FACTORS AFFECTING ENTREPRENEURIAL INTENTION AMONG POSTGRADUATES

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ABSTRACT

Entrepreneurial intention among students has been getting attention from numerous researchers. It has been considered as an important phenomenon that becomes very famous among today’s youth and students in most countries across the globe. This study aims to revisiting the effect of a number of internal and external factors revealed in previous studies on entrepreneurial intention, and examining the importance of conducive business environment at the university that affecting the entrepreneurial intention among postgraduate students. The total number of respondents chosen randomly to participate in this study was 357 postgraduate students from Universiti Utara Malaysia (UUM). Using questionnaires, the data is collected from students in classes, in the library, and online. The Smart-PLS 3 as one of the leading software tools for partial least squares structural equation modelling (PLS-SEM) was utilized to test the hypotheses. The study results display that self-efficacy is the only factor from internal factors that has a positive and significant effect; while, in term of the external factors, financial support, family support; likewise, role model and entrepreneurial education, as the dimensions of the university environment, have positive and significant relationships with entrepreneurial intention. The results suggest that entrepreneurial intention has the potential to be supported more in the universities to create the supportive environment that promotes intention of postgraduates to choose their future career in entrepreneurship sectors.

Key words: Entrepreneurship, Entrepreneurial Intention, University Environment, Postgraduate Students.
ABSTRAK

Niat keusahawanan dalam kalangan pelajar sering kali mendapat perhatian dari pelbagai penyelidik dan ia dianggap satu fenomena yang harus diberi perhatian oleh generasi belia dan pelajar hari ini dari serata dunia. Tujuan kajian ini dilaksanakan adalah untuk mengkaji semula kesan faktor dalaman dan luaran terhadap niat keusahawanan dan mengetahui kepentingan persekitaran universiti yang kondusif dalam mempengaruhi niat dalam kalangan pelajar pasca siswazah untuk menjadi usahawan. 357 pelajar pasca siswazah dari Universiti Utara Malaysia (UUM) telah dipilih untuk terlibat dalam kajian ini. Instrumen soal selidik digunakan sebagai pengumpulan data dan ia diedarkan ke kelas, perpustakaan dan secara atas talian. Hipotesis telah diuji menggunakan perisian SMARTPLS 3 untuk “partial least squares structural equation modeling (PLS-SEM)”. Hasil kajian mendapati bahawa terdapat signifikasi dan hasil positif terhadap keyakinan diri yang merupakan satu-satunya faktor dalaman. Selain itu, hasil kajian juga menunjukkan terdapat hubungan yang positif dan signifikan di antara faktor luaran, sokongan kewangan, sokongan keluarga, begitu juga peranan dan pendidikan keusahawanan sebagai universiti yang mempunyai persekitaran dua dimensi dengan niat keusahawanan. Hasil kajian juga menunjukkan niat keusahawanan mempunyai potensi untuk diberi perhatian di universiti untuk mewujudkan persekitaran yang memberangsangkan di mana ia mampu menggalakkan niat pelajar pasca siswazah untuk memilih bidang keusahawanan sebagai kerjaya pada masa hadapan. Di samping itu, implikasi dapatan kajian, saranan dan cadangan untuk kajian pada masa hadapan dan batasan kajian turut ditekankan dalam kajian ini.

Kata kunci: Keusahawanan, Niat Keusahawanan, Persekitaran Universiti, Pelajar Pasca Siswa
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### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>v</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
</tbody>
</table>

**CHAPTER ONE: INTRODUCTION**

1.1 Background of Study       1  
1.2 Problem Statement        4  
1.3 Research Questions       8  
1.4 Objectives of Study      9  
1.5 Significance of the Study 10  
1.5.1 Scientifically        10  
1.5.2 Socially              11  
1.6 Scope of the Study       11  
1.7 Key Term Definition      12  
1.7.1 Entrepreneurial Intention 12  
1.7.2 Internal Factors      12  
1.7.3 External Factors      13  
1.8 Outlines of the research report 14

**CHAPTER TWO: LITERATURE REVIEW**

2.1 Introduction              15  
2.2 Entrepreneurial Intention 16  
2.3 Internal Factors          21  
2.3.1 Need for Achievement   22  
2.3.2 Locus of Control      23  
2.3.3 Risk Taking Propensity 24  
2.3.4 Innovativeness         25  
2.3.5 Self-Efficacy            27  
2.3.6 Tolerance for Ambiguity 28  
2.3.7 Prior Experiences      29
2.4 External Factors
  2.4.1 Financial Assistance
  2.4.2 Family Support
  2.4.3 University Environment

CHAPTER THREE: METHODOLOGY
  3.1 Underpinning theories
  3.2 Research Framework
  3.3 Hypothesis Development
  3.4 Research Design
    3.4.1 Purpose of the study
    3.4.2 Data collection technique
    3.4.3 Type of investigation
    3.4.4 Unit of analysis
    3.4.5 Time Horizon
  3.5 Instrumentation
    3.5.1 Questionnaire Design
    3.5.2 Measurements
  3.6 Data Collection and Sampling Procedure
    3.6.1 Population Interest
    3.6.2 Target Population
    3.6.3 Sample Size
    3.6.4 Sampling Frame
    3.6.5 Inclusion/Exclusion of Samples and Procedure for Selecting Elements to be Included/Excluded in Samples
    3.6.6 Sampling Technique
  3.7 Techniques Used for Data Analysis

CHAPTER FOUR: FINDINGS
  4.1 Introduction
  4.2 Response Rate
  4.3 Data Screening and Preliminary Analysis
    4.3.1 Missing value analysis
    4.3.2 Assessment of Outliers
    4.3.3 Normality test
    4.3.4 Assessment of the Multicollinearity
4.4 Non-Response Bias .............................................. 61
4.5 Demographic Profile of the Participants .................. 63
4.6 Assessment of the Measurement Model .................... 66
4.7 Summary of Findings ....................................... 76
4.8 Summary ...................................................... 78

CHAPTER FIVE: DISCUSSION ........................................ 79
5.1 Introduction .................................................. 79
5.2 Discussion of Results and Finding ......................... 79
  5.2.1 Internal Factors ........................................ 79
  5.2.2 External factors ....................................... 82
5.3 Implications to Theory and Practice ....................... 86
  5.3.1 Theoretical Implications .............................. 86
  5.3.2 Practical Implications ................................. 87
5.4 Limitation of the Study ...................................... 88
  5.4.1 Area of Conduction the Study ......................... 88
  5.4.2 Time Constraints ....................................... 88
  5.4.3 Cooperation From the Respondents .................... 89
5.5 Suggestion and recommendation for future research .... 89

REFERENCES ..................................................... 90

APPENDIX .......................................................... 112
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>The Resource of Items Adopted</td>
<td>51</td>
</tr>
<tr>
<td>4.1</td>
<td>Questionnaires’ Response Rate</td>
<td>56</td>
</tr>
<tr>
<td>4.2</td>
<td>Result of Missing Values Detecting/Replacing</td>
<td>57</td>
</tr>
<tr>
<td>4.3</td>
<td>Tolerance and Variance Inflation Factors</td>
<td>61</td>
</tr>
<tr>
<td>4.4</td>
<td>Results of Independent-Samples T-test for Non-Response Bias</td>
<td>62</td>
</tr>
<tr>
<td>4.5</td>
<td>Profile of Responders</td>
<td>63</td>
</tr>
<tr>
<td>4.6</td>
<td>Result of Reflective Measurement Model</td>
<td>68</td>
</tr>
<tr>
<td>4.7</td>
<td>Cross Loading</td>
<td>71</td>
</tr>
<tr>
<td>4.8</td>
<td>Hypotheses Testing</td>
<td>74</td>
</tr>
<tr>
<td>4.9</td>
<td>Summary of Hypotheses Testing</td>
<td>76</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>The Conceptual Framework</td>
<td>45</td>
</tr>
<tr>
<td>4.1</td>
<td>Histogram and Normal Probability Plots</td>
<td>60</td>
</tr>
<tr>
<td>4.2</td>
<td>The Research Model</td>
<td>65</td>
</tr>
<tr>
<td>4.3</td>
<td>Measurement model (PLS Algorithm Results)</td>
<td>67</td>
</tr>
<tr>
<td>4.4</td>
<td>PLS Bootstrapping Results</td>
<td>73</td>
</tr>
</tbody>
</table>
CHAPTER ONE
INTRODUCTION

1.1 Background of Study

This introductory chapter deals with a general idea and background relating to entrepreneurship and entrepreneurial intention. It then discusses on the problematic issues, which leads to this study, as well as its scope and significance.

A considerable interest about entrepreneurship around the globe has been growing since the last 80’s century (Klofsten, 2000). This domain becomes a very interesting topic by academicians, researchers, policymakers, economists, and likewise students. This is due to its reputation and importance in economic development, its dramatic impact on the society, and the active roles displayed by the entrepreneurs who indicate its dynamic force on the economic as well as the growth of nations.

In today’s world, entrepreneurship is the most preferable strategies to develop the national economy. This comes together with the sustainability and development of the competitiveness level of the countries in confrontation the globalisation and its trade increasing (Amorós, Fernández & Tapia, 2012; Keat, Selvarajah, & Meyer, 2011; Venkatachalam & Waqif, 2005). Thus, entrepreneurs and entrepreneurship have been announced to be extremely significant (Mat, Maat, & Mohd, 2015). For instance, Kelley, Bosma, and Amorós (2011) surveyed that people aged between 18 and 65 years who are involved in starting a business is very high in Brazil and China with 17.5 and 14.4 per cent, respectively.
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