

**THE TENDENCY OF KKTM REMBAU'S FINAL YEAR STUDENTS TO
INVOLVE IN ENTREPRENEURSHIP CAREER**

ARIFFUDIN BIN OSMAN

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ABSTRACT

This study discussing on the factors that contribute to the tendency of final year students of Kolej Kemahiran Tinggi MARA Rembau to involve in entrepreneurship career. There are two factors has been identified which are internal and external factors. Internal factors consist of motivation, attitude and perception while external factor consists of social support values. Data acquired through the questionnaire and a total of 100 students from the last semester have answered the questionnaire. Based on the finding, there is a relationship between factors and intention to be an entrepreneur except social support values. The data has been process by using SPSS version 20. Finally, the study also discussed a few suggestions to develop further research and recommendations to the top management of KKTM Rembau to improvise the entrepreneurship planning in order to develop more entrepreneurs in future.

Keyword: Entrepreneurship; motivation; attitude; perception; social support values

ABSTRAK

Kajian ini membincangkan mengenai faktor-faktor yang menyumbang kepada kecenderungan pelajar tahun akhir Kolej Kemahiran Tinggi MARA Rembau untuk menceburkan diri dalam kerjaya keusahawanan. Terdapat dua faktor yang dikenalpasti iaitu faktor dalaman dan faktor luaran. Faktor dalaman termasuk faktor motivasi, sikap dan persepsi terhadap keusahawanan manakala faktor luaran mengandungi nilai sokongan sosial. Data yang diperolehi melalui soal selidik dan sejumlah 100 pelajar daripada pelajar semester akhir telah menjawab soalan yang diberikan. Berdasarkan dapatan, terdapat hubungan diantara faktor dan niat untuk menjadi seorang usahawan kecuali faktor nilai sokongan social. Kesemua data telah diproses menggunakan perisian SPSS versi 20. Akhir sekali, kajian ini juga membincangkan berberapa cadangan untuk kajian akan datang dan cadangan kepada pengurusan MARA serta pengurusan Kolej Kemahiran Tinggi MARA Rembau bagi memperbaiki perancangan keusahawanan dalam rangka untuk membangunkan lebih ramai usahawan pada masa akan datang.

Keywords: *Keusahawanan; Motivasi; Persepsi; Sikap; Nilai sokongan sosial*

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LIST OF ABBREVIATIONS

MARA	-	Majlis Amanah Rakyat
KKTM Rembau	-	Kolej Kemahiran Tinggi MARA Rembau
IKM	-	Institut Kemahiran MARA
KPI	-	Key Performance Indicator
LPU	-	Latihan Pembangunan Usahawan

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Educational institutions able to develop student's entrepreneurial skills by encourage them to join entrepreneurship activities and programs. These indirectly provide exposure to the students and encourage them to choose entrepreneurship as career. The effort is undertaken to the educational institutions, where the application of trade and entrepreneurial subjects become part curriculum that compulsory to students to learn. However, these efforts were not fully achieve because of less involvement from the graduates to jump into entrepreneurial career. The tendencies of students towards entrepreneurship still less because they are more interested in work and wage earners only. Skills based students, they do not use the skills learned as possible. In fact, they are willing to disclose their skills to work to earning a wage. This study presents an investigation in the area of entrepreneurship development. According to Zaidatol Akmaliah (1995), the entrepreneurial knowledge is not featured directly in courses offered in the educational institution. Therefore, students who acquire the skills certificate will only think about earning wage rather than to choose entrepreneurship as career.

One of the strategies to promote and bring awareness to the students and the society is to provide the entrepreneurship education from the lower level until higher learning institution. In addition, other factors such as lecturers, environment, family,

and peers can also help towards entrepreneurship culture. Most of the researches related to the tendency towards entrepreneurship are most focusing on business and management student that has been given full exposure on basic entrepreneurship for instant the research done by Chien, Liang and Soon (1996). In that research, they focus on the less involvement of final year business management students towards entrepreneurship career.

Majlis Amanah Rakyat (MARA), an agency under the Ministry of Rural and Regional Development, was established on 1st March 1966 as a statutory body by an Act of Parliament as a result of the first Bumiputera Economic Congress resolution in 1965. The Council is responsible for developing, encouraging, facilitating and fostering the economic and social development in the federation, particularly in rural areas. Other than that, MARA is serious in developing the entrepreneur especially for the Bumiputera.

MARA has divided into 3 division which are Entrepreneurship division, Investment division and Education Division. Under Education division, MARA has several institutions in various level of study. Under the Education Division, MARA has MARA Junior Science College, MARA College, MARA Professional College, MARA Vocational Institute (IKM) and MARA Advanced Vocational College (KKTM).

MARA Advanced Vocational College also known as Kolej Kemahiran Tinggi MARA (KKTM) has 10 branches nationwide. Currently, MARA has Kolej Kemahiran Tinggi MARA Balik Pulau, Kolej Kemahiran Tinggi MARA Lenggong,

Kolej Kemahiran Tinggi MARA Beranang, Kolej Kemahiran Tinggi MARA Petaling Jaya, Kolej Kemahiran Tinggi MARA Rembau, Kolej Kemahiran Tinggi MARA Ledang, Kolej Kemahiran Tinggi MARA Pasir Mas, Kolej Kemahiran Tinggi MARA Kuantan, Kolej Kemahiran Tinggi MARA Kemaman and Kolej Kemahiran Tinggi MARA Sri Gading. Kolej Kemahiran Tinggi MARA Petaling Jaya was the 1st Kolej Kemahiran Tinggi MARA operated on year 2001. Basically every Kolej Kemahiran Tinggi MARA offered different programs to students and mostly engineering and technologically based programs.

Kolej Kemahiran Tinggi MARA Rembau started their service on 16th of May 2008 and the first batch registered for the enrolment is 84 students. Kolej Kemahiran Tinggi MARA Rembau is located at Rembau, Negeri Sembilan. Until 2014, Kolej Kemahiran Tinggi MARA Rembau already operated the institution for almost 6 years. Currently Kolej Kemahiran Tinggi MARA Rembau has 598 students with 469 alumni of Kolej Kemahiran Tinggi MARA Rembau. Kolej Kemahiran Tinggi MARA Rembau offered a various programs such as Film and Digital Animation, Media Digital Design, Fashion Design, Interior Design and Furniture Design. All programs offered at diploma level of studies. The only one Kolej Kemahiran Tinggi MARA had offer the art and design based programs, Kolej Kemahiran Tinggi MARA Rembau move forward parallel with the era of creativity and innovation.

As a one of the MARA Institutions, Kolej Kemahiran Tinggi MARA Rembau must focused on their objective more on education and entrepreneurship since the MARA has set up the benchmark to develop the entrepreneur parallel to the motto is The

Global Education and Entrepreneurship. The top management of MARA has constructed a strategic plan to be implemented by the all institution under MARA including Kolej Kemahiran Tinggi MARA Rembau. Kolej Kemahiran Tinggi MARA Rembau has set up their objective according to the motto of MARA and one of the objectives is to produce the well-educated students and to increase the number of entrepreneur especially the bumiputra entrepreneur.

1.2 Problem Statement

Previous researchers found that the effective ways to achieve the government policies goals is Malaysian should be knowledgeable and educated. By education, it will expand the skills practically and indirectly interest the students to involve in entrepreneurship. According to the Ministry of Higher Education of Malaysia, in year 2010 there are 13,145 has registered to pursue study in bachelor degree level focusing on engineering courses. While, in the same year, there are 9,426 has complete their studies in engineering (www.mohe.gov.my). This means that, in every year for engineering courses only, there are 10,000 students have to survive to find the limited opportunities. The causes of the problem arise because of difficulty to find a suitable job. Now, how far the students have their intentions to make entrepreneurship as their future career? What is the influence to ensure this entrepreneurship career as an option? Is that any environmental factor influence the students? Kaplan (2007) found that determination of career for MBA students in India is influence by their parents, friends and people around them.

It can also be described as subjective norm where a decision on an individual's career is influenced by the behavior of those around the individual, which acts as a motivating factor. Research by Greenbank and Handerson (2000) found that, student's perception, value and interest towards something will be the main factor in order to choose their career. According to Zahra, Jennings and Kuratko (1999), when people take care of social values in their life, the culture will be the main factor to determine the student's attitude towards entrepreneurship.

Knowledge exposure related to beneficial environment for entrepreneurs is very necessary in order to increase interest in entrepreneurship. The main focus should be given to the final year students at skills center such as Institut Kemahiran Belia Negara (IKBN), Institut Latihan Perindustrian (ILP), Institut Kemahiran MARA (IKM) and Kolej Kemahiran Tinggi MARA (KKTM). The desire has been support by the government with the allocation of RM 1.62 billion to build up the facilities of the skill centers. As a one of institution under Majlis Amanah Rakyat (MARA), Kolej Kemahiran Tinggi MARA should emphasize knowledge of the facilities to the students so that they are courageous and interested in entrepreneurship. Now, with such big amount that has been spending by the government, how many entrepreneurs have been developed?

Majlis Amanah Rakyat thru Kementerian Luar Bandar dan Wilayah has spent a lot to the technical centers such as Institut Kemahiran MARA and Kolej Kemahiran Tinggi MARA by spending on high specification machine, seminars and programs in order to cultivate the culture of entrepreneurship. But, the numbers of sustain

entrepreneurs is still below the target of Key Performance Indicator (KPI). Based on the Key Performance Indicator (KPI), every center such as Insitutut Kemahiran MARA and Kolej Kemahiran Tinggi MARA must produce at least 10% from the total of graduate to be an entrepreneur.

1.3 Research Question

The research is carried out to explore the core factors that influence the tendency towards entrepreneurship career. The outcome of this research will show the main factors so that the management of Kolej Kemahiran Tinggi MARA Rembau will focus on the factors to create more entrepreneurs from the students of Kolej Kemahiran Tinggi MARA Rembau. The research questions in this study are:

1. How the internal factors would influence the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students?
2. How the external factors would influence the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students?
3. What are the relationship between internal factors and intention to be an entrepreneur?
4. What are the relationship between external factors and intention to be an entrepreneur?

1.4 Research Objectives

In this study, there are two research objectives to be fulfilled. The objectives are:

1. To investigate the relationship of internal factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.
2. To investigate the relationship of external factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.
3. To identify relationship between internal factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.
4. To identify the relationship of external factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.

1.5 Significant of the study

In this part, the study is focusing on the importance of the study to the organization. Basically, the study try to examine the relationship between the driving factors which are consist of internal and external factors towards the intention to be an entrepreneur. This research will be tested to test the final year's students of KKTM Rembau on their perception, the motivational aspects if they want to be entrepreneur, their attitude and lastly the study is focus on the support from the parties around the

students such as families' members, lecturer, friends and government. The significant of the study will be divided into 2 parts which are academically and theoretically. Below are the significance of this study based on academically and theoretically:

(i) Academically

1. This study can be a reference for other studies on entrepreneurship in educational institutions especially the technical based education.

(ii) Managerial

1. This study will come out with strategy to develop the entrepreneur among KKTM Rembau students.
2. This study will act as guider to the top management of MARA and the management of KKTM Rembau in order to produce more entrepreneurs from the technical background students.

1.6 Scope and limitation of the study

This study has been conducted to the final year students of Kolej Kemahiran Tinggi MARA Rembau. There are 136 students will be the sample of the study because of Kolej Kemahiran Tinggi MARA Rembau only have that numbers as final year students. The questionnaires are distributed during students' free time. The students come from various faculties such as Media Digital Design, Furniture Design, Film and Animation Digital, Fashion Design and Interior Design will be participated in

this study. The students have been guided by the researcher in order to get the sincere and real data and information. The session takes four days because of every student have different free time.

1.7 Organization of Thesis

This study will be classified with five chapters. All chapters have the specification in order to achieve the objective or goals of the study. The five chapters are introduction. Literature review, research methodology, finding of study and the last part is discussion of the study.

The introduction part is a beginning part of the study. As a beginning, this part will guide or shape the reader from the general to a specific area in this study. This chapter will be divided into six parts which are background of the study, problem statement, and research question, research objectives, significant of study, scope and limitation and lastly is the conclusion. Background of study will focus on the basis of the total study. The main idea on this part is to give a clear picture of the situation and current picture. This part also show the idea of the study which is to find the answer for the tendency of final year students of KKTM Rembau towards entrepreneurship career.

The literature review needs to discuss thoroughly. The other studies that related to this study need to embed in this discussion. Any quotation from other researchers, the researcher for this study should state the name at the end of quotation. A Good discussion of the literature review focus on the sensitivity of the researchers on the

weakness or strength of a previous study in relation to the research that is being conducted. In this study, the research related is in the range of self-employed, entrepreneurship, planned behavior, perception, motivation, attitude and social support.

In the research methodology chapter, the researcher will focus on the way the study will be conducted. Cohen and Manion (1996) has define that methodology is the approach that has been use in the research to get the data and information. The data will be used to make the analysis and inference in order to get an answer in any study. The elements of the methodology part will explain the chapter 3 of this study.

In chapter four, the researcher will report on the result of the research. After all the information from respondents is received, the researcher will come out with statistic in tables. From the tables, researcher will do the analysis to get the conclusion.

In the discussion and result chapter, the content of this chapter closely related to the hypothesis that has been mention during the study started. In this stage, the researcher is free to give the evaluation and interpretation based on the finding and refers to the theories in the fields of study. Also, in this chapter, the researcher will give the suggestion to the bodies or parties that have the benefit in this study. Last but not least, the researcher will give the conclusion for this study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Chapter one describes the introduction parts that include significant of studies and the objectives of this study. In addition, the chapter also explains the definition of concepts and flow used in this study. Discussion and purpose of literature review is to look thoroughly at the objective and critical assessment of previous studies that have relation with a tendency to be an entrepreneur, whether it more influenced by the inner self, the environment or other factors. Ronstadt (1985) believe that most people, including an entrepreneur never thought of entrepreneurship as their career. There are only a small number of entrepreneurs who will know when they attend to the higher institution and pursue entrepreneurship as a key goal life. Meanwhile, there are only a few among them who start a business upon graduation. Entrepreneurs certainly had different visions and missions when running an entrepreneurial activity. Becoming a successful entrepreneur is not an easy, but not even something that might not be achieved. Therefore, it requires a sacrifice and consolidation of the various strengths held in order to fulfil the purpose of their participation in the world entrepreneurship (Ab. Aziz, 2003).

This chapter explores the literature on the perspective of entrepreneurship that related to the study. This chapter will be explaining on

- a. Intention to be Entrepreneur
- b. Internal factors
 - Motivation
 - Perception
 - Attitude
- c. External factors
 - Social Support Values
- d. Theory of Planned Behavior Theory
- e. Development Entrepreneurship Training (LPU)

2.2 Entrepreneur

The definition of entrepreneur has been clarified from several of perspectives based on the specialization. There are distinctions and similarities among all the definitions based on the perspective that has been viewed. From the ancient time, entrepreneur come from the French words which is "entreprendre" means "execute" (Kaplan, 2001). Specifically, Kaplan (2001) has defined that entrepreneur is person who are ready and very eager to invent a new concept to be established to the market. According to Bird (1988), entrepreneur is person that able to seek for the opportunity and have capability to establish the entity to get the chances.

What are the special criteria to be an entrepreneur? According to Kaplan and Warren (2007), entrepreneurs are eager to find a new opportunity and always think to find a new way to gain profits. The entrepreneurs have revolutionized the business model

and study on how to maximize the revenue. Both also see entrepreneur as a group of people that seeking for opportunities in several of fields. In general, the entrepreneur not only seeking for opportunities, but they work with the opportunity. The entrepreneurs only select the best opportunities. According to Stumpf and Tymon (2001), another synonym characteristic of entrepreneur is they are very creative and innovative. They are daring to break the rules and not restricted to support structure and the organization to influence their taught. The entrepreneur able to recognize the uniqueness and value added on the product, system or idea unordinary. The entrepreneur ready to bear a risk personally or as a business entity.

In the entrepreneur study, there are several of concept that related to the behavior (Douglas and Shepherd, 2002), tendency and interest (Bird and Jelinek, 1988; Auken and Stephens, 2006). The Entrepreneurial inclination studied because it has a significant impact in influencing a person's decision to become an entrepreneur. Other than that, according to Krueger and Carsrud (1993), the tendency formation of entrepreneur is depends on the behavior that reflects to the perception and believes of that person. This means that, believes of the person towards entrepreneurship career is important because of its influence their behavior. According Krueger, Reilly and Carsrud (2000), tendency is a best variable to measure the behavior especially when the behavior is unordinary.

2.3 Motivation

According to the Dictionary Hall, Third Edition (1996), motivation can be defined as a desire or intensity of a person who inspire to work or doing something in order to

achieve success. The second definition in the Dictionary Hall, Third Edition (1996), motivation is something that makes or induces a person to working or doing something with interest. They are 3 types of motivation which are intrinsic motivation, extrinsic motivation and self-regulation motivation. Intrinsic motivation is driven from internal factors like someone to do something is because of the benefits to themselves and others, and due to the moral and ethical (Peters 2000). In this study, intrinsic motivation plays the role to ensure students take a first step to be an entrepreneur. Extrinsic motivation is formed by stimulus externally in order to move the individual to perform activities to bring benefits to him. Extrinsic motivation can be stimulated in praise, incentives, gifts, grades, and creating an environment and climate environment to motivate people to move (Azizi 2005). In this study, extrinsic motivation related to the external factor that causes the students intent to be an entrepreneur. According to Pintrich (2000), Self-regulation is an active and constructive process where students set their goals, and then start to monitor, regulate and control cognition, motivation, and behavior, to lead on goals.

Herzberg, Mausner and Synderman (1959) have defined that two factors theory which are satisfaction (motivation) and dissatisfaction (hygiene). Motivation factor will give positive impact and vice versa. Plus, motivation factor relate to the intrinsic motivation and hygiene relate to the extrinsic motivation factor

Other than that, Yep Putih (1985) explains that entrepreneurial motivation is a powerful inducement or pressure on someone to be an entrepreneur. This is also proved by Johnson (1990), which found that of overall 23 studies, a total of 20

studies have relationships a positive association between motivation and entrepreneurship. On average, entrepreneurs show a high level of motivation than others. Motivation is an important factor in determining a person's level of excellence. Motivations that exist in a person, capable of inspiring, influencing and stimulate one's attitude to act in accordance with the goal that has been set up (Khaairudin Khalil 1996). Without motivation, someone will not be able to continue the struggle in whatever field of endeavor because of the role of motivation is to energize the behavior and enable individuals to make the right choice in choosing a particular goal (ZaidatulAkmaliah and Habibah, 1997).

2.4 Perception

Perception usually influenced by experienced, beliefs and expectations. Each perception is different based on the factors influenced. Perception can be changed if peoples change the view of experienced, core beliefs and the final expectations. Perception leads to the decision making and action taking. Perception can be defined as a process of select, manage and interpret the information to create the picture or thought (Kotler, 2000). Perception can be difference in two perspectives which are huge and narrow. The narrow perspective can be defined as how peoples look into something while huge perspective can be defined as how people look and describe it. Most of the people realize that the world is as seen is not always the same as reality, so different from the narrow approach, not just seeing things but more in the sense of something. (Leavitt, 2001).

Perception means of analysis on how to integrate our application to the things around individuals with the impressions or existing concepts, and further to identify the object. (Taniputera, 2005). From the all definition above, it can be concluded that perception is a process of how person selecting, organizing and interpreting information inputs and experiences that has been faced and then interpret them to create the whole picture means. Thoha (1993) argues that the general perception occurs because of two factors, namely internal and external factors. Internal factors come from within the individual, such as attitudes, habits, and willingness. While external factors are factors that related to the outside individual that includes the stimulus itself, both social and physical.

2.5 Attitude

According to social psychologists, behavior includes three main components, namely affective, behavior and cognitive (Rajecki, 1989). Affective component includes individual positive and negative emotions towards something which is how one's feelings against him. Behavioral component consists of a tendency or intends to act in certain behaviors associated with attitudes. The components of cognitive refer to the beliefs and thoughts that are held by a person of a given object. These three components are interconnected in this attitude and then function in the formation and consolidation of individual attitudes. Attitudes are formed from experience and perception of someone on something or phenomenon (Robbins, 1986).

According to Gasse (1982), entrepreneurial attitude or a tendency toward entrepreneurship is heavily influenced by the values of one's life is defined as the

general conception and contrived to influence the behavior of one (MEDEC, 1992). The value of life is a set of beliefs an environment that influence a person's thoughts of an idea and its views on others. Radzali (1991) stated that entrepreneurial attitudes have influenced entrepreneurial action and plays an important part in any entrepreneurship decision. Attitude to be an entrepreneur is a tendency to run risk (Zafir and Fazilah, 2003), the requirements for achieving (Johnson, 1990) and locus of control (Bonnett and Furnham, 1991). In addition, an individual to become an entrepreneur may be driven by factors egoistic. They have the ego to get something better from others and want to be a confident (Charles Banfe, 1991). Most of the previous studies show that positive attitudes play a role in influencing a person to be an entrepreneur. Actually, the most positive attitudes stems from the individuals themselves.

2.6 Social Support Values

Social support values can be expressed as elements that encourage someone to do something. In this study, social support value will be explained on the relations between support from the family, government policies, advisory committee from the Kolej Kemahiran Tinggi MARA and the firm of economy in the country to the intention to be entrepreneur. This is proven by statement made from Zafir and Fadzilah (2003) Women are said to hard to be a successful entrepreneur because they have a concern that there is a conflict between their roles as mothers at home and their role as entrepreneurs. Besides, this is supported by the existence of discrimination by some agencies and banks as well as the position of women as

second class. This shows that if, if someone is getting support from the family and industry, it is possible, more and more entrepreneurs will be born. It shows that social support from family, friends, government, industry and others environment are needed in order to encourage people to be a successful entrepreneur.

2.7 Planned Behavior Theory

Planned behavior theory has been used broadly especially to predict the human behavior towards their conduct. For instance, the lecturer wants to see how a student's attitude toward their areas of interest such as interest in music. This theory covered the individual behavior, subjective norms from those important to the individual and the notion of control behavior Ajzen (1991). According to Ajzen, the tendency of planned behavior theory is to see as an attempt to implement a plan to conduct in the real situation. These trends are considered as motivational factors that influence behavior, in which it shows how a person is willing to try, based on their efforts in the realization of a behavior. It also explains and predicts show the cultural and social environment can impact human behavior. Azjen (1991) relate the individual tendency as motivational factors that influence behavior, where the outcome is dependent on three main elements of the attitude towards behavior (personal values), which refers to the level of support for a behavior; subjective norms (social pressures felt either will do some thing or not) and the notion of control of behavior by looking at the extent to which the individual is able to control your behavior.

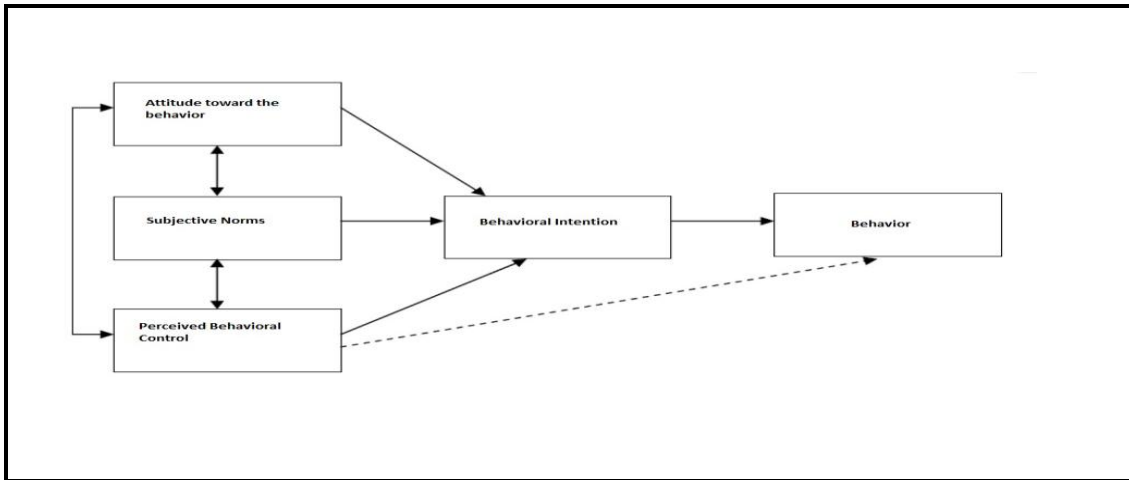


Figure 1
Planned Behavior Theory by Ajzen (1991)

Motivational concepts are difficult to understand because of its effects cannot be known directly. Motivation aspects related to the process of behavior motives that been determined by changes, interest, needs and goals. Based on planned behavior theory, motivational factors that were studied include personal interest or attitude toward the behavior, subjective norms and perceived behavioral control. Personal interest or attitude towards behavior are the factors in determined the behavior where the person able to give personal values whether its positive or negative in order to decide their future career (Ajzen, 1999, 2002). The environment plays the role to influence human action. In business world, SWOT analysis (Strength – Weakness – Opportunities – Threat) is often used to measure themselves in terms of their strengths and weaknesses as well as the environment in terms of opportunities and threats. In the business world, a SWOT analysis is often used to measure themselves in terms of their strengths and weaknesses as well as the environment in terms of opportunities and threats. In determining the direction of one's career, environmental factors include the social value approach have a strong influence on the decisions

made by the students (Linan 2007). Environmental factors are defined as factors that affect the social dynamics.

Demographic factors are often used in the study and helped to identify the profile of those surveyed. In this case, the profiles of those who have entrepreneurial tendency will be identified to understand the sample. Demographic factors identified are race, ethnicity, gender, family background, experience in the field of entrepreneurship and entrepreneurial courses attended. Researchers have found that 61.5% of those who tend to be entrepreneurs is coming from a family that has their own business and only 44.1% only are families who do not have a business background. Chien et al. (1996) concluded that family businesses have an influence on the tendency of students to start a business. In other words, family background had a great impact on a person's career choice for instance if a person has a family member or relatives who succeed in entrepreneurship, then without realizing that interest will be inherited. So, it can be concluded that a person who comes from a business family has a good potential to follow in the footsteps to be future entrepreneur.

2.8 Entrepreneurship Development Training (LPU)

In the process of producing successful entrepreneurs, training is one of the important components. Majlis Amanah Rakyat (MARA) was providing training and coaching programs for entrepreneurs. During that time, MARA has collaborated with The Ministry of Entrepreneurs and Cooperative Development (MeCD) and has shared the same goals together in order to produce more entrepreneurs in the country.

Entrepreneurship Development Training consists of three stages (MARA; MeCD, 1998). The first stage involves a program of cultivating entrepreneurial culture among students and students of higher education institutions (IPT). The second stage involves a basic business training that offered to those who are interested in becoming entrepreneurs while the third stage involves offering technical courses to improve performance and develop existing business.

Businesses are the main activities under this program in which all students will be offered a business to be manage in the campus premises. The lecturers will be acts as an advisor to guide participants in the business in terms of technical and management part. The second stage, the students is providing basic business training. In current economic situation, the government realized that graduates will difficult to get a job. To assist this group, MARA has taken the initiative to introduce a various scheme to help them to success in business. Below are the schemes that have been offered by MARA in order to stimulate peoples to choose entrepreneurs as career:

1. *Skim Pembiayaan Kontrak Ekspres (SPiKE)*
2. *Skim Jaminan Usahawan MARA (SJUM)*
3. *Skim Perniagaan MARA (Semai)*
4. *Skim Pembiayaan Peningkatan Perniagaan (SPPP)*
5. *Skim Penajaan Putra (PUTRA)*

The aim of all these schemes is providing exposure to graduate so they can start their own business in the future. Through this scheme, the participants are provided with training before they are able to be funded under suitable schemes. This is to ensure

they are competence in the industry. On a third phase is the performance improvement courses business. *Pusat Pembangunan Usahawan MARA (PUSMA)* was created in every state in Malaysia with the purpose of local facilities to enable entrepreneurs and potential entrepreneurs' to get business information, advisory services, reference materials, internet, and exhibition center facilities. The center serves as the focal point of the entrepreneurship activities.

2.9 Conclusion

As a whole, this chapter has discussed in more detail about the factors that led someone who are interested to jump into entrepreneurship field. The information obtained could support the findings later. The studies were conducted by international researchers also prove that ongoing studies are indeed very important and appropriate to conduct the study in Malaysia. Next, chapter three will discuss the methodology and methods used for this study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Research method can be defined as the way of a study undertaken. According to Azizi Yahya *et al.* (2006), methodology means the data processing procedures and how to answer the research questions, including hypothesis testing and it also can be defined as the entire process of a study. Through the use of appropriate methodology it will make sure the results are valid and reliable. Aspects are emphasized in this chapter are research framework, hypothesis, sampling, data collection, survey instrument, analysis methodology and research procedures. This chapter explains various procedures that were used to collect, measure, and analyze the data for this study. This chapter divided into eight sections: (i) research framework, (ii) hypothesis development, (iii) research population and sampling, (iv) data collection, (v) survey instrument, (vi) method of analysis and (vii) reliability

3.1 Research Framework

The research model is depicted in Figure 3.1. The model has shown the factors that influence someone to be an entrepreneur. The two factors are internal and external factors. Internal factor consist of behavior and self-motivation, whereby, external factor consist of social values, government support system and environment and lastly is Entrepreneurship Development Training that has been conducted by MARA.

All these factors are the potential courses on why someone to choose entrepreneurship as their future career. This study will look into the contribution of each factor to the final year students of KKTM Rembau towards becoming future entrepreneurs. Next, all these factors will be the independent variables. While, dependent variable is measure by the how much students that have their intention to be an entrepreneur when their completed their study. Through the factor testing in this study, the researcher can find out whether the factors are able to meet all the objectives required by the study.

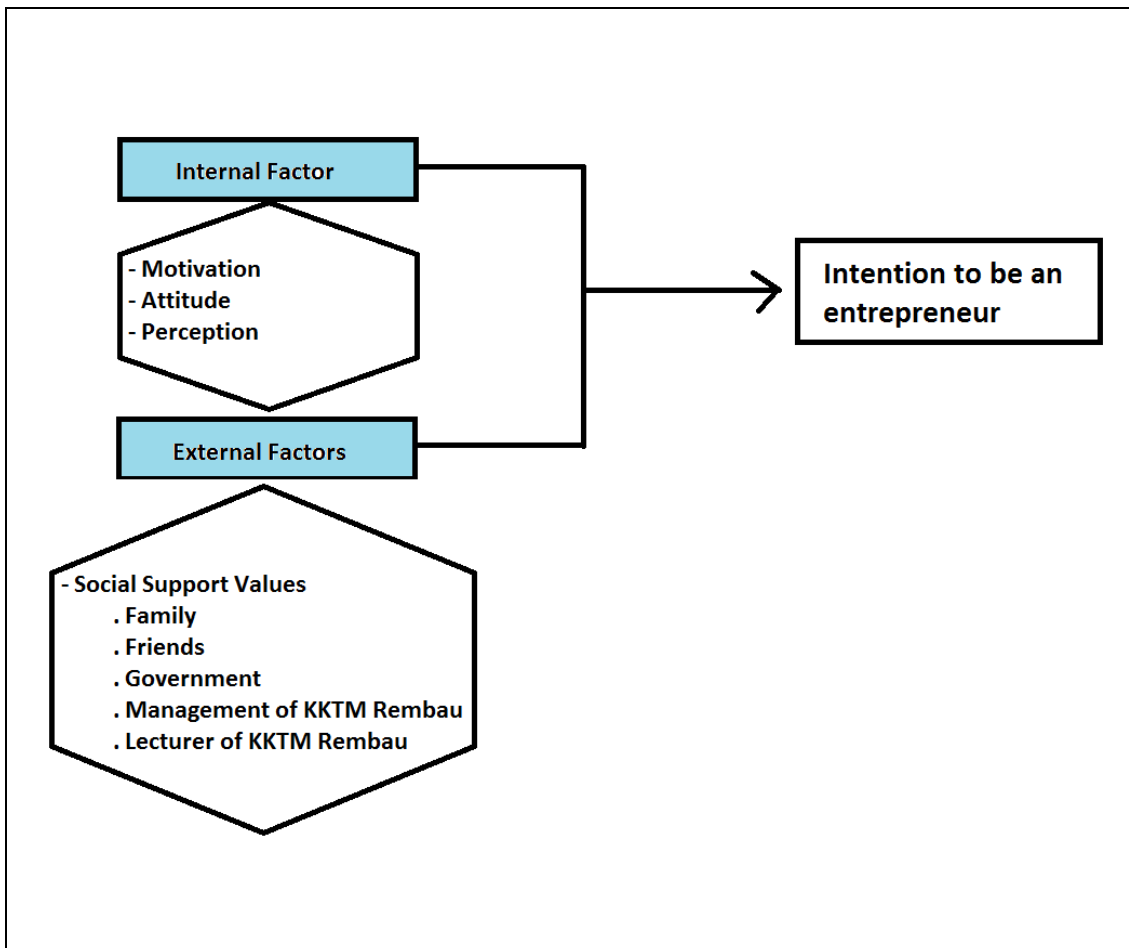


Figure 2
The Research Framework

3.2 Development of Hypothesis

Hypothesis is statements that to be verified the truth of the statement through study in order to validate (Roslim, 1990). The accuracy of the hypothesis would be known after the result of this study came out either the result will be accepted or rejected. This study involved the reading of literature review and observations as a source of hypothesis formation.

**H1: Perception is related to intention to be an entrepreneur among KKTM
Rembau students**

Once the students have good and positive perception towards entrepreneurship, it shows that they are interested being an entrepreneur. Basically there are many reasons why they look and give a positive perception towards entrepreneurship. One of it is environment.

**H2: Motivation is related to intention to be an entrepreneur among KKTM
Rembau students**

Having high self-motivation allows anyone made it through all the obstacles. Similarly happening in the world of entrepreneurship, motivational factors is a reason why people want to become entrepreneurs and willing to take business risk.

**H3: Attitude is related to intention to be an entrepreneur among KKTM
Rembau students**

Once the entrepreneurs have the positive attitude, it distinguishes them from the others. Have a good attitude will led them to face the risk successfully.

**H4: Social values support is related to intention to be an entrepreneur among
KKTM Rembau students**

Social support come from family support, family encouragement and support from KKMT Rembau. Support from those entities will drive students to be an entrepreneur in the future. The relation of these three elements will give good impact to KKTM Rembau in order to produce entrepreneur.

**H5: Internal (perception, motivation and attitude) and external factors
influence the intention to be an entrepreneur among KKTM Rembau
students**

Both factors give full of impact towards the intention to be an entrepreneur. These factors drives from the positive act from the values listed. If the respondent able to show all the positive values including internal and external, they will automatically have intention to be an entrepreneur.

3.3 Research Population and Sampling

According to Mohd Najid (2003) population is a group of individuals or an individual with object and it must have at least one feature in common between each other. To obtain data for this study, the population is from Kolej Kemahiran Tinggi MARA (KKTm) students all over the country which are come from batch of 2014 and they will expect to graduate in 2015. As a sampling purpose, the researcher set to choose KKTm Rembau students which are currently in batch 2014. Basically, they have same background which is arts and design and they come from various faculties such as Fashion Design, Media Digital, Film and Animation, Interior Design and Furniture Design. At this time, all students have their aims or target after they completed their study in KKTm Rembau. Beside, all the students have taken entrepreneurship subject as necessary to complete their study. Total samplings are 100 peoples. To ensure opportunity for every individual in the population has an equal chance to involve in this research, the sample selection is through random selection. The sampling will be randomly chosen and the sample will come from 20 students from each faculty and the total sample is 100 students. By using random sampling, a result of the study will be generalized to the general population. Opportunity for selected elements is clear and can be counted.

3.4 Data Collection

The method of obtaining data through a questionnaire is an efficient method of data collection mechanisms. This is because researchers know the information required and how to measure the variables identified. Research design includes several

choices of rational decisions, which are presented in easy to understand. Thus, a quantitative study has taken into account the important aspects in the design of the study to allow findings used to describe the phenomenon under study (Syed, 1992).

The data collection for this study is collected from the respondent by using structured questionnaires. A total of 100 sets of questionnaires for the study were distributed to the respondents by hands or face to face. The data collection procedures began in 2nd of March until 5th of March 2014. Initially, the respondents will be gathered at one hall in specific date and place according to faculty to distribute a copy of questionnaires. After the respondents complete answered the question, research assistant will collect the questionnaires from them.

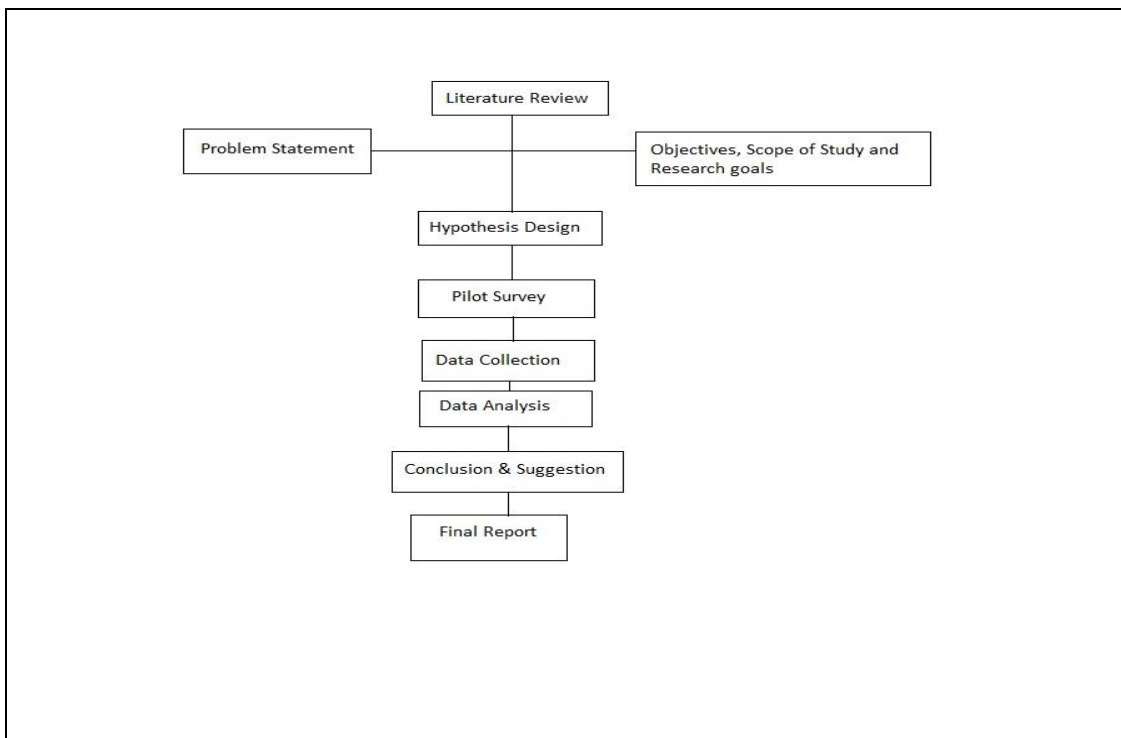


Figure 3
Flow Chart of Research Process

3.5 Survey Instrument

A questionnaire is a set of questions was developed and distributed to respondents to answer. A questionnaire is an appropriate data collection tools when the researcher knows precisely what exactly they need and how to keep the variables to be studied (Sekaran, 2003).

Questions in the questionnaire should be able to translate the objectives of the study to the specific questions and answers provided by the respondent. In order to ensure this session to be smooth, the questionnaire has been adopted from the study conducted by Hassan Bin Mohd Osman (2007) – “Faktor-faktor yang mendorong graduan Universiti Teknologi Malaysia Menceburi bidang keusahawanan”. The answers should be able to provide data required for testing hypotheses of the study. In addition, the questionnaires used should be able to motivate the respondent to provide the necessary data. The questionnaire consists of 6 parts, part A, B, C, D, E and F.

PART A: Demography

Part A consists of four items related to the respondent's background. The option to answer the questions in this section is designed using a nominal scale which is respondents are required to fill the empty space and mark (/) or (x) in the box provided. What are needed are the gender, program, age and the experience towards entrepreneurship.

PART B: Perception

Part B consists of items related to the perception of KKTMM Rembau students towards entrepreneurship. There are nine items including in this section. All items asked in positive methods. Every single item is using Likert scale with 5 different levels in order to show the level of agreement and it will test from the level of strongly disagree to strongly agree. Likert scale Likert scale is said to have a high degree of reliability and has advantages over other scales.

PART C: Source of Motivation

Part C consist of 12 items interrelated to the source of motivation. Motivation can be divided into two items which are intrinsic and extrinsic motivation. Intrinsic motivation refers to motivation that is driven by an interest or enjoyment in the task itself, and exists within the individual rather than relying on external pressures or a desire for reward. Extrinsic motivation refers to the performance of an activity in order to attain an outcome, whether or not that activity is also intrinsically motivated. Extrinsic motivation comes from outside of the individual. So, this section tested the respondents wheter they have source of motivation or not to be an entrepreneur. Every single item is using Likert scale with 5 different levels in order to show the level of agreement and it will test from the level of strongly disagree to strongly agree. Likert scale Likert scale is said to have a high degree of reliability and has advantages over other scales.

PART D: Attitude

Parts D consist of 6 items that related to the attitude. In this section, respondents has been tested on attitude plays an important roles in order to determine respondents' career in future. Good attitude towards entrepreneurship will drive the respondents to be an entrepreneur. In this section will ask about the creativity level and the passionate to be an entrepreneur. Every single item is using Likert scale with 5 different levels in order to show the level of agreement and it will test from the level of strongly disagree to strongly agree. Likert scale Likert scale is said to have a high degree of reliability and has advantages over other scales.

PART E: Social Support

Parts E consist of 9 items where it related to the question of social support. In this part social support has been asked on a perspective of friend's perception if respondents choose entrepreneur as career, government support system and family members support. Respondents that have support from all perspective will get more motivation value to pursue their desire to be an entrepreneur. Every single item is using Likert scale with 5 different levels in order to show the level of agreement and it will test from the level of strongly disagree to strongly agree. Likert scale Likert scale is said to have a high degree of reliability and has advantages over other scales.

PART F: Intention to be an entrepreneur

Part F consists of 9 items which are related to intention to be entrepreneur. The items are tested the respondent in what way they can involve in the entrepreneurship career. The question will ask from the perspective internal and external factor. From the outcome, it shows the surface picture of the study. Every single item is using likert scale with different levels in order to show the level of agreement and it will test from the level of strongly disagree to strongly agree. Likert scale is said to have a high degree of reliability and has advantages over other scales.

3.6 Method of Data Analysis

Data analysis is a method of collecting, processing, computation, and data storage. The purpose of data analysis is to obtain the outcomes and results of the study to be useful and meaningful information. The data gathered will be analyzed to be important information. The information and data obtained from the questionnaires will be analyzed quantitatively. Qualitative analysis was used to analyze the data from the open questions in the questionnaire. Descriptive data analysis was also made for the collection, compilation and presentation of data by looking at the frequency distribution. There are three ways measurement of average, mean, median and mode. Measurement of dispersion is the variance, range and standard deviation (Uma Sekaran, 2003).

Data from the questionnaires will be analyzed using the Statistical Package for Social Sciences (SPSS) version 12.0. This software issued determines average, mean,

median and mode and from the information the data will be analyzed to get the information and profile of the respondents. Only item on Part A is analyzed based on the frequency and percentage. Frequency is obtained by finding the total score for all questions in the categories sought by each respondent.

For part B, C, D, E and F the scores items were analyzed using frequency (f), percentage (%) and the mean by calculating descriptive statistics. To make data analysis process easy, researchers have classified a Likert scale into five categories in order to make a comparison. Below, shows the classification of likert scale scores.



Figure 4:
Likert Scale

Table 1 below shows the classification of the respondents based on mean scores. By set the range of 1:00 to 2:33 is low or poor level of evaluation while the range is in the range of 2:34 to 3.67 is moderate degree of judgment and a high degree of judgment or good is between 3.68 and 5.00.

Table 1*Classification of The Respondents based on mean score*

Mean Scale	Level
1.00 - 2.33	Low
2.34 - 3.67	Moderate
3.68 - 5.00	High

3.7 Reliability and Pilot Test

According to Parasuraman (1991) a pilot survey is a form of pre-study performed on a number of individual respondents or be able to demonstrate whether there is any form of deficiency to the instrument that has been built. In other words, the purpose of the pilot test was performed to determine whether instrument can provide data finding as the research objective. In additionally, via pilot test, any problems on the instrument can be traced and corrected before the actual research done.

Therefore, a pilot test to determine the level of reliability questionnaire was conducted. The pilot test was done to take three weeks' time and involves the distribution and collection of sets of data. There are 10 students from Kolej Komuniti Rembau was selected to answer the set of question. Through this research, the researcher can determine whether respondents have difficulty in answering the question or not. All the students has return back the answer script and none of the respondents who experienced problems answer and understand the questions that have been given.

Furthermore, all 10 sets of questionnaires will be tested with Cronbach Alpha method for seeing the value of reliability. According to Uma Sekaran (2003) questionnaire that was tested by the Cronbach Alpha and get the at least 0.7 ($\alpha = 0.7$), it shows that questionnaire is consistent reliability.

Reliability was carried out for each variable: Factors and perception towards entrepreneurs depending. The result of the reliability test is shown in the Table 2 below.

Table 2
Values of Cronbach Alpha of Research Construct

Construct	α- Values	Number of Items (n)
Perception	.887	9
Motivation	.982	12
Attitude	.985	6
Social Support	.992	9
Intention	.877	9

The findings of the pilot study showed that the Alpha value for each driving factor is more than the value of 0.7. So, all items have high reliability. Thus, all of the questionnaire items are received and there is no item question questionnaires were dropped.

3.8 Conclusion

The study involved a number of methods to collect and analyze data to meets the requirements of the study. The data obtained from the primary data and secondary data has been analyzed via quantitative analysis. For this study, researcher has

chosen students of Kolej Kemahiran Tinggi MARA Rembau as sample to the study. Researchers identify respondents who meet the requirements of the subject's profile to be studied. It takes two months of process in identifying and distributing questionnaires to the respondents.

Plus, this chapter explained the methodology used to analyze the data. Reliability analysis was also carried out. In addition, a statistical analysis namely descriptive analysis and correlation analysis were also undertaken. Also this chapter showed the framework for analysis, design of the research instrument to evaluate the relationship between the factors and the perception towards entrepreneurship. Next, Chapter 4 will discuss the findings of the study through the process of data analysis.

CHAPTER FOUR

FINDINGS

4.0 Introduction

This chapter discusses the result of the study. This chapter divided into 2 sections. The first section discusses on the background of the respondents. The second section discusses on the findings of the study. On second section will be discussed on the finding of perception, motivation, behavior and the social support. The purpose of this study is to examine the relationship between the perception, motivational factors, attitude and social supports aspects towards entrepreneurship career. This research has been tested to test the final year's students of KKTM Rembau on their perception, the motivational aspects if they want to be entrepreneur, their attitude and lastly the study will focus on the support from the parties around the students such as family's members, lecturers, friends and government.

4.1 Reliability Analysis

The reliability analysis is also being carried out on the actual data collected. The purpose is to identify the level of reliability on the data collected. A comparison of the reliability results is shown in the following table

Table 4.1*Results of Reliability Test on Actual Data Collected*

Construct	α- Values (before)	α- Values (after)	Number of Items (n)
Perception	.887	.779	9
Motivation	.982	.843	12
Attitude	.985	.838	6
Social Support	.992	.523	9
Intention	.877	.843	9

From 136 form of questionnaire has been distributed, 100 has been collected. Above is the alpha value. It shows that the value give the picture of high value of reliability except for social support which is the lowest 0.523 but still in moderate level.

Comparison between two alpha values shows that there is slightly decreasing on the alpha value. But the range of alpha is still on the consistent reliability. According to Uma Sekaran (2003) questionnaire that was tested by the Cronbach Alpha and get the at least 0.7 ($\alpha = 0.7$), it shows that questionnaire is consistent reliability.

4.2 Descriptive Analysis

On this chapter, all the data will be analyzed to get a result. One of the methods is descriptive analysis. Basically, descriptive analysis is tool to describe or summarize data in ways that are meaningful and useful. The word 'data' refers to the information that has been collected from the respondent. There are many tools consider as descriptive analysis such as mean, median, mode, range, standard deviation and percentage. From the raw data, researcher will transforms the data into a descriptive form.

Table 3
Respondents' Background

Respondents' Background (N = 100)		
	F	%
Gender		
Male	50	50
Female	50	50
Program		
Dip. In Media Digital Design	26	26
Dip. In Furniture Design	20	20
Dip. In Film And Digital Animation	17	17
Dip. In Fashion Design	20	20
Dip. In Interior Design	17	17
Age		
18-19 Years	3	3
20-21 Years	38	38
22-23 Years	39	39
24 Years Above	20	20
Experience		
Yes	39	39
No	61	61

Table 3 shows the background of the respondents that has been analysed to get the data. The table shows, the respondents are balance with 50 respondents are male and another 50 are female. The percentage had shown 50% for male and 50% for female respondents. The possibility of this situation occurs because of the different between female and male students are not much. Next, the table also showing the program has been taken by the respondents. As mention earlier, Kolej Kemahiran Tinggi MARA Rembau offered program based on art and design. So, there are 5 program offered consists of media digital design, film and digital animation, interior design, fashion design and furniture design. All programs offered at diploma level. From the table 3, It shown that the respondents from Diploma in Media digital design is 26 persons

brings 26% from the total respondents, Diploma in Furniture Design is 20 persons brings 20%, Diploma in Digital Film and Animation is 17 persons brings 17%, Diploma in Fashion Design is 20 person brings 20% and lastly Diploma in Interior design is 17 persons brings 17% from the total respondents.

As the Kolej Kemahiran Tinggi MARA Rembau offers diploma programs level, so the students get into college is usually is SPM leavers or certificates from any institution. So, their age range is 18 years to 28 years. However, the majority of Kolej Kemahiran Tinggi MARA students are age from 20 years to 24 years. In this questionnaire, researchers use age range 18 years to 24 years considering the fact that the majority of the respondents are in that range. Figure 6 shows that there are only 3 person in the range of 18 to 19 years brings 3%, 20 to 21 years, 38 persons brings 38%, 22 to 23 years, 39 persons brings 39% and 24 years above 20 persons brings 20%.

According to business dictionary, experience can be define as familiarity with a skill or field of knowledge acquired over months or years of actual practice and which, presumably, has resulted in superior understanding or mastery. So, it is important if someone have an experience in business compare to others. But, normally success experiece will drive the students to be an entrepreneur and if the students have a bad experience, it will influence them in order to choose entrepreneur as career. Based on figure 6, from the 100 respondents 39 from them have the experience in entrepreneurship or business before entering the institutional and another 61 person have no experience in entrepreneurship.

4.2.1 Intention

In this part, researcher tries to find the ‘spark’ factor on why the final year students have their intention to the entrepreneurship career. The data as below:

Table 4
Descriptive Analysis on Students’ Intention

	N	Mean
1. I want to be an entrepreneur	100	2.10
2. My ambition is to be an entrepreneur	100	3.83
3. Role plays by family members caused me to become an entrepreneur	100	4.00
4. Role plays by lecturer of KKTM Rembau caused me to become an entrepreneur	100	3.85
5. Role plays by the management of KKTM Rembau caused me to become an entrepreneur	100	2.90
6. Role plays by the government of Malaysia caused me to become an entrepreneur	100	4.13
7. My friends will give moral support when I face problem in business	100	3.76
8. My culture in my country encourage people to involve in business	100	3.84
9. Management of KKTM Rembau will give full support if I want to be an entrepreneur	100	2.53
Average Mean		3.44

In this section, 9 items will be asked regarding respondents' intention to be an entrepreneur. The items will be asked on the support factors that influence the respondents to have an intention to be an entrepreneur. Based on mean scale, items that showed low levels were within the range of 1.00 to 2.32 and 2.34 to 3.67 is moderate while high levels are within the 3.68 to 5.00

Based on the table, the highest mean score by role plays by the government of Malaysia. The assumption comes because of too many programs or campaign done by the government via several of government department to encourage people to jump into entrepreneurship career and start creating jobs. But, on this tables show that the respondents are intent to be entrepreneur because of their ambition but on the present they are not interested on entrepreneurship. It shows on the data that only 2.10 score for “I want to be entrepreneur” but 3.83 for “my ambition is to be an entrepreneur. It shows that, respondent are intent and ready to be entrepreneur but because of a factor, they will think twice.

4.2.2 Perception

In this section, the researcher will show the importance of the perception towards entrepreneurship as a career. Positive perception will encourage final year students to choose entrepreneurship as a career. This is because the perception will influence the tendency of thinking about things.

In this section, 9 items will be asked regarding respondents' perceptions of entrepreneurship. The items will be asked on the interest, ambitions, direction, ideas, opportunity and the advantage of entrepreneurship. Based on mean scale, items that showed low levels were within the range of 1.00 to 2.32 and 2.34 to 3.67 is moderate while high levels are within the 3.68 to 5.00

Table 5
Descriptive Analysis on Students' Perception

	N	Mean
1. Entrepreneurship career interest me	100	4.02
2. To be rich, I must become an entrepreneur	100	4.43
3. To be successful person, I have to become entrepreneur	100	3.78
4. I'm interested to start a business after graduation	100	3.84
5. Entrepreneurship is a ultimate choice for my career	100	3.63
6. I have many ideas for doing business	100	3.70
7. I have opportunity to participate in business	100	3.67
8. Being an entrepreneur is a pleasure for me	100	3.64
9. Entrepreneur give good than harm	100	4.03
Average Mean		3.86

Table 5 show the perception of KKTM Rembau's students towards entrepreneurial career that has been asked through the questionnaire. The items are developed based on the positive perspective and to test the respondents' tendency towards entrepreneurship. Based on the question, the respondent will be tested with the perception test and it is divided into sections consists of career path, the future, the opportunity to start a business and the rewards of benefits of owned a business. Based on the mean, the results showed, the respondents have a positive perception toward entrepreneurship career where the highest mean is 4.43. It shows that, the respondents' assume to be rich they need to own a business.

4.2.3 Motivation

In this section, the researcher will examine the contribution of motivational factors for respondents' tendency to entrepreneurship as a career. Motivating factor is important because it will encourage respondents to choose a career of interest. In the

proposed research questions, researchers gave 12 item questions to be answered to determine whether motivational factors play a role against the tendency of entrepreneurial career choice. In the questionnaire, the motivating factor is divided into direction or destiny of the respondents. In addition, the question also will focused in terms of respondents' target and also a source of motivation that contributed by the family members and the success of others. Based on mean scale, items that showed low levels were within the range of 1.00 to 2.32 and 2.34 to 3.67 are moderate while high levels are within the 3.68 to 5.00. Below is a Table 4.4 that shows the result of motivation.

Table 6
Descriptive Analysis on Students' Motivation

	N	Mean
1. Want to achieve the ambitions to become an entrepreneur	100	3.82
2. Want to get rich and enjoy the luxury lifestyle	100	3.88
3. Would like to offer service to the community	100	3.97
4. Want to do charity work by using profits earned	100	3.80
5. I want to prove that I can succeed by engaging in entrepreneurial	100	4.03
6. I want to be independent and do not like to work for wages	100	3.99
7. Limited employability	100	3.61
8. Entrepreneurship seminar enlighten me to become an entrepreneur	100	4.03
9. Family members and friends encourage me to go into business	100	3.92
10. Entrepreneurship will helps my family	100	4.19
11. Get an opportunity to start a business	100	4.04
12. Stimulated from others people success	100	3.92
Average Mean		3.93

Table 6 show the motivational elements that encourage students or respondents to get involve in entrepreneurship career. The elements have been developed based on the future direction of respondents, respondents' intention and source of motivation. Source of motivation can be divided into two parts which are stimulated from inner self, government policies and family background. After the result ready, the average of mean is 3.93 and it is slightly high. The highest element is entrepreneurship will help family with mean 4.19. Respondent believes that if only entrepreneurship can guarantee a happy future family. Entrepreneurship will give the benefits to help the family to live joyfully

The lowest element goes to limited employability which brings 3.61. Based on rate level that has been stated before, mean 3.61 falls under moderate. This is show that the respondents are not totally agreed that by choosing entrepreneurship career because of they are not acceptable in industry. They believe, with the skills acquire, they were get a job after finished their study. Deep interest in entrepreneurship is a factor that influences respondents to choose entrepreneur as a career rather that to be wages earner.

4.2.4 Attitude

In this section, the researcher wants to study the contribution of the students' attitude towards entrepreneurial career. Attitude directed towards entrepreneurial characteristics will help students to continue to be an entrepreneur. In this section, the respondent must answer six items which may include some basic characteristics of an entrepreneur. Respondents should evaluate the characteristics of entrepreneurs

that available in themselves. The elements that have been asked are related to the ability, risk, and creativity, independent, smart in seeking opportunity and the passion towards the business. The researcher expects that after the respondent finished answering the questionnaire, the result will show the level of behavior that they have. As mention before, behavior play important roles to determine the direction of future career. Table 7 shows the results of the questionnaire after researchers conducted questionnaires by using the questionnaire that has been developed.

Table 7
Descriptive Analysis on Students' Attitude

	N	Mean
1. I believe in my ability to be an entrepreneur	100	3.86
2. I dare to bear an entrepreneurship risk because risk will encourage me to continuously seeking for success	100	3.93
3. I am creative person and always to be different from others	100	3.88
4. I love to be independent by have my own business	100	3.95
5. I am very smart for seeking opportunity to develop a business	100	3.74
6. I am very passionate about the business that I operate	100	3.96
Average Mean		3.89

Table 7 shows the attitude element that has been questioned in the set of questionnaires distributed by the researchers. There are six items that are given to the respondents to identify the level of behavior that tends toward entrepreneurship. From the items that has been tested, the higher mean is 3.96 which is “I am very passionate about business that I operate”. From this point of view, the respondents

are agreeing that they are very passion on business if they will give the opportunity to manage a business. Passionate is an important elements to ensure the continuity of the business.

The lowest mean goes to “I am very smart for seeking opportunity to develop a business” brings 3.74. Even the mean value is lowest in the table, but the range is still in higher range. This element to be the lowest since the possibility of a lack of experience in running a business and the respondent was not so confident at the beginning of the business if given an opportunity. Other than that, respondents have no experience in develop the business networking and this is the factor why the mean in this statement is a little bit low. Basically, all the possibility can overcome by start to run a business and the will develop a successful business partly. In overall, the average mean 3.89 is still in higher range. Table 4.4 shows that the respondents have positive behaviors that lead to entrepreneurial career

4.2.5 Social Support Values

Social support can be described as values that encourage someone to something. In this section, the researcher will test the respondents’ social support in order to become an entrepreneur. In this questionnaire, researcher will asked the social support from the perspectives of respondents’ friends, family members, classmates, lecturer, culture in the country and the management of KKTM Rembau. Support from those parties is very important because of roles play by them will encourage the respondents to be an entrepreneurs. Table 8 shows the result on the social support.

The researcher has distributed 100 pieces of questionnaire to the selected respondents to be answered.

Table 8
Descriptive Analysis on Students Social Support

	N	Mean
1. I have friends that involve in entrepreneurship fields	100	2.32
2. My friends will agreed with me if I decided to open up a business	100	2.60
3. My family members will agreed with me if I decided to open up a business	100	1.72
4. My classmates will agreed with me if I decided to open up a business	100	3.48
5. My family members will provide a start up capital to start a business	100	2.20
6. My lecturer will guide me on how to be a success entrepreneur	100	3.93
7. My friends will give moral support when I face the problem in business	100	3.89
8. Culture in my country encourage people to involve in business	100	2.87
9. The management of KKTM Rembau will give full of support if I want to be an entrepreneur	100	1.90
Average Mean		2.49

Table 8 shows the result of social support that has been questioned in the set of questionnaire. There are nine items that has been asked. Basically, the average of mean is 2.49 which are in lower class. The highest item goes to “my lecturer will guide me on how to be a successful entrepreneur” which brings 3.93 mean. Although these items became the highest, but it is still in the moderate level. This means that respondents’ thought, among the entire tested item, lecturers are helpful in terms of social support. In a real situation, KKTM Rembau students will take two subjects

related to entrepreneurship during semester 4 and 5. This will be direct contact between students and lecturers and student will be guided by the lecturer if students remain interested in entrepreneurship.

The lowest item goes to “The management of Kolej Kemahiran Tinggi MARA Rembau will give full of support if I want to be an entrepreneur” brings only 1.90. The respondents thought, the management of Kolej Kemahiran Tinggi MARA Rembau have not given the full of support in producing a entrepreneurs among the students. But, as mentioned early, Kolej Kemahiran Tinggi MARA Rembau is very passion on producing the new entrepreneurs from the ex-students of Kolej Kemahiran Tinggi MARA Rembau. The possible factors are due to lack of equipment, business space and facilities provided that cause of fewer respondents thought that the management of Kolej Kemahiran Tinggi MARA Rembau gives less support to the producing of entrepreneurs. Other than that, there is no standard operation procedure to threat students or ex-students that interested to be an entrepreneur. For instance, if there any students come and admit to be an entrepreneur, the management team is not able to handle the students because there is no standard operation procedure. This action drive the result as showed.

As overall, average mean 2.49 is slightly lower. There is a probability that the only factor that contributed to the lack of entrepreneurs born from Kolej Kemahiran Tinggi MARA Rembau.

Table 9
Average Mean for Descriptive Analysis

	Average mean
Dependent Variable	
Intention	3.44
Independent Variables	
1. Perception	3.86
2. Behavior	3.93
3. Motivation	3.89
4. Social Support	2.49
Overall Average Mean	3.52

Refer to Table 9, the table show the overall result after the data has been analyzed. The data has been analyzed by using analysis descriptive. From the four items, the highest average mean goes to motivation elements. This result shows that the respondents are very eager and excited to start up a business base on their motivation factors. The lowest average mean goes to social support. Social support only has 2.49 which is in lower range. From the result, it shows that the respondents have less support to open up their business. It might be the reason why most students of KKTM Rembau are refusing to choose entrepreneurship as their career.

4.3 Inferential Analysis

Two types of analysis are carried out for the inferential analysis namely the correlation analysis and regression analysis. The discussion will focus on the correlation analysis for each construct and all construct as a whole.

4.3.1 Correlation Analysis

The objective of this study was to further examine the relationship between each of the factors consist of motivation, attitudes, perceptions and social values support towards the intention to be an entrepreneur. Therefore, Guilford's Rule of Thumbs (Sekaran, 2003) is used to interpret the relationship that exists between the dependent variable items which is intention to be entrepreneur and independent variables which are the factors to be an entrepreneur. Correlation could indicate the direction and strength of the relationship that exists between a factor and intention to be an entrepreneur.

Based Table 10 below, the correlation coefficient provides an overview of the strength of the relationship between the factors with the intention to become an entrepreneur. For example, the correlation coefficient values 1.0 indicate that there is a strong positive correlation, while the correlation coefficient shows values from 0.01 to 0.30 showed a positive correlation, but weak. The correlation coefficient has a positive value indicates there is a direct relationship between the independent and dependent variables. If the correlation coefficient indicates a negative value then the relationship between the dependent and independent variables is an inverse relationship.

Table 10
Correlation Coefficient Table

Correlation coefficient table (r)	Strength of relationship
< 0.20	Negligible
0.20 – 0.40	Low
0.41 – 0.70	Moderate
0.71 – 0.90	High
> 0.90	Very High

Table 11
Correlation Analysis Results

		Correlations					
		Intention	Perception	Motivation	Behaviour	SocialValues	Overall
Intention	Pearson Correlation	1	.148	.400**	.350**	-.067	.348**
	Sig. (2-tailed)		.142	.000	.000	.505	.000
	N	100	100	100	100	100	100
Perception	Pearson Correlation	.148	1	.491**	.503**	-.050	.653**
	Sig. (2-tailed)	.142		.000	.000	.624	.000
	N	100	100	100	100	100	100
Motivation	Pearson Correlation	.400**	.491**	1	.782**	.064	.897**
	Sig. (2-tailed)	.000	.000		.000	.524	.000
	N	100	100	100	100	100	100
Behaviour	Pearson Correlation	.350**	.503**	.782**	1	.113	.929**
	Sig. (2-tailed)	.000	.000	.000		.263	.000
	N	100	100	100	100	100	100
SocialValues	Pearson Correlation	-.067	-.050	.064	.113	1	.255*
	Sig. (2-tailed)	.505	.624	.524	.263		.010
	N	100	100	100	100	100	100
Overall	Pearson Correlation	.348**	.653**	.897**	.929**	.255*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.010	
	N	100	100	100	100	100	100

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

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

Table 12*Summary of Correlation Analysis Results*

	Perception	Motivation	Attitude	Social Values	Overall
Intention	.148	.400**	.350**	-.067	.348**
Strength of Relationship	Negligible	Low	Low	Negligible	Low

Based on table 12, correlation analysis show the higher correlation is between Intention and Motivation ($r = 0.400$). The table also show the relationship between social values and intention that show the negative value. An inverse relationship show that they move in opposite directions. In an inverse correlation with variables A and B, as A increases, B would decrease and as A decreases, B would increase. In statistical terminology, an inverse correlation is signified by the correlation coefficient r having a value between -1 and 0 , with $r = -1$ indicating perfect inverse correlation. From the perspective of relationship, the table show that the relationship between dependent and independent variables is low while perception and social values are negligible.

4.3.2 Regression Analysis

Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modelling and analysing several variables (Othman, 2001). Basically regression analysis is necessary to predict a continuous dependent variable.

Other than that, regression analysis is used for looking a missing data. If there are too many data missing in a variable, the researcher will decide to not include the variable into analysis. Below is a table that show the regression on individual construct:

Table 13
Regression Analysis on Individual Construct

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.424 ^a	.180	.146	.61778

a. Predictors: (Constant), Social Values, Perception, Motivation, Behaviour

Based on Table 13 above, the selection of independent variables namely: social values, perception, motivation and behaviour could only explain 18 per cent (R^2 0.180, Adjusted R^2 0.146) towards the intention to be an entrepreneur among the respondents. The influence of the independent variable is considered weak towards the intention to be an entrepreneur among the respondents. It is strongly recommended that the selection of independent variables should be reconsidered in future studies.

4.4 Summary of Hypotheses

From five hypothesis, three of them are accepted but in low level of relationship. Table 14 shows the summary of the hypothesis.

Table 14
Summary of Hypotheses Results

Hypotheses	Results
H1: Perception is related to intention to be an entrepreneur among KKTM Rembau students	Not Accepted
H2: Motivation is related to intention to be an entrepreneur among KKTM Rembau students	Accepted (low)
H3: Attitude is related to intention to be an entrepreneur among KKTM Rembau students	Not Accepted
H4: Social values support is related to intention to be an entrepreneur among KKTM Rembau students	Accepted (low)
H5: Internal (perception, motivation and attitude) and external factors influence the intention to be an entrepreneur among KKTM Rembau students	Accepted (low)

4.5 Conclusion

This chapter explain the result of statistical analysis. The result comprised a background of the respondents, mean and average for the motivation, perception behaviour, social values and intention. In addition the result of the correlation between the independent and dependent variables are also provided.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.0 Introduction

Chapter Five will present the result which was presented in the chapter 4. The content on this chapter will be divided into 4 sections where first section focuses on the discussion of the research result. On the second section will focus on the implication of the study. The third section will be focus on the limitation and further direction for future research and lastly on the fourth section will be focusing on conclusion of the study.

5.1 Discussion

The main idea of this study is to determine the tendency factors towards entrepreneurship career among final year students of Kolej Kemahiran Tinggi MARA Rembau, Negeri Sembilan. The objectives of this study are:

1. To investigate the relationship of internal factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.
2. To investigate the relationship of external factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.

3. To identify relationship between internal factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.
4. To identify the relationship of external factors and the intention to be an entrepreneur among Kolej Kemahiran Tinggi MARA Rembau final year students.

Internal factors consist of motivation, attitude and perception while external factor consist of social support values.

5.1.1 Internal Factors

5.1.1.1 Motivation

Motivation is a first factor that included into internal factors. Among of the motivation items, the highest score of mean are entrepreneurship will helps my family and get an opportunity to start a business (4.19), (4.04). These two elements contribute to relation between motivation and intention to be an entrepreneur.

5.1.1.2 Attitude

Attitude is a second factor that included on internal factors. There are six items consists on the attitude factors. Among the items, the highest score is “I

am very passionate about the business that I operate” (3.96). This shows that, the respondents are eager to operate the business that they really interested. This item has a relation to the intention to an entrepreneur if they are offered to run the business of their choice.

5.1.1.3 Perception

Perception is a third factor in an internal factor. There are nine items but among the items, the highest score is “to be rich, I must become an entrepreneur” (4.43). Most respondents are agreeing that to be rich they must be an entrepreneur. Also, the respondents show the positive perception towards being an entrepreneur.

5.1.2 External Factor

5.1.2.1 Social Support values

Basically social support values are related to the environment that supported the respondents towards entrepreneurship career. Researcher considers the support from friends, family, classmates, lecturer, government and the management of KKTM Rembau. Among the items, the highest mean is “My lecturer will guide me on how to be a success entrepreneur” (3.93). Average mean in social support values is 2.49 showing that mostly the respondents are giving the lower score for social support values.

5.1.3 Relationship between Motivation and Intention to be an Entrepreneur

Relationship between motivation and intention to be an entrepreneur showing the result of $r=0.400$. The result is the higher result compared to the other factor. The result suggests that among the factor, motivation is the higher result and showing the stronger relationship.

5.1.4 Relationship between Attitude and Intention to be an Entrepreneur

The correlation score between attitude and intention to be entrepreneur is shown in table 4.10. The table shows that $r=0.350$. The result is still in positive value. Nevertheless the result indicates there is a positive relation between attitude and intention to be entrepreneur although it is a weak relationship.

5.1.5 Relationship between Perception and Intention to be an Entrepreneur

The correlation score between perception and intention to be entrepreneurship shown in table 4.10. As shown in the table, the items recorded positive relationship between perception and intention to be an entrepreneur. The respondents giving the high feedback on the item “to be rich, I must become an entrepreneur” with mean score 4.43.

Actually, respondents have a positive perception on entrepreneurship career based on the result shown.

5.1.6 Relationship between Social Support Values and Intention to be an Entrepreneur

The only result show the negative value is relationship between social support values and intention to be an entrepreneur. But, the result show very low result means that the relationship between social support values and intention to be an entrepreneur is very weak (Refer table 4.10).

5.2 Implication of the study

The result in this research provides extra knowledge on the tendency of final year students of KKTM Rembau to involve in entrepreneurship career. Moreover, this study attempts to determine if there any relationship between factors and intention to be an entrepreneur.

1. This research supply the information and understanding of KKTM Rembau final year students towards entrepreneurship career.
2. This study was conducted to identify the sub-factors from motivation, attitude, perception and social support values. Therefore, all the information's are beneficial to the top management of KKTM Rembau in order to solve the

problem on why percentages of students are refused to choose entrepreneurship as career.

3. This study suggest, top management of KKTM Rembau to give more focus on social support values in order to encourage the students to choose entrepreneurship as career. This is because, in other factors, the students still show the commitment on entrepreneurship.
4. There is need for the top management of KKTM Rembau give some improvement on developing social support so that students have their awareness on entrepreneurship career.
5. The study also states how to channel financial resources to cultivate entrepreneurial activity to the right target.

5.3 Limitation and further direction for future research

Basically, there are several limitation during this research been conducted. But, the main limitation is when to get the respondents feedback. The study is conducted to study on final year students. While questionnaire is ready to be distributed, the respondents are finished their study. To solve the problem, author has taken the initiative to find the respondents on the graduation day.

Based on the experience of author during conducting the research, there are several suggestions on further direction for future research:

1. Hopefully, next researcher will conduct such study like this by increasing the volume of respondents. The increase of respondents will increase the suggestion to improve the result.
2. This study has been conducted by using students from Kolej Kominiti Rembau where their course is agricultural based for the pilot test. Next researcher need to be alert for the pilot test session. The respondents for pilot test and real test must have a similar and parallel background.
3. This study has been conducted to students that have a various type of study. Next time the researcher must focus on the potential respondents only. This is because there is a non-potential student that has been selected to be one of the respondents. For instance, students from Diploma Interior design are not potential respondents because after they finished the study they need to gain some experience to be a designer. This means that they need to be an employee not an entrepreneur.

5.4 Conclusion

This paper investigated the tendency of final year students of KKTM Rembau towards entrepreneurship career. The result also showed that there is a relationship between the factors and intention to be an entrepreneur although the relationship is weak except social support values shown the weakest relationship and negative value.

Finally, the study suggests that the top management of KKTM Rembau should improvise on social support values in order to increase the awareness to choose

entrepreneurship as a career. Plus, this study already gives some suggestion to the next researcher to improvise the study and get the better result.

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