
Table 10.0	Demographic profile for respondents	46
Table 11.0	Reliability Analysis	47
Table 12.0	Pearson's Correlation Coefficient Analysis	48
Table 13.0	Result of Hypothesis Testing using Pearson's Correlation	49
Table 14.0	Multiple Linear Regression Analysis	50
Table 15.0	Result of Hypothesis Testing	51

LIST OF FIGURES

Figure		Page
Figure 1.0	Ajzen's 1991 Theory of Planned Behaviour	21
Figure 2.1	Research Framework	31

LIST OF APPENDICES

Appendix	Page
Appendix 1	71
Appendix 2	78
Appendix 3	80
Appendix 4	84

LIST OF ABBREVIATIONS

Abbreviation	Meaning
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

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