

**THE INFLUENCING FACTORS OF ENTREPRENEURIAL
INTENTION: A COMPARATIVE STUDY BETWEEN PUBLIC (UUM) AND
PRIVATE (KUIN) UNIVERSITIES IN NORTHERN MALAYSIA.**

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**MASTER OF SCIENCE (MANAGEMENT)
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By

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ABSTRACT

Entrepreneurial Intention seems to have been an exhausted area in management. However, this study, using Shapero's model of entrepreneurial intention investigates factors that influence students' entrepreneurial intention in a new dimension by conducting a comparative study between public and private universities sampling students there in. Addition to this, the study examines the influence of religion (in terms of religious supports) if treated as an independent variable rather than it being treated under demographic variable as most study did. Findings concludes that, there is no significance difference between entrepreneurial intention between public and private universities in general, although, factors contributing to their entrepreneurial intentions differs individually, this conclusion is based on the variables investigated, that is, entrepreneurial education, social supports and religious supports. Entrepreneurial education is found to be the most significant factors at both institutions, religious support is found not to be a relevant factor among the two universities surveyed. Social support is statistically significant among public (UUM) students' samples but it is not statistically significant among samples drawn from private (KUIN) university.

Keywords: Entrepreneurial Intention, Social Supports, Social Supports, Religious Supports.

ABSTRAK

Niat keusahawanan di dalam bidang pengurusan dilihat semakin berkurangan. Walau bagaimanapun, dalam kajian ini, Model Shapero digunakan bagi mengkaji faktor-faktor yang mempengaruhi kecenderungan keusahawanan dalam kalangan pelajar dengan menjalankan kajian perbandingan di antara universiti awam dan swasta yang melibatkan pelajar universiti berkenaan sebagai sampel. Selain itu, pengaruh agama (dari segi sokongan agama) juga dikaji sama ada ia dianggap sebagai pembolehubah bebas seperti kajian-kajian lain sebelum ini yang mengambil pembolehubah demografi sebagai pembolehubah bebas. Keputusan menunjukkan, secara umumnya, tidak terdapat perbezaan yang signifikan antara niat keusahawanan di antara universiti awam dan swasta, walaupun, faktor yang menyumbang kepada niat keusahawanan adalah berbeza di kalangan individu. Kesimpulan ini adalah berdasarkan kepada pembolehubah yang dikaji iaitu pendidikan keusahawanan, sokongan sosial dan sokongan agama. Pendidikan keusahawanan adalah faktor yang paling penting di kedua-dua buah institusi, manakala sokongan agama didapati tidak menjadi faktor yang berkaitan di antara kedua-dua universiti yang dikaji. Sokongan sosial secara statistiknya adalah signifikan di kalangan pelajar Universiti Awam (UUM) tetapi tidak ketara di kalangan pelajar Universiti Swasta (KUIN).

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LIST OF ABBREVIATIONS

Bumiputera Economic Strengthening Agenda	BESA
Entrepreneurship Education Program	EEP
Economic Transformation Program	ETP
Global Science and Innovation Advisory Council	GSIAC
Government Business Support Services	GBSS
National Directorate of Employment	NDE
New Economic Policy	NEP
Small and Medium Enterprises	SMEs'
Structural Adjustment Program	SAP
Kolej Universiti Insaniah	KUIN
Universtiti Utara Malaysia	UUM

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter introduces the concept of entrepreneurship, history of government involvement in entrepreneurial activities, the importance of entrepreneurial activities as well as entrepreneurial education in the tertiary institution in Malaysia. Going further statement of the problem was developed from the study background, leading to asking of some research questions as well as objectives to be achieved at the end of the study.

1.2 Background of the Study

Scholars from virtually all fields of study agree that entrepreneurs contribute to nation's economy that is, it serves as "engine role" (Gilaninia, Alipour, & Tondar, 2013) especially developing country (Kayed, 2006). More to this, Robertson, Collins, Medeira and Slater (2003) identified small businesses as an economy booster, by enhancing productivity crafting employment opportunities and energizing economies. Irrespective of different definitions given by various scholars, entrepreneurship sole benefits are said to be employment creation, boost economic returns, likewise also regards as alternatives with huge intensity to positively influence people's well-being in developed, developing and underdeveloped nations. To some academicians, entrepreneurial activities are seen as an economic and cultural occurrence (Kayed, 2006).

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