

**THE INFLUENCE OF ENTREPRENEURIAL SKILLS,
ENVIRONMENTAL SUPPORT AND MOTIVATIONAL FACTORS ON
ENTREPRENEURIAL INTENTION**

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INTENTION**

BY

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ABSTRACT

This study exploits Theory of Planned Behaviour to capture the entrepreneurial intention among students in Universiti Utara Malaysia (UUM). It was revealed that entrepreneurial skills, environmental support and motivational were the key factors which positively related with entrepreneurial intention among the students. Self-administered questionnaires were distributed to the students of Bachelor in Business Administration (BBA) and Bachelor of Entrepreneurship (BEnt) students in UUM in order to identify their entrepreneurial intention and the influence factors. A stratified sampling technique was used to among 200 students who participated in the study. Generally, results show that entrepreneurial skills; environmental support and motivational factors are significantly related to the entrepreneurial intention. The implication of this study shows that the entrepreneurial intention of BBA and BEnt student in UUM is supported by the environment that would enable the student to start their own business.

Keywords: Entrepreneurial Intention, Entrepreneurial Skills, Environmental Support, Motivational Factors.

ABSTRAK

Kajian ini telah mengeksploitasi Teori Perancangan Tingkahlaku untuk mengenalpasti kecenderungan keusahawanan di kalangan pelajar-pelajar di Universiti Utara Malaysia (UUM). Kajian ini mendedahkan bahawa kemahiran keusahawanan, sokongan persekitaran dan motivasi merupakan faktor-faktor utama yang mempunyai perhubungan yang positif dengan kecenderungan keusahawanan di kalangan pelajar. Soal selidik pengurusan-kendiri telah diedarkan kepada pelajar-pelajar Ijazah Sarjana Muda Pentadbiran Perniagaan (BBA) dan Ijazah Sarjana Muda Keusahawanan (BEnt) di UUM untuk mengenal pasti kecenderungan keusahawanan dan faktor-faktor yang mempengaruhinya. Teknik pensampelan berstrata telah digunakan untuk antara 200 pelajar yang mengambil bahagian dalam kajian ini. Secara umumnya, keputusan menunjukkan bahawa kemahiran keusahawanan; sokongan alam sekitar dan faktor-faktor motivasi mempunyai perhubungan yang signifikan dengan kecenderungan keusahawanan. Implikasi kajian ini menunjukkan bahawa kecenderungan keusahawanan pelajar-pelajar BBA dan BEnt di UUM telah disokong oleh persekitaran yang membolehkan pelajar untuk memulakan perniagaan mereka sendiri.

Kata kunci: Kecenderungan Keusahawanan, Kemahiran keusahawanan, Sokongan Persekitaran, Faktor-faktor motivasi.

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TABLE OF CONTENTS

ABSTRACT	ii
ABSTRAK	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATION	xii
CHAPTER ONE : INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Scope of the study.....	7
1.6 Significance of the Study	7
1.7 Definition of Key Terms	8
1.7.1 Entrepreneurial Intention	8
1.7.2 Entrepreneurial Skills	8
1.7.3 Environmental support.....	9
1.7.4 Motivational Factors	9
1.8 Organization of the Chapters	9

CHAPTER TWO : LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Entrepreneurship and Entrepreneur	11
2.3 Students Involvement in Entrepreneurial Activities	13
2.4 Entrepreneurial Intention.....	14
2.5 Entrepreneurial Skills and Entrepreneurial Intention	17
2.5.1 Entrepreneurial Skills dimensions	19
2.5.1.1 Recognizing opportunity	19
2.5.1.2 Managerial Skill.....	20
2.5.1.3 Technical skill.....	21
2.6 Environmental Support and Entrepreneurial Intention	24
2.6.1 Environmental Support dimensions.....	26
2.6.1.1 Government	26
2.6.1.2 University	28
2.7 Motivational Factors and Entrepreneurial Intention	30
2.7.1 Motivational Factors dimensions.....	32
2.7.1.1 Role Model.....	32
2.7.1.2 Financial support.....	34
2.8 Relevant Theories	36
2.8.1 Attitude towards Behaviour	37
2.8.2 Subjective Norms.....	37

2.8.3 Perceived Behaviour Control.....	37
2.9 Concluding Remark.....	39
CHAPTER THREE : RESEARCH METHODOLOGY	40
3.1 Introduction	40
3.2 Research Framework.....	40
3.3 Hypothesis Development	41
3.4 Research Design	42
3.5 Instrumentation.....	44
3.5.1 Unit of analysis	44
3.6 Questionnaire Design	44
3.7 Data Collection.....	48
3.8 Populations	48
3.9 Sample	49
3.10 Data Collection Procedures	49
3.11 Data Analysis Techniques	49
3.12 Analysis	50
3.12.1 Reliability.....	50
3.12.2 Descriptive Analysis	50
3.12.3 Correlation Analysis	50
3.12.4 Multiple Regressions	51
3.13 Concluding Remark.....	51
CHAPTER FOUR:RESULTS	53

4.1 Introduction	53
4.1 Response Rate	53
4.2 Inferential Analysis	53
4.2.1 Reliability Test.....	54
4.3 Test of Normality	55
4.4 Descriptive /Frequencies Analysis	56
4.4.1 Gender.....	56
4.4.2 Age.....	56
4.4.3 Marital Status.....	57
4.4.4 Ethnicity.....	57
4.4.5 Specialization of Study	58
4.4.6 Semester of Study	59
4.4.7 Family Involvement in Business.....	59
4.5 Correlation Analysis.....	60
4.6 Hypotheses Testing.	62
4.6.1 Regression Analysis.....	62
4.7 Chapter Summary.....	64
CHAPTER FIVE.....	65
CONCLUSION AND RECOMMENDATIONS	65
5.1 Introduction	65
5.2 Discussion on the Findings.....	65

5.3 Factors that Influence the Entrepreneurial Intention among UUM Udergraduate Students	65
5.3.1 Entrepreneurial Skill	66
5.3.2 Environmental Factor	67
5.3.3 Motivational factor	68
5.4 Summary	69
5.5 Limitations of the Study	69
5.6 Recommendations	70
5.6.1 Recommendations for University Utara Malaysia.....	70
5.6.2 Recommendations for Future Research	71
5.7 Conclusion.....	71
REFERENCES	73

LIST OF TABLES

3.1	<i>Adapted of Questionnaire</i>	46
3.2	<i>Numbers of students who are in (BBA &BENT)</i>	49
3.3	<i>Determining sample size from population</i>	50
4.1	<i>Reliability output for variables</i>	56
4.2	<i>Frequency and Percentage of Respondent by Gender.</i>	57
4.3	<i>Frequency and Percentage of Respondent by Age</i>	58
4.4	<i>Frequency and Percentage of Respondent by Marital Status.</i>	58
4.5	<i>Frequency and Percentage of Respondent by Ethnicity.</i>	59
4.6	<i>Frequency and Percentage of Respondent by Specialization of Study.</i>	59
4.7	<i>Frequency and Percentage of Respondent by Semester of Study.</i>	60
4.8	<i>Frequency and Percentage of Respondent by family involve in business.</i>	61
4.9	<i>Case Processing Summary</i>	62
4.10	<i>Mean and Std. Deviation</i>	62
4.11	<i>Multiple Regression summary</i>	64
4.12	<i>summary of hypotheses</i>	65

LIST OF FIGURES

2.1 <i>Illustration on how Theory of Planned Behavior works</i>	38
3.1 <i>Theoretical Framework</i>	41
3.2 <i>Research design for the research</i>	43
4.1 <i>Histogram for Outliers and Normality checking</i>	57

LIST OF ABBREVIATION

BBA	Bachelor Business Administration
BEnt	Bachelor in Entrepreneurship
RM	Bachelor in Marketing
HR	Bachelor in Human Resources
SBM	School Of Business Management
GPD	Gross Domestic Product
TPB	Theory Planned behavior
UUM	Universiti Utara Malaysia
MOE	Ministry of Education
ICT	Information Communication Technology
IT	Information, Technology
SMIDEC	Small and Medium Industries Development Corporation
MTDC	Malaysian Technology Development Corporation
MARA	Majlis Amanah Rakyat
SME	Small Medium Enterprise bank
PUNB	Perbadanan Usahawan Nasional Berhad
MEDEC	Malaysian Entrepreneurship Development Centre

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Malaysia is one of the developing countries in the world with a total population of about 30 million (Chong, 2014). The country has witnessed a major economic post-independence success. The role of entrepreneurship in this success cannot be over emphasized, coupled with the good government policies which favors small and private sectors (Abdullah, Hamali, Deen, Saban, & Abdurahman, 2009).

Besides the quick development of entrepreneur worldwide, professional and academicians literature the most evident confirmation of the development of entrepreneur around the world is numerous courses related with entrepreneur also it has been opened for students to uncover them a formal training in enterprise including Bachelor degree level, Master degree level and even PhD level (Mohammad Safizal, 2003). These whole projects really help students to open to business visionary field and start their own enthusiasm to be entrepreneur in future. Universities can be seen as potential sources in creating future entrepreneurs since education that offered by college generally impact their career choice (Turker & Selcuk, 2008).

Malaysian government has done a lot in promoting entrepreneurship development among its citizens through various economic and entrepreneurship programs and

policies such as upgrading entrepreneurship department to a ministry in 2004 and after that it become Ministry of Entrepreneur & Co-operative Development (MECD) (Othman, Sulaiman, Zainudin, & Hasan, 2008). The ministry was expected to provide enabling environment that will promote and develop entrepreneurship in Malaysia. Some of the efforts of the ministry include financing support, developing entrepreneurial training and programs and the provision of necessary advices and infrastructure that would help in achieving the said goals.

In the context of higher learning institution, with its slogan of the Eminent Management University, UUM embarks on an effort of developing an effective leaders in business by introducing various entrepreneurship course such as the Co-Curricular Entrepreneurship activities, Basic Entrepreneurship course, the Bachelor of Entrepreneurship degree program, the Student Enterprise Program (SEP) and the technopreneurship.

At the end this study focused on undergraduate students in order to view the intention of young adults on entrepreneurship specifically for students in School of Business UUM. There are several factors that might influence them to be an entrepreneur either individual skills or environment support or Motivational factor. It is very important to determine which factors will lead them to be entrepreneurs.

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