

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**ENTREPRENEURIAL INTENTION AND ITS  
INFLUENCING FACTORS: A STUDY AMONG UUM  
UNDERGRADUATE BUSINESS STUDENTS**



**MASTER OF SCIENCE (MANAGEMENT)  
UNIVERSITI UTARA MALAYSIA  
JUNE 2017**

**ENTREPRENEURIAL INTENTION AND ITS  
INFLUENCING FACTORS: A STUDY AMONG  
UUM UNDERGRADUATE BUSINESS STUDENTS**

By

**NUR 'ARIFAH BINTI MOHD RASHID**



**UUM**  
Universiti Utara Malaysia

**Thesis Submitted to  
School of Business Management, College of Business,  
Universiti Utara Malaysia,  
In Partial Fulfillment of Requirement for the Master of Science (Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

**PERAKUAN KERJA KERTAS PENYELIDIKAN**  
(Certification of Research Paper)

Saya, mengaku bertandatangan, memperakukan bahawa  
(I, the undersigned, certified that)  
**NUR 'ARIFAH MOHD RASHID (819752)**

Calon untuk Ijazah Sarjana  
(Candidate for the degree of)  
**MASTER OF SCIENCE (MANAGEMENT)**

telah mengemukakan kertas penyelidikan yang bertajuk  
(has presented his/her research paper of the following title)

**ENTREPRENEURIAL INTENTION AND ITS INFLUENCING FACTORS: A STUDY AMONG UUM  
UNDERGRADUATE BUSINESS STUDENTS**

Seperti yang tercatat di muka surat tajuk dan kulit kertas penyelidikan  
(as it appears on the title page and front cover of the research paper)

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu  
dengan memuaskan.  
(that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered  
by the research paper).

Nama Penyelia Pertama : **EN. JUHA B. ALI**  
(Name of 1<sup>st</sup> Supervisor)

Tandatangan  
(Signature)

Nama Penyelia Kedua : **DR. NORRIAH BINTI ZAKARIA**  
(Name of 2<sup>nd</sup> Supervisor)

Tandatangan  
(Signature)

Tarikh : **11 JUN 2017**  
(Date)

## PERMISSION TO USE

In presenting this dissertation/project paper in partial fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation/project paper.

Request for permission to copy or to make other use of materials in this dissertation/project paper in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah Darul Aman

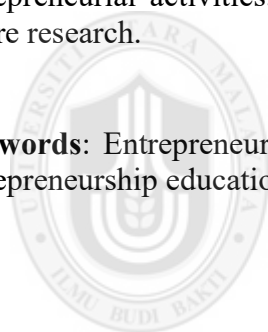


**UUM**  
Universiti Utara Malaysia

## ABSTRACT

The purpose of this study is to examine the relationship between risk taking propensity, need for achievement, entrepreneurship education and entrepreneurial intention among UUM undergraduate business students. 350 questionnaires were distributed to the respondents which consist of UUM School of Business Management (SBM) undergraduate students. A total of 338 questionnaires were returned, but only 335 questionnaires were useable for the further analysis. The data collected through this survey was analyzed by using the Statistical Package for Social Science (SPSS) version 22. This study used convenience sampling method where the data collected from population members who are conveniently available to participate in the study. The descriptive analysis was used to determine the respondents' profile. Findings of this study revealed that two of the variables, risk taking propensity and need for achievement have positive significant relationship towards entrepreneurial intention. Meanwhile, another one variable, entrepreneurship education has no significant relationship towards entrepreneurial intention. This study could assist in developing, improving and implementing an effective entrepreneurship education. Moreover, it can aid government and also societies in generating the economy through the entrepreneurial activities. Finally, this study proposes several recommendations for future research.

**Keywords:** Entrepreneurial intention, risk taking propensity, need for achievement, entrepreneurship education



**UUM**  
Universiti Utara Malaysia

## ABSTRAK

Tujuan kajian ini adalah untuk mengkaji hubungan antara kecenderungan mengambil risiko, keperluan untuk pencapaian, pendidikan keusahawanan dan niat keusahawanan di kalangan pelajar sarjana muda perniagaan di UUM. 350 soal selidik telah diedarkan kepada responden yang terdiri daripada pelajar sarjana muda Sekolah Pengurusan Perniagaan (SBM) UUM. Sejumlah 338 soal selidik telah dikembalikan, tetapi hanya 335 soal selidik digunakan untuk analisis selanjutnya. Data yang diperolehi melalui kajian ini dianalisis dengan menggunakan Statistical Package for Social Science (SPSS) versi 22. Kajian ini menggunakan kaedah persampelan mudah di mana data yang dikumpulkan adalah daripada ahli populasi yang boleh didapati dengan mudah untuk mengambil bahagian dalam kajian ini. Analisis deskriptif telah digunakan untuk menentukan profil responden. Hasil kajian mendapati bahawa dua pembolehubah, kecenderungan mengambil risiko dan keperluan untuk pencapaian mempunyai hubungan yang signifikan positif terhadap niat keusahawanan. Sementara itu, satu lagi pembolehubah, pendidikan keusahawanan tidak mempunyai hubungan yang signifikan terhadap niat keusahawanan. Kajian ini dapat membantu dalam membangunkan, meningkatkan dan melaksanakan pendidikan keusahawanan yang berkesan. Selain itu, ia boleh membantu kerajaan dan juga masyarakat dalam menjana ekonomi melalui aktiviti-aktiviti keusahawanan. Akhir sekali, kajian ini mengemukakan beberapa cadangan untuk kajian yang akan datang.

**Kata kunci:** Niat keusahawanan, kecenderungan mengambil risiko, keperluan untuk pencapaian, pendidikan keusahawanan

Universiti Utara Malaysia

## **ACKNOWLEDGEMENT**

### **In the name of Allah, the Most Gracious, the Most Merciful**

All praises be to Allah the Almighty for giving me opportunity in doing and completing my Master Degree and for giving me the strength, courage and patience throughout my journey in completing this study.

Besides, the completion of this research has been made possible through the encouragement and support by many individuals. First of all, my special thanks goes to my husband, Osman Bakr bin Abdullah @ Sudin, for his endless du'a, love, sacrifice, encouragement and support to keep me inspired in completing this research.

Most importantly, my appreciation goes to my parents, Hj. Mohd Rashid bin Mamat and Hj. Norjeah binti Mohd Zain, and also my parents-in-law, Dr. Abdullah @ Sudin bin Ab. Rahman and Hj. Pauziah binti Yaacob for their endless du'a, trust, love, support and understanding that they have given to me. My appreciation also goes to my family and family-in-law members. All of them have been my motivational force in completing this research.

My deepest appreciation goes to my supervisors, Mr. Juha bin Ali and Dr. Norria binti Zakaria for their encouragement during this research. I am grateful for their willingness to share their time and expertise. Both of them have supported and assisted me throughout this journey.

My sincere thanks also goes to my fellow comrades and companion for guiding me in getting through this journey. Additionally, I would like to express my truly appreciation to all respondents for their time, cooperation and contributions in this study.



## TABLE OF CONTENTS

<b>PERMISSION TO USE</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>ABSTRAK</b> .....	v
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>LIST OF ABBREVIATIONS</b> .....	xii
<b>LIST OF APPENDICES</b> .....	xiii
<b>CHAPTER 1: INTRODUCTION</b> .....	1
1.1 Introduction to the study.....	1
1.2 Background of study.....	1
1.3 Problem statement.....	4
1.4 Research objectives.....	8
1.5 Research questions.....	9
1.6 Significance of study.....	9
1.7 Definition of key terms.....	10
1.7.1 Entrepreneur.....	10
1.7.2 Entrepreneurship.....	10
1.7.3 Entrepreneurial intention.....	11
1.7.4 Risk taking propensity.....	11
1.7.5 Need for achievement.....	11
1.7.6 Entrepreneurship education.....	11
1.8 Organization of study.....	12
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	13
2.1 Introduction.....	13
2.2 Definition and conceptualization of variables.....	13
2.2.1 Entrepreneurial intention.....	13
2.2.2 Risk taking propensity.....	15
2.2.3 Need for achievement.....	15
2.2.4 Entrepreneurship education.....	16
2.3 Gaps in the literature.....	16
2.4 Underpinning theory.....	17

2.5 Research framework .....	20
2.6 Development of hypothesis.....	21
2.6.1 Risk taking propensity and entrepreneurial intention .....	21
2.6.2 Need for achievement and entrepreneurial intention .....	23
2.6.3 Entrepreneurship education and entrepreneurial intention.....	24
2.7 Summary .....	25
<b>CHAPTER 3: METHODOLOGY .....</b>	<b>26</b>
3.1 Introduction .....	26
3.2 Research design .....	26
3.2.1 Type of study.....	26
3.2.2 Sources of data .....	27
3.2.3 Unit of analysis.....	27
3.2.4 Population of frame.....	28
3.2.5 Sample and sampling technique.....	28
3.3 Operational definition and measurement .....	29
3.3.1 Entrepreneurial intention.....	29
3.3.2 Risk taking propensity.....	30
3.3.3 Need for achievement.....	31
3.3.4 Entrepreneurship education.....	32
3.4 Instrumentation .....	32
3.5 Data collection procedures.....	34
3.6 Data analysis techniques .....	34
3.6.1 Pilot test.....	34
3.6.2 Descriptive analysis.....	35
3.6.3 Reliability test .....	35
3.6.4 Normality test.....	36
3.6.5 Correlation analysis.....	37
3.6.6 Multiple regression analysis.....	37
3.7 Summary .....	38
<b>CHAPTER 4: RESULT AND FINDINGS .....</b>	<b>39</b>
4.1 Introduction .....	39
4.2 Response rate .....	39
4.3 Descriptive analysis .....	40
4.4 Reliability analysis.....	42

4.5 Normality test.....	43
4.6 Pearson correlation analysis.....	44
4.7 Multiple regression analysis .....	45
4.8 Summary .....	48
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATIONS .....</b>	<b>49</b>
5.1 Introduction .....	49
5.2 Discussion of the findings.....	49
5.2.1 Relationship between risk taking propensity and entrepreneurial intention ...	49
5.2.2 Relationship between need for achievement and entrepreneurial intention....	51
5.2.3 Relationship between entrepreneurship education and entrepreneurial intention.....	52
5.2.4 Summarize of the findings and further discussion .....	52
5.3 Implications of the study.....	54
5.3.1 Theoretical contributions .....	54
5.3.2 Practical contributions.....	55
5.4 Limitations of the study .....	56
5.5 Recommendation for future research.....	56
5.6 Conclusion .....	57
<b>REFERENCES.....</b>	<b>58</b>
<b>APPENDICES .....</b>	<b>72</b>
Appendix A: Research Questionnaires .....	75
Appendix B: SPSS Output.....	76

## LIST OF TABLES

Table 3.1 UUM Undergraduate Business Students Population .....	29
Table 3.2 Operational Definition and Items for Entrepreneurial Intention .....	30
Table 3.3 Operational Definition and Items for Risk Taking Propensity .....	31
Table 3.4 Operational Definition and Items for Need for Achievement .....	31
Table 3.5 Operational Definition and Items for Entrepreneurship Education .....	32
Table 3.6 Sources of Variables Instruments .....	33
Table 3.7 Reliability Statistics for Pilot Test .....	35
Table 3.8 Rule of Thumb for Cronbach's Alpha Coefficient Value.....	36
Table 3.9 Correlation Value and Strength of Relationship.....	37
Table 4.1 Summary of the Total Questionnaires and the Respondent Response Rate	40
Table 4.2 Demographic Information of Respondents.....	41
Table 4.3 Reliability Statistics .....	42
Table 4.4 Normality Test .....	44
Table 4.5 Correlations Results.....	45
Table 4.6 Multiple Regression Analysis .....	46
Table 4.7 Summary of Hypothesis Testing.....	47

## LIST OF FIGURES

Figure 2.1 Research Framework.....	21
------------------------------------	----



## LIST OF ABBREVIATIONS

MARA	Majlis Amanah Rakyat
MOHE	Ministry of Higher Education
SBM	School of Business Management
SME	Small and Medium Enterprises
SME Corp.	Small and Medium Enterprises Corporation
SPM	Sijil Pelajaran Malaysia
SPSS	Statistical Package for Social Science
STAM	Sijil Tinggi Agama Malaysia
UKM	Universiti Kebangsaan Malaysia
UMK	Universiti Malaysia Kelantan
UPM	Universiti Putra Malaysia
UUM	Universiti Utara Malaysia
EE	Entrepreneurship Education
EI	Entrepreneurial Intention
NA	Need for Achievement
RTP	Risk Taking Propensity
TPB	Theory of Planned Behavior

## LIST OF APPENDICES

Appendix A: Research Questionnaires .....	72
Appendix B: SPSS Output .....	76



## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction to the study**

This chapter described the background of study that highlighted the ideas on identified scope of study. It also emphasized on the problem statement, research objectives, research questions and significance of the study. There were also some definition of key terms and the organizing of following chapters related to the study. In details, this study examined the relationship between the factors; risk taking propensity, need for achievement and entrepreneurship education towards entrepreneurial intention.

### **1.2 Background of Study**

Today, entrepreneurship has become apparently significant around the world and it has contributed to the economic development. Entrepreneurship is one of sourcing that is significant for the development of economy (Kritikos, 2014; Linan, Rodriguez-Cohard & Rueda-Cantuche, 2011; Mitra, 2008; Audretsch, Max & Erik, 2006) and social change (Hjorth, 2013; Marta, Linda & Kristina, 2009; Lori, 2008; Baumol, 1968). Generally, there are varieties of perspective about the definition of “entrepreneurship”. For example, Stevenson (1983) stated that entrepreneurship is a process where a person takes opportunities without counting the resources that under his control now. In contrast, entrepreneurship is also a process that is invented and developed by entrepreneurs for gain and returns (Dabson, Brian & Marcoux, 2003). Besides that, entrepreneurship creates new job opportunities.



The contents of  
the thesis is for  
internal user  
only

## REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665-683.
- Ajzen, I. (2005). *Attitudes, personality and behavior*. New York: Open University Press.
- Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behaviors. *Journal of Personality and Social Psychology*, 27, 41-57.
- Alessandro, A., Luca, C., Fabio, L., & Nadia, M. (2016). Entrepreneurial intention in the time of crisis: a field study. *International Journal of Entrepreneurial Behavior & Research*, 22(6), 835-859.
- AlHaj, B. K., Yusof, M. Z., & Edama, N. (2011). Entrepreneurial intention: an empirical study of community college students in Malaysia. *Jurnal Personalia Pelajar*, 14, 45-58.
- Audretsch, David B., Max Keilbach, & Erik Lehmann. (2006). *Entrepreneurship and Economic Growth*. New York: Oxford University Press.
- Aveyard, H. (2010). *Doing a literature review in health and social care: A practical guide (2nd ed.)*. Berkshire, Great Britain: Open University Press.
- Bandura, A. (1977). *Social Learning Theory*. Englewood Cliffs, New Jersey: Prentice Hall Ryan.

- Bandura, A. (1982). Self-efficacy mechanism in human agency. *The American Psychologist*, 37, 122-147.
- Baumol, W. J. (1968). Entrepreneurship in economic theory. *American Economic Review*, 58(2), 64-71.
- Boratay, U. (2016). Entrepreneurial intentions of university students: a comparison between Kosovo and Turkey using Shapero's model. *Journal Review of Economic and Business Studies*, 9(2).
- Burton, J. M., & Swanson, L. A. (2012). Entrepreneurial attitudes of university students. *International Journal of Entrepreneurship and Small Business*, 16(3), 283-298.
- Bygrave, W. D. (1989). The entrepreneurship paradigm: a philosophical look at research methodologies. *Entrepreneurship Theory and Practice*, 14(1), 7-26.
- Bygrave, W. D., & Hofer, C. W. (1991). Theorizing about entrepreneurship. *Entrepreneurship Theory and Practice*, 16(2), 13-22.
- Byrd, J., & Brown, L. (2003). *The innovation equation: Building creativity and risk taking in your organization*. San Francisco: Jossey-Bass/Pfeiffer.
- Carla S. Marques, Joao J. Ferreira, Daniela N. Gomes, & Ricardo G. Rodrigues. (2012). *Entrepreneurship education: Education + Training*, 54(8/9), 657-672.
- Chang, E. C., Asakawa, K., & Sanna, L. J. (2001). Cultural variations in optimistic and pessimistic bias: Do easterners really expect the worst and westerners really expect the best when predicting future life events? *Journal of Personality and Social Psychology*, 81, 476-491.

- Chin, S. T. S., Raman, K., Yeow, A. J., & Eze, U. Cyril. (2012). Relationship between emotional intelligence and spiritual intelligence in nurturing creativity and innovation among successful entrepreneurs: a conceptual framework. *Procedia-Social and Behavioral Science*, 261-267.
- Coakes, S. J., & Steed, L. G. (2003). *SPSS: Analysis without anguish*. Version 11.0 for Windows. Milton: John Wiley & Sons, Australia.
- Covin, J. G., & Slevin, D. P. (1991). A conceptual model of entrepreneurship as firm behavior. *Entrepreneurship Theory and Practice*, 16(1), 7-25.
- Dabson, Brian, & Marcoux, K. (2003). *Entrepreneurial Arkansas: Connecting the Dots*. Washington, D.C.: Corporation for Enterprise Development.
- Degeorge, J. M., & Fayolle, A. (2008). Is entrepreneurial intention stable through time? First insights from a sample of French students. *International Journal of Entrepreneurship Small Business*, 5(1), 7-27.
- Department of Statistics Malaysia. (2015). *Labour Force Survey Report*. Kuala Lumpur: Government Printer.
- Drennan, J., Kennedy, J., & Renfrow, P. (2005). Impact of childhood experiences on the development of entrepreneurial intentions. *International Journal of Entrepreneurship & Innovation*, 6(4), 231-238.
- Efroni, B. (2017). The capital gap between female and male entrepreneurs. *Working Papers: Institute of Economic Research*, 24.
- Ekinci, Y. (2015). *Designing research questionnaires for business and management students*. (S. and N. Lee, Ed.). (1<sup>st</sup> ed.). London: Sage Publication Ltd.

- Engle, R. L., Dimitriadi, N., Gavidia, J. V., Schlaegel, C., Delanoe, S., Alvarado, I., He, X., Buame, S., & Wolff, B. (2010). Entrepreneurial intent: a twelve-country evaluation of Ajzen's model of planned behavior. *International Journal of Entrepreneurial Behavior & Research*, 16(1), 35-57.
- Gartner, W. B. (1985). A conceptual framework for describing the phenomenon of new venture creation. *The Academy of Management Review*, 10(4), 696-706.
- Giacomin, O., Janssen, F., Pruett, M., Shinnar, R. S., Llopis, F., & Toney, B. (2011). Entrepreneurial intentions, motivations and barriers: differences among American, Asian and European students. *International Entrepreneurship Management Journal*, 7, 219-238.
- Goksel, Dr. M. A., & Aydintan, Dr. M. B. (2011). Gender, business education, family background and personal traits; a multi dimensional analysis of their affects on entrepreneurial propensity: findings from Turkey. *International Journal of Business and Social Science*, 2(13), 35-48.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *SEM basics: a supplement to multivariate data analysis*. Multivariate Data Analysis, Pearson Prentice-Hall Publishing.
- Hjorth, D. (2013). Public entrepreneurship: desiring social change, creating sociality. *Entrepreneurship & Regional Development*, 25, 1-2.
- Hmieleski, K., & Corbett, A. (2006). Proclivity for improvisation as a predictor of entrepreneurial intentions. *Journal of Small Business Management*, 44(1).

- Indarti, N., & Rostianti, R. (2008). Intensi kewirausahaan mahasiswa: studi perbandingan antara Indonesia, Jepang dan Norwegia. *Jurnal Ekonomika dan Bisnis Indonesia*, 23(4).
- Kenneth C. Agbim, Godday O. Oriarewo, & Michael Owocho. (2013). Factors influencing entrepreneurial intentions among graduates of Nigerian tertiary institutions. *International Journal of Business and Management Invention*, 2(4), 36-44.
- Khalifa A. H., & Dhiaf M. M. (2016). The impact of entrepreneurship education on entrepreneurial intention: the UAE context. *Polish Journal of Management Studies*, 14(1).
- Klyver, K. (2007). Shifting family involvement during the entrepreneurial process. *International Journal of Entrepreneurial Behavior & Research*, 13(5), 258-277.
- Koh, H. C. (1996). Testing hypotheses of entrepreneurial characteristics: A study of Hong Kong MBA students. *Journal of Managerial Psychology*, 11(3), 12-25.
- Kolvereid, L. (1996). Prediction of employment status choice intentions. *Entrepreneurship Theory and Practice*, 21(1), 47-57.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.
- Kritikos, Alexander. (2014). Entrepreneurs and their impact on jobs and economic growth. *IZA World of Labour*, 8.

- Krueger, N. (1993). The impact of prior entrepreneurial exposure on perceptions of new venture feasibility and desirability. *Entrepreneurship: Theory and Practice*, 18(31), 5-21.
- Krueger, N. F., & Carsrud, A. L. (1993). Entrepreneurial intentions: Applying the theory of planned behaviour. *Entrepreneurship Reg. Development*, 5, 315-330.
- Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411-432.
- Kuratko, D. F. (2014). *Entrepreneurship: Theory, process, practice*. (9th ed.). Mason, OH: South-Western Cengage.
- Lans, T., Gulikers, J., & Batterink, M. (2010). Moving beyond traditional measures of entrepreneurial intentions in a study among life-sciences students in the Netherlands. *Research in Post-Compulsory Education*, 15(3), 259-274.
- Lee, S. M., Chang, D., & Lim, S. B. (2005). Impact of entrepreneurship education: a comparative study of the U.S. and Korea. *International Entrepreneurship and Management Journal*, 1(1).
- Leong, C. K. (2008). Entrepreneurial Intention: An Empirical Study Among Open University Malaysia Students. *Dissertation*. Open University Malaysia Center for Graduate Studies.
- Linan, F., & Chen, Y. W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship Theory and Practice*, 33(3), 593-617.

- Linan, F., & Fayolle, A. (2015). A systematic literature review on entrepreneurial intentions: citation, thematic analyses, and research agenda. *International Entrepreneurship and Management Journal*, 11(4).
- Linan, F., Rodriguez-Cohard, J. C., & Rueda-Cantuche, J. M. (2011). Factors affecting entrepreneurial intention levels: a role for education. *International Entrepreneurship and Management Journal*, 7(2), 195-218.
- Lori W. Snyder. (2008). Entrepreneurship as Social Change. *New England Journal of Entrepreneurship*, 11(2).
- Mai, N. K., & Nguyen, H. T. (2016). The factors affecting entrepreneurial intention of the students of Vietnam National University - a mediation analysis of perception toward entrepreneurship. *Journal of Economics, Business and Management*, 4(2), 104-111.
- Marta B. Calas, Linda Smircich, & Kristina A. Bourne. (2009). Extending the boundaries: Reframing “entrepreneurship as social change” through feminist perspectives. *Academy of Management Review*, 34(3), 552-569.
- Mazura, M., & Norasmah, O. (2011). Consulting-based entrepreneurship education in Malaysian higher education institutions. *International Conference on Social Science and Humanity*, 5, 163-167.
- McClelland, D. C. (1961). *The Achieving Society*. Van Nostrand: Princeton, NJ, USA.
- McClelland, D. C. (1965). Achievement and entrepreneurship: a longitudinal study. *Journal of Personality and Social Psychology*, 1(4), 389-392.



- Michael J. Mustafa, Ernesto H., Christopher M., & Lai K. C. (2016). Entrepreneurial intentions of university students in an emerging economy. *Journal of Entrepreneurship in Emerging Economies*, 8(2), 162-179.
- Ministry of Higher Education (MOHE). (2015). *Graduate Tracer Study Survey on Self-Employment*. Retrieved 15 March 2017, from <http://graduan.mohe.gov.my/Mainpage2.html>.
- Mitra, J. (2008). Towards an analytical framework for policy development, in Potter, J. (Ed.). *Entrepreneurship and Higher Education*. OECD: Paris.
- Mohd Zain, Z., Mohd Akram, A., & Ghani, E. K. (2010). Entrepreneurship intention among Malaysian business students. *Canadian Social Science*, 6(3), 34-44.
- Molaei, R., Zali, M. R., Mobaraki, M. H., & Farsi, J. Y. (2014). The impact of entrepreneurial ideas and cognitive style on students entrepreneurial intention. *Journal of Chinese Entrepreneurship*, 6(2), 3.
- Mumtaz Begam Abdul Kadir, Munirah Salim, & Halimahton Kamarudin. (2010). Factors affecting entrepreneurial intentions among MARA Professional Colleges' students. *Proceeding International Conference on Learner Diversity*.
- Nabi, G., & Linan, F. (2013). Considering business start-up in recession time: The role of risk perception and economic context in shaping the entrepreneurial intent. *International Journal of Entrepreneurial Behavior & Research*, 19(6), 633-655.
- National Collaborating Centre for Methods and Tools (2012). *Framework for identifying research gaps*. Hamilton, ON: McMaster University.

- Neck, H. M., Greene, P. G., & Brush, C. (2014). *Teaching Entrepreneurship: A Practice-Based Approach*. Northampton, MA: Edward Elgar Publishing.
- Nishantha, B. (2009). Influence of Personality Traits and Socio-demographic Background of Undergraduate Students on Motivation for Entrepreneurial Career: The Case of Sri Lanka. *Euro Asia Management Studies Association (EAMSA) Conference held on 5th December 2008 at Doshisha Business School, Kyoto, Japan*.
- Obschonka, M., Silbereisen, R. K., & Schmitt-Rodermund, E. (2010). Entrepreneurial intention as developmental outcome. *Journal of Vocational Behavior*, 77(1), 63-72.
- Okpara, F.O. (2007). The value of creativity and innovation in entrepreneurship. *Journal of Asia Entrepreneurship and Sustainability*, 3(2).
- Ooi, Y. K., Selvarajah, C., & Meyer, D. (2011). Inclination towards entrepreneurship among university students: An empirical study of Malaysian university entrepreneurial intention students. *International Journal of Business and Social Social Science*, 2(4), 206-220.
- Oosterbeek, H., Van Praag, M., & Ijsselstein, A. (2010). The impact of entrepreneurship education on entrepreneurship skills and motivation. *European Economic Review*, 54, 442-454.
- Ozaralli, N., & Rivenburgh, N. K. (2016). Entrepreneurial intention: antecedents to entrepreneurial behavior in the U.S.A and Turkey. *Journal of Global Entrepreneurship Research*, 6(3).

- Pallant, J. (2005). *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS*. 12nd ed. Maidenhead, Berkshire: Open University Press.
- Pallant, J. (2011) *SPSS Survival Manual: A Step By Step Guide to Data Analysis Using the SPSS Program*. 4th Edition. Allen & Unwin, Berkshire.
- Pallant, J. (2013). *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS*. 5th ed. Berkshire: McGraw-Hill.
- Popescu, C. C., Bostan, I., Robu, I. B., & Maxim, A. (2016). An analysis of the determinants of entrepreneurial intentions among students: a Romanian case study. *Sustainability*, 8(8), 771.
- Rae, D. (2010). Universities and enterprise education: responding to the challenges of the new era. *Journal of Small Business and Enterprise Development*, 17(4), 591-606.
- Remeikiene, R. D., & Startiene, G. (2013). Explaining entrepreneurial intention of university students: The role of entrepreneurial education. *International Proceedings of the Management, Knowledge and Learning International Conference 2013*.
- Remenyi, D., Williams, B., Money, A., & Swartz, E. (2000). *Doing Research in Business and Management: An Introduction to Process and Method*. London: Sage Publications.
- Renilda A. M., & Kristine Y. O. (2015). Entrepreneurial intentions among entrepreneurial management students class 2014: a qualitative longitudinal study. *Journal of Arts, Science & Commerce*, 6(1).

- Robbins, S. P. (2003). *Organizational Behavior* (10th ed.). Upper Saddle River, NJ: Prentice Hall.
- Rodrigues, R. G., Dinis, A., Paco, A., Ferreira, J., & Raposo, M. (2012). The effect of an entrepreneurial training programme on entrepreneurial traits and intention of secondary students, in Burger-Helmchen, T. (Ed.), *Entrepreneurship – Born, Made and Educated*, InTech, Rijeka, 77-92.
- Rohit Trivedi. (2016). Does university play significant role in shaping entrepreneurial intention? A cross-country comparative analysis. *Journal of Small Business and Enterprise Development*, 23(3), 790-811.
- Saad, A., & Hasnu, S. A. F. (2016). Issues and constraints perceived by young entrepreneurs of Pakistan. *World Journal of Entrepreneurship, Management and Sustainable Development*, 12(1).
- Sanchez, J. C., & Sanchez, B. R. H. (2014). Gender, personal traits, and entrepreneurial intentions. *Business and Management Research*, 3(1), 31-40.
- Scholten, V., Kemp, Ro., & Omta, O. (2004). *Entrepreneurship for life: The entrepreneurial intention among academics in the life sciences*. Paper presented at the European Summer University Conference, Enschede, The Netherlands.
- Schumpeter, J. A. (1965). Economic theory and entrepreneurial history, in Aitken, H.G. (Ed.). *Explorations in Enterprise*. Harvard University Press, Cambridge, MA.
- Schwarz, E. J., Wdowiak, M. A., Almer-Jarz, D. A., & Breitenecker, R. J. (2009). The effects of attitudes and perceived environment conditions on students' entrepreneurial intent. *Education and Training*, 51(1), 272-291.

- Sekaran, U. (2003). *Research Methods for Business: A Skill-Building Approach*. Fourth Edition. New York: John Wiley & Sons, Inc.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill building approach* (5th ed.). Chichester, West Sussex: John Wiley & Sons, Inc.
- Sekaran, U., & Bougie, R. (2013). *Research methods for business* (6th ed.). New York: John Wiley & Sons, Inc Learning.
- Shane S., & S. Venkataraman. (2000). The promise of entrepreneurship as a field of research. *The Academy of Management Review*, 25(1), 217-226.
- Sheikh Ghazali, A. (2014). Entrepreneurship and innovation: empowering the youth. *28th CACCI Conference* (pp. 1-34).
- Souitaris, V., Zerbinati, S., & Al-Laham, A. (2007). Do entrepreneurship programmes raise entrepreneurial intention of science and engineering students? The effect of learning, inspiration and resources. *Journal of Business Venturing*, 22(4), 566-591.
- Stevenson, H. H. (1983). A perspective on entrepreneurship. *Harvard Business School Working Paper*.
- Thompson, E. R. (2009). Individual entrepreneurial intent: construct clarification and development of an internationally reliable metric. *Entrepreneurship: Theory & Practice*, 33(3), 669-694.
- Thurik, A. R., & Wennekers, S. (2004). Entrepreneurship, small business and economic growth. *Journal of Small Business and Entrepreneurial Development*, 11(1), 140-149.

- Tong, X. F., Tong, D. Y. K., & Loy, L. C. (2011). Factors influencing entrepreneurial intentions among university students. *International Journal of Social Sciences and Humanity Studies*, 3(1), 487-496.
- Turker, D., & Sonmez, S. S. (2009). Which factors affect entrepreneurial intention of university students?. *Journal of European Industrial Training*, 33(2), 142-159.
- Uddin, M. R., & Bose, T. K. (2012). Determinants of entrepreneurial intention of business students in Bangladesh. *International Journal of Business and Management*, 7(24), 128-137.
- Usman Yousaf, Amjad Shamim, Hafsa Siddiqui, & Maham Raina. (2015). Studying the influence of entrepreneurial attributes, subjective norms and perceived desirability on entrepreneurial intentions. *Journal of Entrepreneurship in Emerging Economies*, 7(1), 23-34.
- Wan, L.Y. (2017). Literature review about the influence factors of self-employment. *American Journal of Industrial and Business Management*, 7.
- Zahra, S. A., Jennings, D., & Kuratko, D. (1999). The antecedents and consequences of firm-level entrepreneurship: The state of the field. *Entrepreneurship Theory and Practice*, 24(2), 45-65.
- Zhao, H., Seibert, S. E., & Lumpkin, G. T. (2010). The relationship of personality to entrepreneurial intentions and performance: a meta-analytic review. *Journal of Management*, 36, 381-404.
- Zhou, H., & de Gritt, W. (2009). Determinants and Dimensions of Firm Growth. *Scales (Scientific Analysis of Entrepreneurship and SMEs)*.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business research methods* (8th ed.). New York: South-Western/Cengage Learning.



## Appendix A: Research Questionnaires



Dear Participant,

I am postgraduate student under College of Business, UUM. I am conducting a survey on the determinants of entrepreneurial intention among undergraduate business students at Universiti Utara Malaysia, Sintok. This questionnaires is partial requirement in completing my research paper for Master of Science (Management). I highly appreciate your honesty while answering this questionnaires as it could provide a reliable research report.

All information given will be treated as **PRIVATE & CONFIDENTIAL** and used for academic purposes only.

Thank you very much for your time and cooperation.

Nur ,Arifah Binti Mohd Rashid  
Master of Science (Management)  
College of Business  
Universiti Utara Malaysia



## SECTION A

Please tick (/) your answer in the space provided.

### Section A: Demographic Information

#### Age

18-21 ☐

26-29 ☐

22-25 ☐

30-33 ☐

#### Gender

Male ☐

Female ☐

#### Race

Malay ☐

Indian ☐

Chinese ☐

Others ☐

#### Highest Education before entering UUM

Matriculation ☐

STAM ☐

STPM ☐

Diploma ☐

Others (please specify): iversiti Utara Malaysia

#### Course

Bachelor of Marketing ☐

Bachelor of Entrepreneurship ☐

Bachelor of Business Administration ☐

Bachelor of Human Resource Management ☐

## SECTION B, C, D & E

Please choose and tick (/) your answer in the space provided according to this scale:

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

### Section B: Risk Taking Propensity

	1	2	3	4	5
I make a decision after I think deeply.					
I am willing to take risk.					
I am ready to take risk.					
I dare to take action even it is risky.					
I will take calculated risk in any entrepreneurial activities.					

### Section C: Entrepreneurship Education

	1	2	3	4	5
Entrepreneurial subject is important and should be taught in university to ensure future career especially unemployment rate is high.					
Entrepreneurship course should be made compulsory in order to stimulate entrepreneurial spirit in university.					
More entrepreneurial and business educational programs in the university would help students to venture into businesses.					
My university course prepares people well for entrepreneurial careers.					

**Section D: Need for Achievement**

	1	2	3	4	5
I will do very well in fairly difficult tasks relating to my study and my work.					
I will try hard to improve on past work performance.					
I will take full responsibility for the jobs assigned to me.					
I will try to perform better than my friends.					

**Section E: Entrepreneurial Intention**

	1	2	3	4	5
I prefer to be an entrepreneur rather than to be an employee in a company.					
My professional goal is to become an entrepreneur.					
I am determined to create a firm in the future.					
I will make every effort to manage my own firm.					
I have a very serious thought in starting my own firm.					
I have got the intention to start my firm one day.					

You have completed the questionnaires. Thanks again for your cooperation!

## Appendix B: SPSS Output

### DESCRIPTIVES ANALYSIS

#### Frequencies

		Statistics				
		Age	Gender	Race	Education	Course
N	Valid	335	335	335	335	335
	Missing	0	0	0	0	0
Mean		1.55	1.87	1.26	2.43	2.81
Minimum		1	1	1	1	1
Maximum		3	2	4	5	4

#### Frequency Table

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21	156	46.6	46.6	46.6
	22-25	175	52.2	52.2	98.8
	26-29	4	1.2	1.2	100.0
	Total	335	100.0	100.0	

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	43	12.8	12.8	12.8
	Female	292	87.2	87.2	100.0
	Total	335	100.0	100.0	

### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	282	84.2	84.2	84.2
	Chinese	31	9.3	9.3	93.4
	Indian	9	2.7	2.7	96.1
	Others	13	3.9	3.9	100.0
	Total	335	100.0	100.0	

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matriculation	143	42.7	42.7	42.7
	STAM	16	4.8	4.8	47.5
	STPM	80	23.9	23.9	71.3
	Diploma	81	24.2	24.2	95.5
	Others	15	4.5	4.5	100.0
	Total	335	100.0	100.0	

### Course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor of Marketing	75	22.4	22.4	22.4
	Bachelor of Entrepreneurship	39	11.6	11.6	34.0
	Bachelor of Business Administration	94	28.1	28.1	62.1
	Bachelor of Human Resource Management	127	37.9	37.9	100.0
	Total	335	100.0	100.0	

## RELIABILITY ANALYSIS

### Scale: Entrepreneurial Intention

#### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.935	6

#### Item Statistics

	Mean	Std. Deviation	N
I prefer to be an entrepreneur rather than to be an employee in a company.	3.78	.906	335
My professional goal is to become an entrepreneur.	3.56	.939	335
I am determined to create a firm in the future.	3.77	.901	335
I will make every effort to manage my own firm.	3.84	.833	335
I have a very serious thought in starting my own firm.	3.68	.914	335
I have got the intention to start my firm one day.	3.84	.906	335

## Scale: Risk Taking Propensity

### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.797	5

### Item Statistics

	Mean	Std. Deviation	N
I make a decision after I think deeply.	4.22	.717	335
I am willing to take risk.	3.80	.766	335
I am ready to take risk.	3.76	.754	335
I dare to take action even it is risky.	3.59	.783	335
I will take calculated risk in any entrepreneurial activities.	3.82	.789	335

## Scale: Need for Achievement

### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

		Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		.840	4

### Item Statistics

	Mean	Std. Deviation	N
I will do very well in fairly difficult tasks relating to my study and my work.	4.07	.639	335
I will try hard to improve on past work performance.	4.24	.627	335
I will take full responsibility for the jobs assigned to me.	4.27	.644	335
I will try to perform better than my friends.	4.16	.726	335



## Scale: Entrepreneurship Education

### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.841	4

### Items Statistics

	Mean	Std. Deviation	N
Entrepreneurial subject is important and should be taught in university to ensure future career especially unemployment rate is high.	4.12	.702	335
Entrepreneurship course should be made compulsory in order to stimulate entrepreneurial spirit in university.	4.04	.763	335
More entrepreneurial and business educational programs in the university would help students to venture into businesses.	4.11	.754	335
My university course prepares people well for entrepreneurial careers.	4.07	.774	335

## NORMALITY TEST

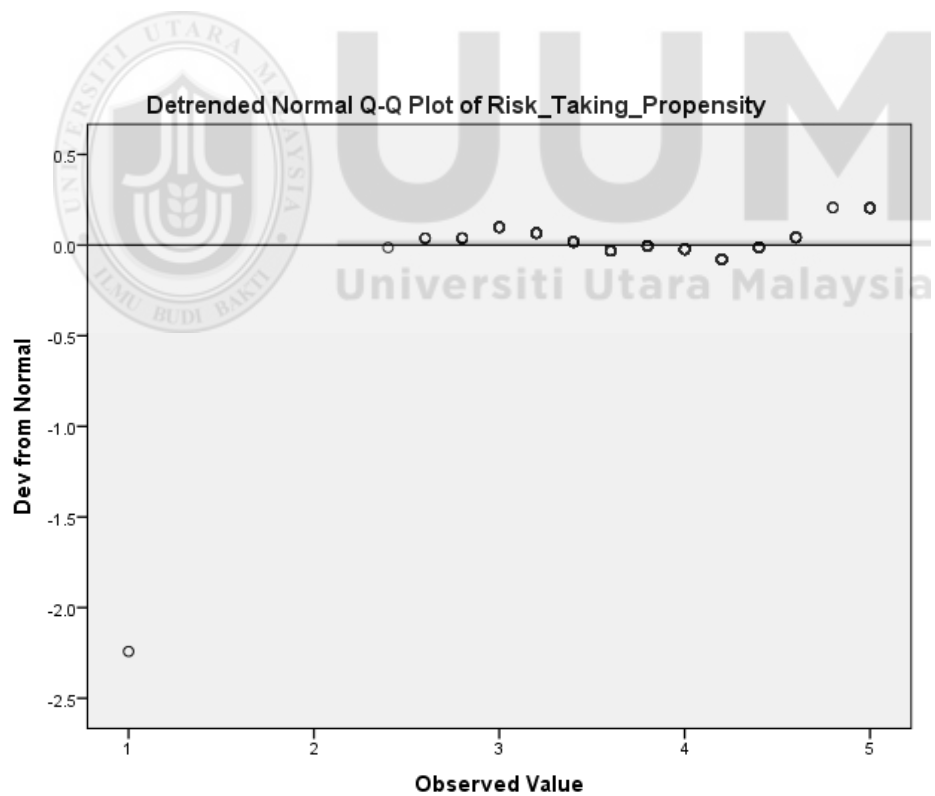
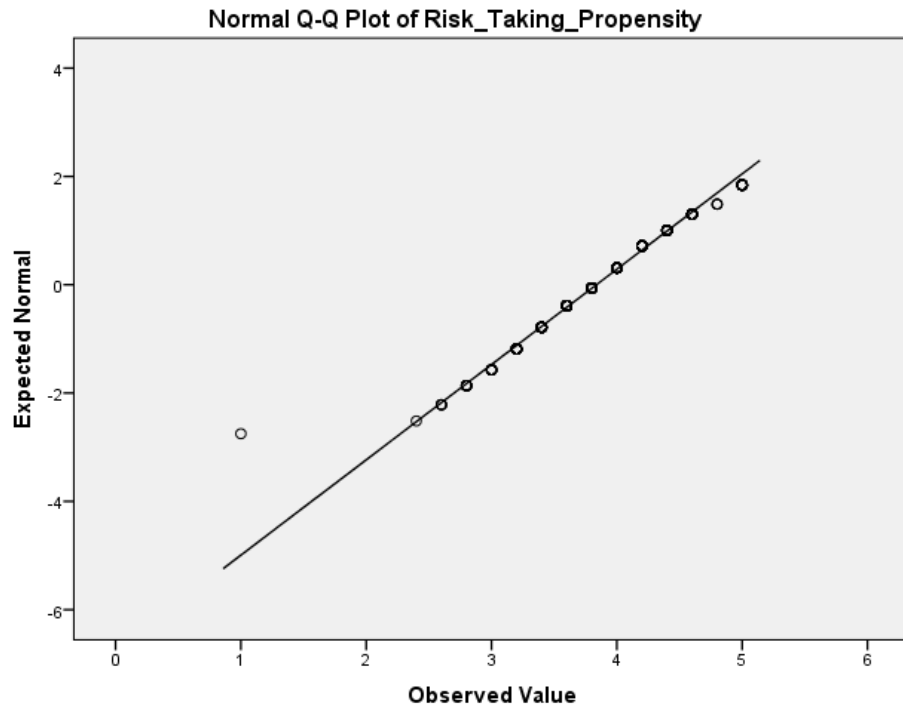
### Case Processing Summary

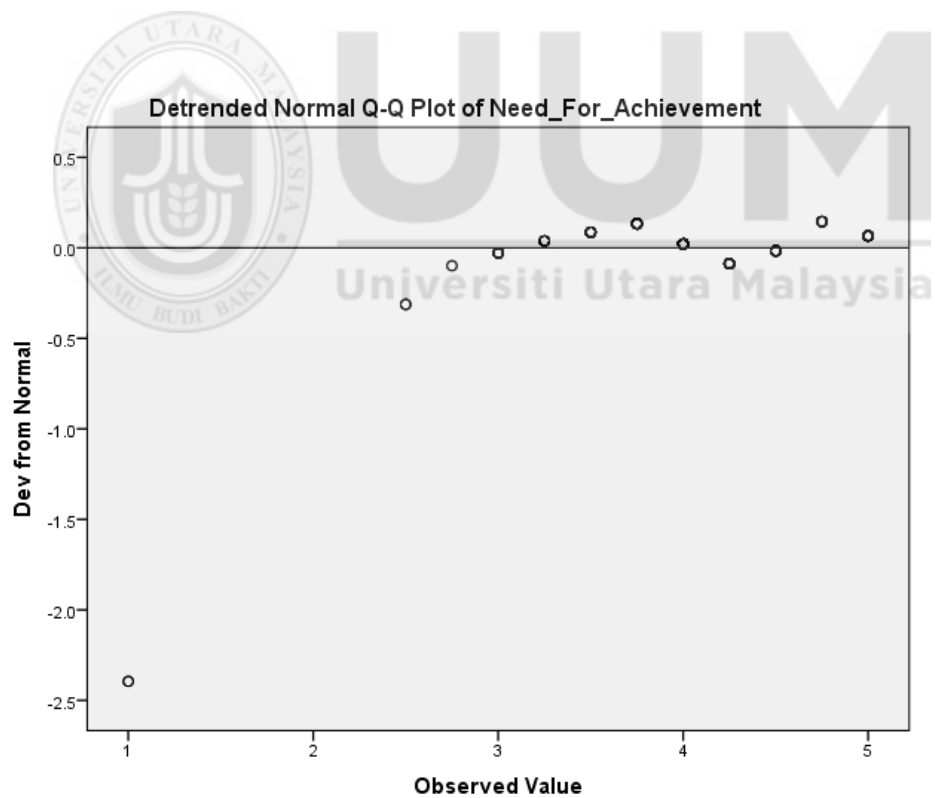
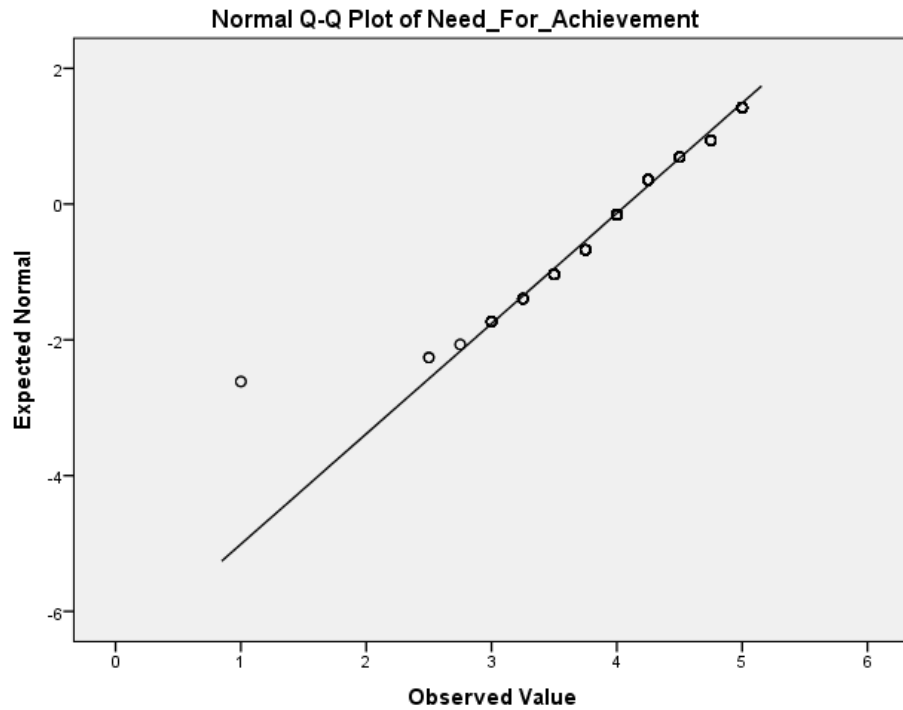
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Risk_Taking_Propensity	335	100.0%	0	0.0%	335	100.0%
Need_For_Achievement	335	100.0%	0	0.0%	335	100.0%
Entrepreneurship_Education	335	100.0%	0	0.0%	335	100.0%
Entrepreneurial_Intention	335	100.0%	0	0.0%	335	100.0%

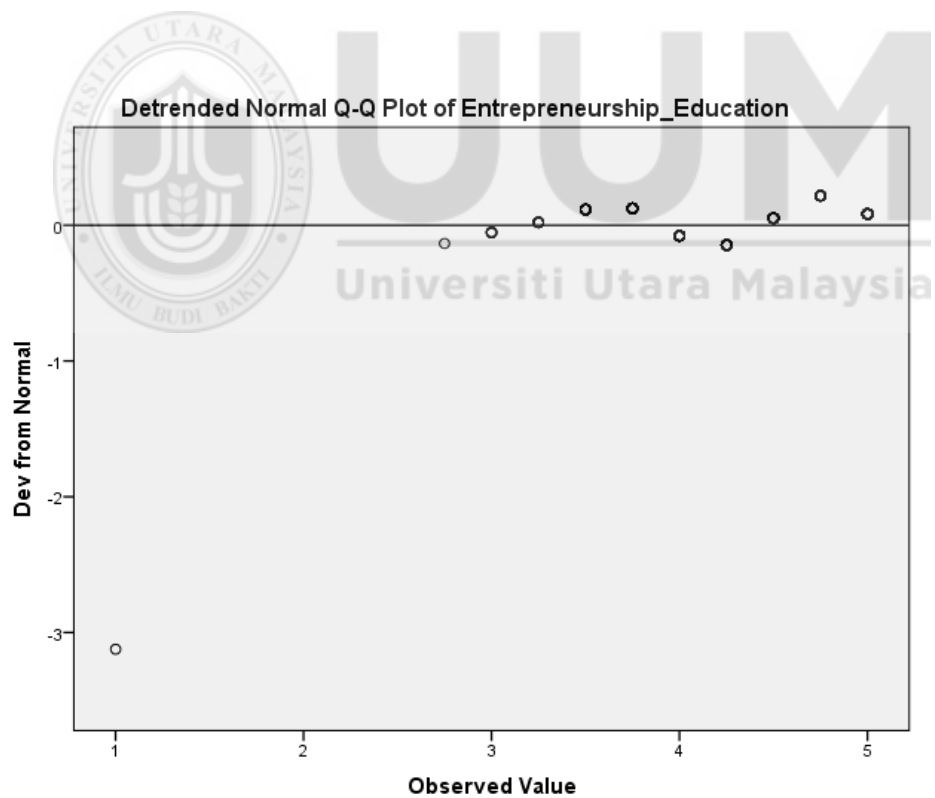
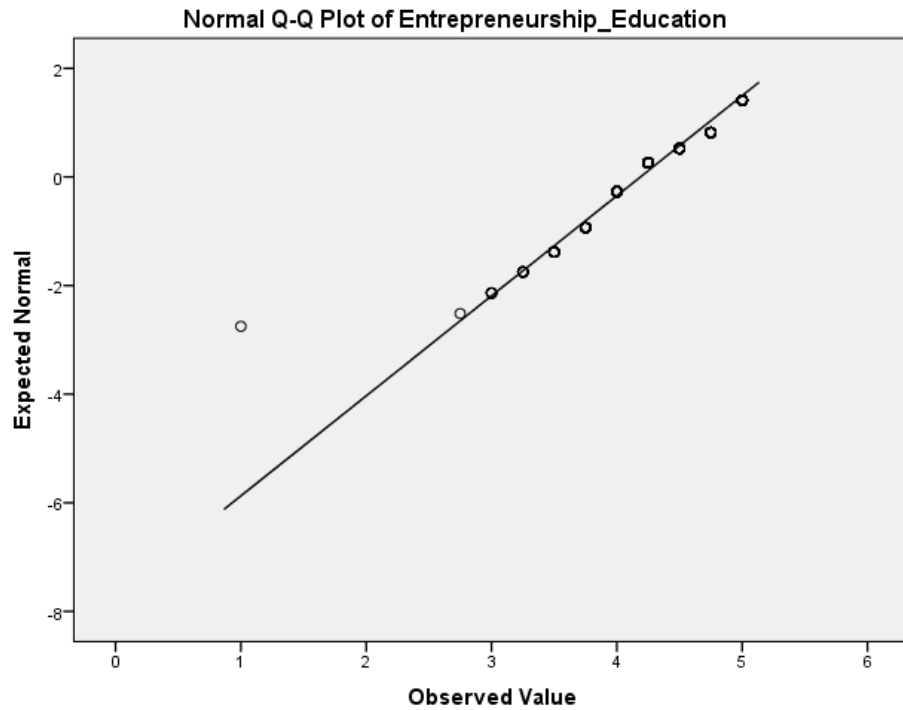
### Descriptives

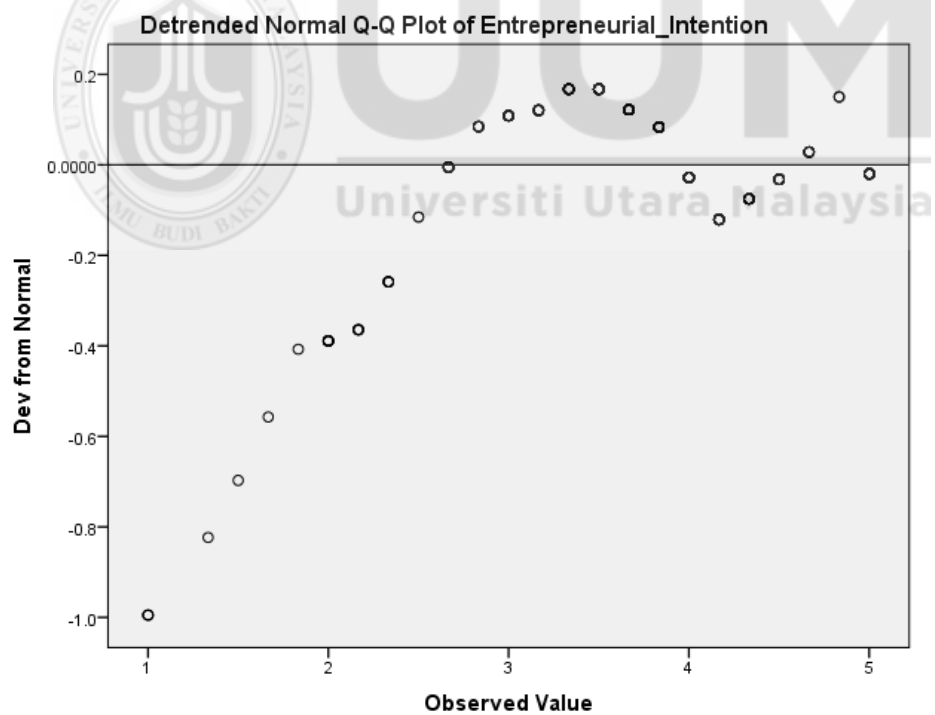
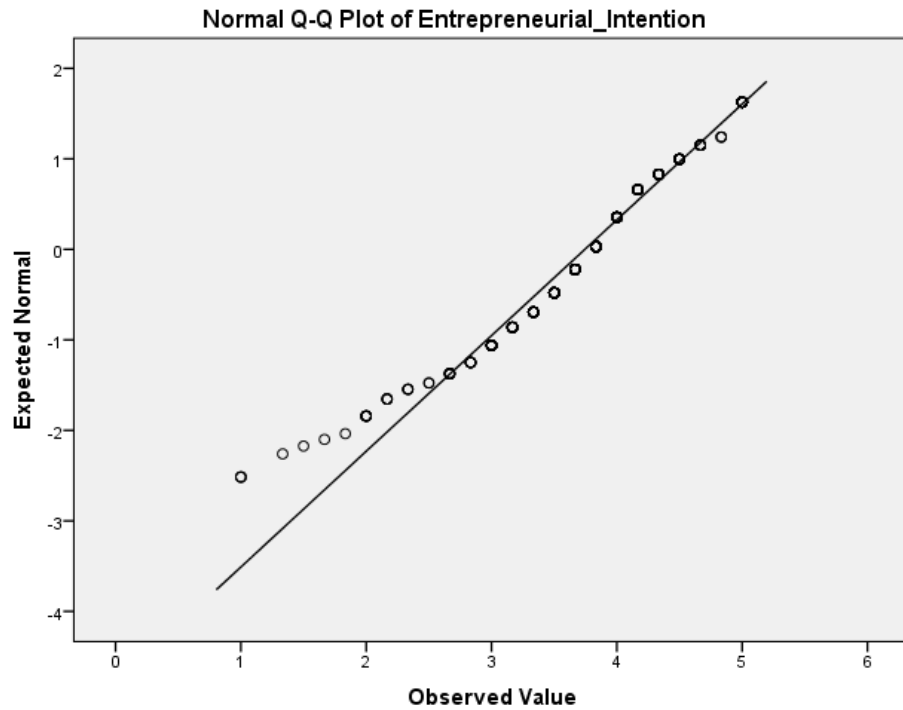
		Statistic	Std. Error
Risk_Taking_Propensity	Mean	3.8370	.03105
	95% Confidence Interval for Mean		
	Lower Bound	3.7759	
	Upper Bound	3.8981	
	5% Trimmed Mean	3.8381	
	Median	3.8000	
	Variance	.323	
	Std. Deviation	.56828	
	Minimum	1.00	
	Maximum	5.00	
	Range	4.00	
	Interquartile Range	.80	
	Skewness	-.176	.133
	Kurtosis	1.312	.266
Need_For_Achievement	Mean	4.0836	.03363
	95% Confidence Interval for Mean		
	Lower Bound	4.0174	
	Upper Bound	4.1497	
	5% Trimmed Mean	4.1128	
	Median	4.0000	
	Variance	.379	
	Std. Deviation	.61551	
	Minimum	1.00	
	Maximum	5.00	
	Range	4.00	
	Interquartile Range	.75	
	Skewness	-.797	.133
	Kurtosis	2.805	.266

Entrepreneurship_Education	Mean	4.1881	.02966
	95% Confidence Interval for Mean	Lower Bound 4.1297	
		Upper Bound 4.2464	
	5% Trimmed Mean	4.2092	
	Median	4.0000	
	Variance	.295	
	Std. Deviation	.54279	
	Minimum	1.00	
	Maximum	5.00	
	Range	4.00	
	Interquartile Range	.75	
	Skewness	-.554	.133
	Kurtosis	2.575	.266
Entrepreneurial_Intention	Mean	3.7448	.04273
	95% Confidence Interval for Mean	Lower Bound 3.6607	
		Upper Bound 3.8288	
	5% Trimmed Mean	3.7859	
	Median	3.8333	
	Variance	.612	
	Std. Deviation	.78202	
	Minimum	1.00	
	Maximum	5.00	
	Range	4.00	
	Interquartile Range	.83	
	Skewness	-.686	.133
	Kurtosis	1.028	.266







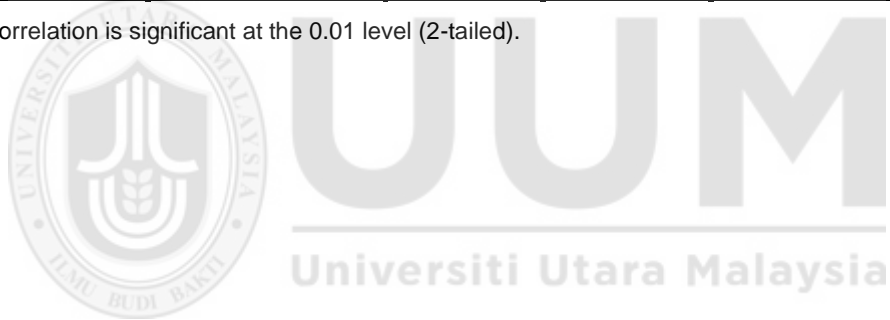


## CORRELATION ANALYSIS

**Correlations**

		Risk_Taking_ _Propensity	Need_For_ Achievement	Entrepreneurship _Education	Entrepreneurial _Intention
Risk_Taking_ Propensity	Pearson Correlation	1	.311**	.412**	.318**
	Sig. (2-tailed)		.000	.000	.000
	N	335	335	335	335
Need_For_ Achievement	Pearson Correlation	.311**	1	.435**	.324**
	Sig. (2-tailed)	.000		.000	.000
	N	335	335	335	335
Entrepreneurship _Education	Pearson Correlation	.412**	.435**	1	.271**
	Sig. (2-tailed)	.000	.000		.000
	N	335	335	335	335
Entrepreneurial_ Intention	Pearson Correlation	.318**	.324**	.271**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	335	335	335	335

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





## MULTIPLE REGRESSION ANALYSIS

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 <sup>a</sup>	.163	.155	.71883

a. Predictors: (Constant), Entrepreneurship\_Education, Risk\_Taking\_Propensity, Need\_For\_Achievement

b. Dependent Variable: Entrepreneurial\_Intention

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.227	3	11.076	21.435	.000 <sup>b</sup>
	Residual	171.034	331	.517		
	Total	204.262	334			

a. Dependent Variable: Entrepreneurial\_Intention

b. Predictors: (Constant), Entrepreneurship\_Education, Risk\_Taking\_Propensity, Need\_For\_Achievement

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.949	.363		2.614	.009	.235	1.663		
	Risk_Taking_Propensity	.294	.077	.214	3.821	.000	.143	.445	.809	1.236
	Need_For_Achievement	.278	.072	.219	3.868	.000	.137	.419	.790	1.265
	Entrepreneurship_Education	.127	.085	.088	1.494	.136	-.040	.294	.726	1.377

a. Dependent Variable: Entrepreneurial\_Intention

