



ENTREPRENEURIAL INTENTION  
AMONG STUDENTS OF PUBLICS HIGHER LEARNING  
INSTITUTION IN SARAWAK

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**ORIGINAL LITERATURE WORK DECLARATION**

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Field of Study : Marketing

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## ABSTRACT

Entrepreneurship is an intentional process, which an individual choose to be an entrepreneurs to start a business or a firm. The exacerbating situation of structural unemployment of university graduates in Malaysia necessitates an urgent need to study entrepreneurial intention as a career choice. This study investigates the entrepreneurial intention among students of publics higher learning institution in Sarawak. Specifically, the purpose of this paper was to explore the antecedents of entrepreneurial intentions that create strong propensity of university students as indicators to involve in entrepreneurship world. Applying Ajzen's (1991) theory of planned behaviour (TPB), the study used the three antecedents underlined in the TPB model (i.e. attitudes towards entrepreneurial, perceived behavioural control and subjective norm). An empirical test were carried out on the data gathered from a sample of 172 students. Results underlined a learning over the antecedents which demonstrates entrepreneurial intention had a significant positive effect over students' attitude towards entrepreneurial intention and perceived behavioural control. However, there is no statically significant for subjective norm. Based on the findings, several statistical conclusion were drawn. Finally, several practical implication were suggested and addressed in the paper.

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# CHAPTER 1

## INTRODUCTION

The main objective of this research study is to explore the entrepreneurial intention among students of public's higher learning institution in Sarawak. This chapter consists of background of study, scope of study, problem statement, research objectives, research questions, significant of study, limitation of study, and definition of terms.

### **Background of Study**

A drift from globalization era is the rise of entrepreneurship nationally and internationally. Entrepreneurship trend benefits country and will continue emergent into the future. Entrepreneurship, in the context of study, defined as an attitude that reflects an individual's motivation and capacity to identify an opportunity and to pursue it, in order to produce new value or economic goals (Ajzen 1991, Shapero 1982). This attitude is vital for the nation to encourage competitiveness and innovation. Therefore, the rise of entrepreneurship of new businesses and global opportunities recognized as a wealth mechanism.

Today, entrepreneurship regarded as one of the best economic development strategies to develop country's economic growth (Schaper and Volery, 2004). Furthermore, entrepreneurial careers transcend specific job titles, career paths, and business industries. These careers found in about every field, industry or organization.