



**THE IMPACT OF PERSONAL ATTRACTION, PERCEIVED SOCIAL
NORMS AND PERCEIVED BEHAVIORAL CONTROL TOWARDS
YOUTH ENTREPRENEURIAL INTENTION**

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APRIL 2019

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LETTER OF SUBMISSION

JUNE 2019

Madam Noraida binti Omar,
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SARAWAK.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled **“THE IMPACT OF PERSONAL ATTRACTION, PERCEIVED SOCIAL NORMS AND PERCEIVED BEHAVIORAL CONTROL TOWARDS YOUTH ENTREPRENEURIAL INTENTION”** to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA.

Thank you.

Yours Sincerely,



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ABSTRACT

This study aims to identify the determinants of entrepreneurial intention among the youngsters. There are three (3) independent variables of this study consist of personal attraction, perceived social norms and perceived behavioral control. Meanwhile, the dependent variable for this study is youth entrepreneurial intention. This theoretical framework is verified on 119 youngsters in Kuching area. The data were analyzed using SPSS version 24 software includes frequencies analysis, reliability, correlation, regression and mean analysis. The results found that personal attitude, perceived social norms and perceived behavioral control are the predictors to entrepreneurial intention.

ACKNOWLEDGEMENT

Firstly, I would like to thank God a million times for He has given me the opportunity to start on my research study and completing this research successfully. Without His blessings, this research would not be completed on time.

I would like to express my sincere gratitude to my first advisor, Mdm. Noraida Omar, for her guidance, encouragement, corporation, willingness, and commitment to review this paper. Without her patience, wisdom, and counsel, my research would not have been done successfully. Not to forget my appreciation to my second advisor, Miss Nurnazirah, for her support and knowledge sharing regarding this research of mine.

Besides, a million thanks too to my family members especially my beloved parents for the financial support that they have given me to finish my research. Besides, my friends have been very helpful and I appreciate their kindness and encouragement that have guided me toward finishing my research. I am grateful that the multiple supports from them really help me in the completion of this project with a possible success.