

**ENTREPRENEURIAL INTENTION
AMONG POSTGRADUATE STUDENTS OF UUM**

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**MASTER OF SCIENCE (MANAGEMENT)
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By

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ABSTRACT

The main purpose of this study is to analyze the entrepreneurial intention of postgraduate students of Universiti Utara Malaysia (UUM). The study is coherent with the effort to encourage the involvement of Malaysian in starting a business. Therefore, the study used the Theory of Planned Behaviour by Ajzen (1991) to identify the factors that influence the entrepreneurial intention among postgraduate students of UUM. 370 respondents comprising masters, DBA and PhD students were involved in this study. Using survey method, 370 questionnaires were distributed and only 352 responses were analyzed to test the hypothesis, hence achieve the objectives of the study. The findings show that attitude toward entrepreneurship, perceived behavioural control and subjective norms have positive relationship with entrepreneurial intention among postgraduate students of UUM. Based on the regression analysis, PBC is the strongest predictor for entrepreneurial intention while attitude of students on entrepreneurship is the weakest predictor for their intentions to become entrepreneurs. Further analysis on the differences of student's intentions to become entrepreneurs between two groups (students with business parents and students with non-business parents) shows a significant result. Students with business parents has higher intention to become entrepreneurs than the other group. The study hopes to assist the responsible parties that involve in the effort to encourage the entrepreneurial activities for example the university in developing and producing more graduates that have high interests on entrepreneurship.

Keywords: entrepreneurial intention, attitude toward entrepreneurship, perceived behavioural control, subjective norms, postgraduates, UUM

ABSTRAK

Tujuan utama kajian ini ialah untuk menganalisa kecenderungan keusahawanan dalam kalangan pelajar pascasiswazah Universiti Utara Malaysia. Kajian yang dilaksanakan selari dengan usaha mengalakkan penglibatan rakyat Malaysia dalam bidang keusahawanan. Oleh itu, pengkaji memilih Teori tingkah laku terancang (TPB) daripada Ajzen (1991) bagi mengenalpasti faktor-faktor yang mempengaruhi kecenderungan keusahawanan dalam kalangan pelajar pascasiswazah di UUM. Seramai 370 responden yang terdiri daripada pelajar peringkat sarjana dan doktor falsafah telah terlibat dalam kajian ini dan daripada 370 borang soal selidik yang telah diedarkan hanya 352 soal selidik yang digunakan untuk analisis seterusnya. Dapatan kajian menunjukkan sikap terhadap keusahawanan, persepsi terhadap kawalan tingkah laku dan persepsi terhadap norma memberi kesan yang positif terhadap kecenderungan keusahawanan dalam kalangan pelajar pascasiswazah UUM. Melalui analisis regresi, persepsi terhadap kawalan tingkah laku ialah faktor utama dalam menentukan kecenderungan pelajar melibatkan diri dalam aktiviti keusahawanan. Sikap terhadap keusahawanan merupakan faktor paling kurang berkesan dalam membentuk kecenderungan keusahawanan pelajar. Hasil kajian juga mendapati, terdapat perbezaan yang signifikan diantara pelajar yang mempunyai ibu bapa terlibat dengan perniagaan dengan pelajar yang mempunyai ibu bapa bukan peniaga terhadap kecenderungan keusahawanan. Pelajar yang ibu bapa mereka terlibat dalam perniagaan mempunyai kecenderungan keusahawanan lebih tinggi berbanding pelajar yang ibu bapa mereka tidak terlibat dengan perniagaan. Dapatan kajian ini diharap dapat membantu pihak yang terlibat dalam menggalakkan aktiviti keusahawanan terutamanya pihak universiti bagi melahirkan lebih ramai graduan yang berminat berkecimpung dalam bidang keusahawanan.

Kata Kunci: kecenderungan keusahawanan, sikap, persepsi kawalan tingkah laku, norma, pascasiswazah, UUM

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LIST OF ABBREVIATIONS

ATE	Attitude toward Entrepreneurship
BCIC	Bumiputera Commercial and Industrial Community
DBA	Doctoral of Business Administration
EI	Entrepreneurial intention
EIQ	Entrepreneurial intention Questionnaires
FL	Factor Loading
GEM	Global Entrepreneurship Monitoring
H	Hypothesis
KMO	Kaiser-Meyer-Olkin
MARA	Majlis Agama Rakyat
PBC	Perceived behavioural control
PhD	Doctor of Philosophy
SME	Small-Medium Enterprise
SN	Subjective norms
SPSS	Statistical Packages for Social Science
TPB	Theory of Planned Behaviour
TUS	Graduate Entrepreneur Fund
UUM	Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to the latest Malaysia Education Blueprint for Higher Education (2015-2025) which was presented by the current Prime Minister of Malaysia, Dato' Seri Haji Najib Abdul Razak, there are ten key shifts that will be the road map for Malaysia education. One of the ten shifts is to produce a holistic, entrepreneurial and balanced graduates. Based on the current blueprint, it highlights the importance of entrepreneurship for graduates to get involved with. This is one of the approaches by the government to encourage the graduates to acquire necessary skills and knowledge to be entrepreneurs thus increasing the number of start-ups in Malaysia.

The Minister of Education, Tan Sri Muhyiddin Yassin further elaborates on the Malaysia Education Blueprint for Higher Education or PPPM-PT (2015-2025):

“The PPPM-PT can be done through the integration of graduates’ CGPA and entrepreneurial mind set. Besides that, the blueprint encourages students to be the job creators instead of job seekers.”

The explanation clearly shows the high expectation and believes from the Government towards current and future graduates in Malaysia to create their own job.

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only

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