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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and is now an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board members.

This volume 5 as well as volume 6 (which will be published in 2020) are special issues for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, the volumes focus mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROF. DR. SAUNAH ZAINON
Deputy Rector of Research, Industrial Linkages & Alumni
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The Effects of University Environments, Personal Traits And Risk Taking Towards Entrepreneurial Intention Among Undergraduate Students

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Abstract

The unemployment rate has increased over the years. Due to that, the government has regards entrepreneurship as a better employment alternative for graduates after finishing their study. Although there are many factors that can affect the undergraduates in determining their entrepreneurial intention. Therefore, this study was carried out to determine the factors affecting entrepreneurial intention among the undergraduate student in the UiTM Segamat. This survey used a quantitative method in order to collect the data using a questionnaire, where 191 respondents were involved in this research. There are four main variables have been adopted from past research which is: entrepreneurial intention, university environment, risk-taking and personality traits (innovation, sociability, planning, and leadership). According to the result, only two variables namely sociability and risk-taking were the significant factors affecting entrepreneurial intention among UiTM Johor students, whereby Risk Taking ($p=0.000$) and sociability ($p=0.008$). The finding of this result would provide a useful insight into the education institution for identifies the factors that can affect and boost the student entrepreneurial intention.

Keywords: entrepreneurship, graduate, student, employability, entrepreneurial intention

1. Introduction

The importance of entrepreneurship education has been stressed by numerous researchers including by Arranz, Ubierna, F. Arroyabe, Perez, & de Arroyabe (2016). Due to the importance of entrepreneurship education in Malaysia, Malaysian Ministry of Higher Education (MOHE) has taken the initiative by making entrepreneurship subjects compulsory to all students (Rahim, et al., 2015).

Entrepreneurship intention refers to the action that one individual toward the consequences action and individual *self-efficacy* (Douglas & Fitzsimmons, 2008). Self-efficacy is an individual's belief in their innate ability to achieve goals. Albert Bandura (1982) defined it as a personal judgment of "how well one can execute courses of action required dealing with prospective situations".

The entrepreneurship intention also involves internal strength, ambition, and passion. In addition, the factor that influencing the entrepreneurship intention is such as demographic profile, support, and personality traits (Zain, Akram, & K. Ghani, 2010).

The universities in Malaysia should play a good role to implement the entrepreneurship intention through their curricular activities and environment. The higher variable that influences entrepreneurship intention is the support from the lectures and curricular activities that are conducted by the university then followed by the support from the inspired people such as successful entrepreneur and the last variable are friends (Samuel, Ernes, & Awuah, 2013).

UiTM has included a subject, Principle Entrepreneurship (ENT530), compulsory to all Faculty of Business & Management students. According to ENT530 course outline, stated that at the end of the semester the students should be able to explain the concept and process related to principles of entrepreneurship using verbal and non-verbal communication. Furthermore, the student can demonstrate managerial skill in preparing a business plan and can demonstrate information retrieval and management skills in creating a business via the social media platform (UiTM, 2017)

In this subject, they learn the basic of entrepreneurship to enhance the passion among the student toward business industrial. Furthermore, they will get exposure to think and react as an entrepreneur. Moreover, they will be taught how to utilize social media for their business. Then they need to create social media to promoting business. There are many things that student a get from this subject. The knowledge that they learn can be practiced for managing their own business in the future.

2. Statement of the problem

Due to the increasing percentage of unemployment, entrepreneurship needs to be fostered among youth and the framework designed to help them build their entrepreneurial thinking. Malaysia headline unemployment is around 10.8% in 2017 is among the highest percentage in Asian country while following with Indonesia 15.6% and China 10.8% (Dass, 2018).

Enhancing entrepreneurship skill among student of the institutions of higher learning (IPT) is one of the main agendas of MOHE to produce graduates and can create opportunities in the future (Bernama, 2018). Furthermore, MOHE targets that by 2020, 15% of students will venture into entrepreneurship while they are still pursuing studies (Bernama, 2018).

From time to times the needs for entrepreneurial graduates keep increasing (Ertuna & Gurel, 2012). In Malaysia, there are more than 34 institutions that offer entrepreneurship education (Hot Course Abroad, 2018). We can assume that entrepreneurship educations are among the most important program offered by higher education. Based on the issued raised, this study is focusing on the effect of university environments and personal traits toward the entrepreneurial intention.

3. Research Objectives

Purpose of the study is to test the relationship between university environment, risk-taking and personal traits (innovation, sociability, planning, and leadership) and entrepreneurial intention.

RO1: To determine the relationship between the university environment and entrepreneurial intention.

RO2: To determine the relationship between risk taking and entrepreneurial intention.

RO3: To determine the relationship between personal traits (innovation, sociability, planning, and leadership) and entrepreneurial intention.

4. Research Methodology

This study is descriptive research employing the survey method through the distribution of questionnaires. By using the simple random sampling, a total of 191 respondents which comprised of UiTM Johor students, participated in this online survey, posted on researchers' Facebook. Apart from descriptive statistics, Pearson Correlation was also employed to establish the relationship between the variables. Cronbach's Alpha was also tested to check reliability and validity. Other than that, the correlation analysis and multiple regression analysis were also conducted to test the relationship between university environment, risk-taking and personal traits (innovation, sociability, planning, and leadership) and entrepreneurial intention. The researcher used the assumption of linearity whereas a linear relationship between dependent and independent variables.

5. Data analysis and Discussion

5.1 Response rate

In this study, 191 of online distributed questionnaires were answered from 6th until 30th March 2019.

5.2 Profile of Respondents

Table 1: Demographic Profile (n = 191)

	Categories	Frequency	Percentage (%)
Gender	Male	23	12.04
	Female	168	87.96
Age	19	1	0.52
	20	3	1.57
	21	10	5.24
	22	33	17.28
	23	48	25.13
	More than 23	96	50.26
Program	BBA Finance	34	17.80
	BBA Marketing	119	62.30
	BBA Islamic Banking	32	16.75
	BBA Investment	5	2.62
	BA Information Management	1	0.52

Generally, the respondents in this study were aged more than 23 years old (50.26%; 96), followed by 23 years old (25.13%; 48), 22 years old (17.28%; 33) and less than 22 years old (7.33%; 14). All of the respondents were ex-students of UiTM Johor, who have taken the subject ENT530 during their studies.

In term of academic background, 62.30% or 119 respondents were ex-students of BBA Marketing. The data collection was done through online, where the link of the questionnaire was shared on Facebook. This explained why the high number of ex-students of the program answered the questionnaire.

5.3 Reliability Analysis

Table 2 shows the reliability results for all measurements tested in the study. There was a substantial variation of Cronbach's Alpha values for all variables ranging from 0.778 to 0.953.

Table 2: Reliability Statistics

Variable	Number of Items	Number of Deleted Items	Cronbach's Alpha
University Environment	7	-	.937
Personality Traits: Innovation	2	-	.599
Personality Traits: Leadership	4	-	.788
Personality Traits: Sociability	4	-	.826
Personality Traits:	4	-	.953

Planning			
Risk Taking	4	-	.835
Entrepreneurial Intention (DV)	5	-	.866

Nunnally and Bernstein (1994) suggested that when the Cronbach's alpha values are greater than .70, they are generally considered desired or adequate. Thus, this shows that all six (6) variables in this study met the threshold of the analysis. This suggests that the measurements of the university environment, risk-taking and personal traits (self-efficacy) and entrepreneurial intention were acceptable, valid and reliable.

5.4 Correlation Analysis

The results of the Pearson's correlations between all variables were illustrated in Table 3. All tested variables were positively and significantly correlated between the variables ($p < .01$). This shows that all variables had strong and positive associations between each other.

Table 3: Pearson Correlation Analysis

	INT	UNI	INO	LEA	SOC	PLA	RIS
Entrepreneurial Intention (DV) (INT)	1	.404**	.216**	.235**	.458**	.366**	.613**
University Environment (UNI)			.260**	.313**	.425**	.493**	.540**
Personality Traits: Innovation (INO)				.210**	.270**	.369**	.357**
Personality Traits: Leadership (LEA)					.413**	.417**	.320**
Personality Traits: Sociability (SOC)						.500**	.509**
Personality Traits: Planning (PLA)							.520**
Risk Taking (RIS)							1

** Sig.level at 2 tailed

Based on the data analysis, there are high correlation $n=0.613$ between risk-taking and entrepreneurial intention. In addition, there are a positive moderate correlation $n=0.458$ between personality traits-sociability and entrepreneurial intention. The university

environment has low correlation $n=0.404$, definite but small relationship with the entrepreneurial intention.

In addition, personality traits-planning and entrepreneurial intention are almost negligible relationship $n=0.366$. Furthermore, personality traits-leadership also almost negligible relationship $n=0.235$ toward the entrepreneurial intention. The last variable which is personality traits-innovation also almost negligible relationship $n=0.216$ toward the entrepreneurial intention. All the relationship is significant at 0.01 levels.

5.5 Multiple Regression Analysis

Regression analysis of coefficient test as exhibited in Table 4 was used to test the coefficient between the independent and dependent variables. The results from the table show that the beta of risk-taking was (0.558) followed by sociability (0.239) and university environment(0.075). Based on the result, risk-taking had the highest impact on entrepreneurial intention among UiTM Johor students with a beta value equal to 0.558.

Table 4: Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.763	.373		2.044	.042
UNI	.075	.077	.070	.977	.330
INO	-.031	.077	-.025	-.401	.689
1 LEA	-.020	.075	-.017	-.266	.790
SOC	.239	.089	.193	2.685	.008
PLA	-.005	.082	-.005	-.062	.950
RIS	.558	.086	.494	6.511	.000

a. Dependent Variable: INT

Dependent variable: Entrepreneurial Intention

According to the result, only two variables namely sociability and risk-taking were the significant factors affecting entrepreneurial intention among UiTM Johor students, whereby Sociability ($p=0.008$) and Risk Taking ($p=0.000$). On the other hand, the innovation ($p=0.689$), leadership ($p=0.790$) and planning($p=0.950$) were not factors affecting entrepreneurial intention among UiTM Johor students. Regression analysis was conducted to fulfill the research objective to examine the relationship between the university environment, risk-taking and personal traits (self-efficacy) and entrepreneurial intention among UiTM Johor students. Based on regression analysis results, it can be concluded that risk-taking was the factor that mostly influences the acceptance of entrepreneurial invention practices with the t-value of 6.511, being the highest among all variables.

Table 5: Hypothesis Results

VARIABLES	NULL HYPOTHESIS	RESULT
University environment	There is no significant relationship between the university environment and entrepreneurial intention.	p=0.330 which is more than 0.05 H ₀ ACCEPTED
Personality Traits - Innovation	There is no significant relationship between Personality Traits – Innovation and entrepreneurial intention.	p=0.689 which is more than 0.05 H ₀ ACCEPTED
Personality Traits - Leadership	There is no significant relationship between Personality Traits – Leadership and entrepreneurial intention	p=0.790 which is more than 0.05 H ₀ ACCEPTED
Personality Traits - Sociability	There is no significant relationship between Personality Traits – sociability and entrepreneurial intention	p=0.008 which is less than 0.05 H ₀ REJECTED
Personality Traits - Planning	There is no significant relationship between Personality Traits – planning and entrepreneurial intention	p=0.950 which is more than 0.05 H ₀ ACCEPTED
Risk Taking	There is no significant relationship between risk-taking and entrepreneurial intention	p=0.000 which is less than 0.05 H ₀ REJECTED

6. Conclusions and recommendations

Based on the result of the analysis, the risk-taking and personality traits – sociability seems to be an important factor toward the entrepreneurial intention. This is because the p-value is below than 0.05. While the other independent variable which is the university environment, personality traits – innovation, personality traits – leadership, and personality traits – planning is not significant in influencing entrepreneurial intention. This is because of the p-value more than 0.05.

The study shows that risk-taking is the best factor that can influence entrepreneurial intention. The person that handles the personal project and analyzes the variable can influence its results and make the best decision for the next phase (De Moraes, Lizuka, & Pedro, 2017). Furthermore, risk-taking is significant to the hypothesis.

As a recommendation, the university already has a great module and course outline that can enhance the entrepreneurial intention toward the student. While some of them use the opportunity as a preparation for having a business in the future. However, from the study, the student did learn about entrepreneurship. To ensure that the effectiveness of the case study, the university can offer guidance not only during the study but the university can offer monitoring and consultation after finished the study to

those have an intention to build their own business. On the other hand, the university also can offer a mentor to make them more enthusiastic in doing business.

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