

The Impact of Skills Having Towards Entrepreneurs Perceptions Among Students and Graduates at Private University College, Melaka

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ABSTRACT

This paper assesses the impact of skills having towards entrepreneurs perceptions among students and alumni at Private University College, Melaka. Methodology of this research by the author employed a quantitative approach and google form questionnaires are being used as the main instrument to distribute among the respondents who are students and alumni at Private University College, Melaka. The data were analysed using Statistical Package for Social Science (SPSS) software to obtain descriptive statistics. There have 160 respondents were participated in this research. All of them included students and alumni at Private University College, Melaka at different faculty where as there have six faculty in there. As the results, four out of eight variables of skill (decision making skills, risk taking skills, negotiation skills and sales techniques skills) have impact towards entrepreneurs perceptions among students and graduates at Private University College, Melaka.

Keywords: *Perceptions, Entrepreneurs Perceptions, and Entrepreneurship Skills.*

INTRODUCTION

Entrepreneurship is now an alternative route for graduates to place themselves in the labor market. Also the existence of the digital platform revolution give new meaning in this entrepreneurial field. Students' perceptions of entrepreneurial careers need to be changed so that they are interested in becoming an entrepreneur as parallel as the government's mission to produce more job creators. Thus, various programs related to the field of entrepreneurship were created in higher education institutions. But to what extent the implementation of the program has an impact on graduates in opening their intention to venture into this field of entrepreneurship. Therefore, this study, want to know the perceptions of students and graduates related to entrepreneurship perceptions in institutions of higher learning and analyze the relationship between these entrepreneurs skills and entrepreneurs perceptions.

LITERATURE REVIEW

Review on Problem Statements

In 2018, according to statistical data released by the Department of Statistics Malaysia (DOSM), it was found that 3.9% of our graduates are unemployed. Then, DOSM also announced the media statement of the Ministry of Higher Education on 16 July 2020 which informed that the unemployment rate of graduates in 2019 will remain the same as in 2018 which is 3.9% with 170.3 thousand unemployed graduates. Graduates actively seeking employment accounted for 74.8% (127.4 thousand people). 80% of the total number of active job seekers were found to be 80 percent unemployed for less than six months while 8.1% were unemployed for a period of 12 months and more. In May 2020, Datuk Seri Dr Mohd Uzir Mahidin (Chief Statistician of Malaysia) said that the total unemployment in March 2020 increased by 17.1%. This highest unemployment rate was influenced by the impact of the covid19 pandemic, causing the Movement Control Order (MCO) on the labor market to be implemented. Therefore, entrepreneurship education is important in changing the direction of graduates to be more innovative and skilled in creating their own jobs. To improve entrepreneurship education in IPT, the perceptions of students and graduates will be taken to triggering entrepreneurship intention among them. Especially, the skills that entrepreneurship education has formed them to become entrepreneur. Iklima Husna et.al. (2020) stated that the introduction to entrepreneurship education in universities in Malaysia has been done by the government to expose students to career opportunities in business. In this regard, universities play a key role in enhancing the Malaysian economy through entrepreneurship education by providing a secure platform where graduates can start their business careers (Fatoki and Oni 2014). Nevertheless, the entrepreneurship education provided by the university is still underestimated by most graduates. In fact, most graduates are found not to see the business opportunities offered in the field of entrepreneurship as a profession that can guarantee their future (Norasmah 2011). Through it also, stated the definition of perception by Gibson et. al., (1989), perception is a cognitive process used by individuals to interpret and understand the world around them. It also explains that perception is a process of giving meaning or significance to something that is within the environment of an individual. Thus, each individual is seen to give meaning to a stimulus differently even though the issue is the same (Norhamidah & Surianti, 2014). Markus Kitayama (1991) also asserts that people in different cultures have different perceptions of themselves and others. According to Zhenxia Peng, Genshu Lu & Hui Kang (2012) mentioned that entrepreneurial intentions play a very important role for a person to get involved in the field of entrepreneurship. Entrepreneurial intentions can be defined as mental orientation such as desires, desires and hopes can influence a person's entrepreneurial choices. It is supported by the study of Ahmad Firdaus, Mohd Khatta, Dayana Farzaha (2014) that the intention of entrepreneurship reflects the state of mind that starts people to choose from self-employment instead of choosing a paid job. Thus, it can be concluded that the intention of entrepreneurship is the thoughts and desires of a person in venturing into business as their career. Through the discussion from Dr. Ranjana Gujrati et. al. (2019) states that conceptually, entrepreneurship education refers to specific knowledge that nurtures students, skills, and attitudes to enable them to deal with life's challenges in any situation and take specific steps to create new trends and opportunities to face those challenges overall in aspects of human life. This can foster the properties of risk taking, innovation, arbitrage and production factor coordination to create new products or services for new and existing users in the human community. Entrepreneurship education has also been seen as a learning process that equips students with traits and competencies such as team spirit, leadership, problem solving and negotiation skills, self-direction and management compared to conventional education, which pays less attention to the skills and practical needs of society.

RESEARCH METHODOLOGY

Methodology

To examine the impact of skills having towards entrepreneurs perceptions among students and graduates at Private University College, Melaka, through distributing google form questionnaires among them randomly by using convenience sampling. The sample are from six (6) faculties namely Faculty of Innovation & Technology (FIPT), Faculty of Language & Education (FBP), Faculty Of Islamic Knowledge (FKI), Faculty of Nursing & Health Sciences (FKSK), Faculty of Hospitality Management (FPH) and Faculty of Science Socials (FSS). The number of respondents for this study was 160 respondents. The data obtained was analyzed via Statistical Package for Social Science (SPSS) version 22.0. From the pilot test, the result of the reliability test for this research was 0.815 more than 0.8 which is in the range of excellent and is considered as having good reliability, and therefore it is accepted in this research. As for the variables consisted of 11 items of reliability co-efficient and the Cronbach's Alpha is 0.820. From the analysis, it is clear that all the variables scored more than 0.80 which is in the range good and high reliability. According to Bougie & Sekaran (2016), the results shows that it can be accepted.

The main objectives of this research are; (1) To determine the level of entrepreneur perceptions among students and graduates at Private University College, Melaka. (2) To analyse the relationship of skills having towards entrepreneur perceptions among students and graduates at Private University College, Melaka. (3) To identify the most dominant skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka. (4) To improve entrepreneurs perceptions among students and graduates at Private University College, Melaka.

According to the objectives, our research framework stated as Fig1:

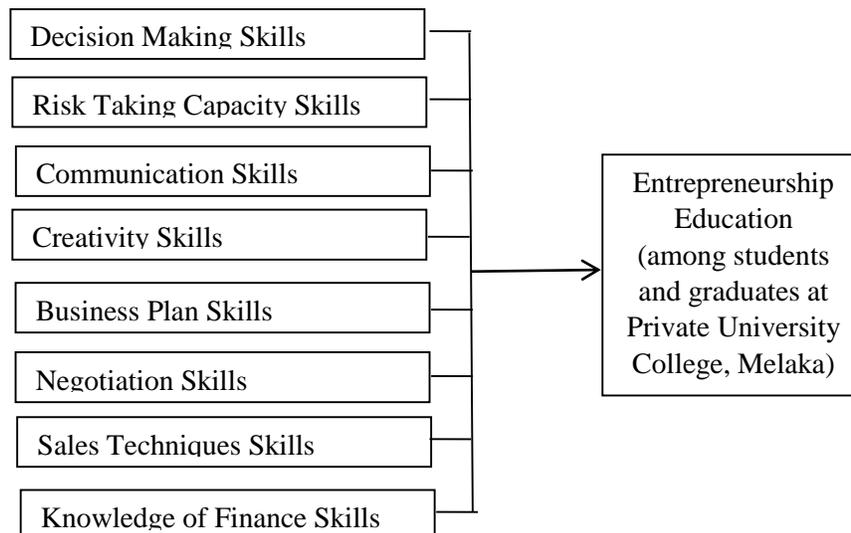


Fig 1 Theoretical Framework of Study

FINDINGS

The arguments and findings are described in details in this section. Based on Demographic of the respondents, the data indicates that the gender of the respondents who answered this questionnaire. Male respondents have recorded a total of 30 people with a percentage of 18.8% who have answered this questionnaire. The remaining 130 female respondents answered the questionnaire on entrepreneurial success by recording a high percentage of 81.2%. Gender for male and female respondents both had significantly different frequencies.

The data also show statistically race, the frequency of Malay respondents had an incredible amount of 99.4% with a total number of respondents, frequency of 159 people. Other race respondents recorded only one person with a percentage of 0.6%. This is because during the survey conducted, researchers found that most of the respondents of respondents were Malays.

Meanwhile, the level of study data indicates that most of the respondents a diploma holder with a total of 110 (68.8%), followed by respondents with a degree that recorded a total of 49 respondents with 30.6%. The balance from that, shows the level of other studies of 1 respondent with 0.6%. In addition, the respondents are students consisting of six (6) faculties namely FIPT, FBP, FKI, FKSK, FPH and FSS, data shows that the highest respondents consist of FIPT with a total of 113 respondents which is 70.6% followed with FSS as many as 19 respondents with 11.9% and FBP as many as 16 respondents with 10%.

The three faculties that recorded low statistics consisted of FKI, FPH and FKSK which each recorded a total of 9 respondents (5.6%), 2 respondents (1.2%) and 1 respondent (0.6%). Table 01 also shows the current status data as students who recorded a high number based on 48 respondents with a percentage of 30% are new students, statistics recorded the second highest number is from respondents who are students in the final year of study by showing a total of 41 respondents 25.6%. While the third highest number of respondents' shows a total of 39 respondents with a percentage of 24.4% who are in the second year of study. A total of 20 respondents with a percentage of 12.5% were in the first year of study and followed by Alumni (Fresh Graduated) a total of 9 respondents (5.6%) In addition, the lowest number is Alumni (Above 3 years Graduated) with 3 people respondents with a percentage of 1.9%.

Meanwhile, the elements of entrepreneurs perception among students and graduates at Private University College, Melaka shown by the highest number show 1 - 5 years after graduation agreed to plan to start own business in the future by recording 67 respondents with a percentage of 41.9% followed by respondents agree Immediately after graduation by showing 44 respondents 27.5%. Meanwhile, there are also respondents who stated that never plan to start own business in the future that is 13 respondents with a percentage of 8.1%. For the Perception of Entrepreneurship section, the highest number based on statement Entrepreneurship should be taught for you, who are not from business faculty is a total of 72 respondents on the scale agree with a percentage of 45% and only 1.2% that is 2 respondents is at a scale Strongly Disagree. While for the statement The Entrepreneurship education is useful for students even if they never plan to start their own business shows the highest number of 88 respondents is on the scale of agree with showing a percentage of 55% and scale based on strongly disagree only 1 respondent (0.6%). In addition, the highest recorded number was scale of Neutral by indicating a total of 55 respondents (34.4%) in the statement Entrepreneurs are born. Entrepreneurship can't be taught in the classroom and the lowest number is Strongly Agree scale where the number of respondents is 9 people with a percentage of 5.6%.

The relationship of skills having towards entrepreneur perceptions among students and graduates at Private University College, Melaka shown in Table 01: Correlations. There have four skills have correlations with entrepreneurs perceptions such are decision making skills, risk taking skills, negotiation skills and sales techniques skills among students and graduates at Private University College, Melaka. Another four skills such are communication skills, creativity skills, able to prepare business plan skills and financial skills have no correlations with entrepreneurs perceptions among students and graduates at Private University College, Melaka.

Table 2 Correlation

Entrepreneur Perceptions			
Decision Making Skills	Pearson Correlation	.290**	Have correlations at 0.01 with positive poor weightage relationship at value 0.290.
	Sig. (2-tailed)	.000	
Risk Taking Skills	Pearson Correlation	.297**	Have correlations at 0.01 with positive poor weightage relationship at value 0.297.
	Sig. (2-tailed)	.000	
Communication skills	Pearson Correlation	.130	Have no correlations.
	Sig. (2-tailed)	.101	
Creativity Skills	Pearson Correlation	.151	Have no correlations.
	Sig. (2-tailed)	.056	
Prepare BP Skills	Pearson Correlation	.107	Have no correlations.
	Sig. (2-tailed)	.176	
Negotiation Skills	Pearson Correlation	.195*	Have correlations at 0.05 with positive poor weightage relationship at value 0.195.
	Sig. (2-tailed)	.013	
Sales Techniques Skills	Pearson Correlation	.158*	Have correlations at 0.05 with positive poor weightage relationship at value 0.1.
	Sig. (2-tailed)	.045	
Financial Skills	Pearson Correlation	.106	Have no correlations.
	Sig. (2-tailed)	.182	

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

* . Correlation is significant at the 0.05 level (2-tailed).

Then, hypothesis testing for the variables can be concluded as shown in Table 02: Hypotesis Testing. The data analysis shown that we accepted H1, H2, H6 and H7 because the figure in Table 01: Correlations shown that there have a relationship between this four variables (decision making skills, risk taking skills, negotiation skills and sales techniques skills) with entrepreneurs perceptions among students and graduates at Private University College, Melaka. For H3, H4, H5 and H8 we fail too reject H0. So, all of the variables (communication skills, creativity skills, able to prepare business plan and financial skills) have no relationship with entrepreneurs perceptions among students and graduates at Private University College, Melaka.

Table 2 Hypothesis Testing

Hypothesis	Conclusion	
H ₁ : There is a relationship between decision making skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Reject H ₀	Accept H ₁
H ₂ : There is a relationship between risk taking skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Reject H ₀	Accept H ₂
H ₃ : There is a relationship between communication skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Fail to reject H ₀	Reject H ₃
H ₄ : There is a relationship between creativity skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Fail to reject H ₀	Reject H ₄
H ₅ : There is a relationship between prepare business plan skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Fail to reject H ₀	Reject H ₅
H ₆ : There is a relationship between negotiation skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Reject H ₀	Accept H ₆
H ₇ : There is a relationship between sales techniques skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Reject H ₀	Accept H ₇
H ₈ : There is a relationship between financial skills towards entrepreneur perceptions among students and graduates at Private University College, Melaka.	Fail to reject H ₀	Reject H ₈

For further analysis we used regression backward to determine the most dominant skills having towards entrepreneur perceptions among students and graduates at Private University College, Melaka. As a results, the most dominants based on Model 7 at Table 03: Coefficients Regression Backward shown that decision making skills and risk taking skills were dominant skills. But the most dominant skills towards perceptions among students and graduates at Private University College, Melaka is risk taking skills based on significant value 0.23 from the table.

Table 3 Coefficients Regression Backward

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
7	(Constant)	1.906	.360		5.291	.000
	Decision Making Skills	.179	.084	.187	2.139	.034
	Risk Taking Skills	.203	.089	.201	2.297	.023
a. Dependent Variable: Entrepreneur Perceptions						

Otherwise, for the Perception of Entrepreneurship Skills, most respondents agreed that decision making skills are important to be a successful entrepreneur with a Highly Important scale with a total of 72 respondents with a percentage of 45% and only 2 respondents stated on the scale Not Important. As for, risk taking capacity skills show that most respondents voted on the Important scale of 84 respondent with 52.5% and on the Not Important scale there is only one respondent (0.6%). In addition, a total of 87 respondents with a percentage of 54.4% on the Highly Important scale agree that communication skills are important to be a successful entrepreneur. Data also shows that the ability to prepare business plan skills is

also on the same scale in a total of 73 respondents with a percentage of 45.6%. In addition, for creativity skills and negotiations skills showed a total of 76 respondents (47.5%) and 86 respondents (53.8%) agreed to choose these skills as skills are important to be a successful entrepreneur on the Important scale. Finally, for sales techniques skills and knowledge of finance skills, they are on the same scale, namely Highly Important, with a total of 76 and 73 respondents per skill with a percentage of 47.5% and 45.6% respectively. Overall, all respondents agreed on a Highly Important and Important scale with decision making skills, risk taking capacity skills, communication skills, creativity skills, ability to prepare business plan skills, negotiations skills, sales techniques skills and knowledge of finance skills as important skills to be a successful entrepreneur.

Suggestions: The levels of entrepreneurs perceptions is moderated with the mean 3.51 (between neutral and agree), so, private college university must include all the four variables that have relationship (decision making skills, risk taking skills, negotiation skills and sales techniques skills) towards entrepreneurship perceptions. Also, this private college university must inject this element in their teaching and learning, also soft skills activities to improve entrepreneur perceptions among their students and graduates.

The opinion from the students and graduates recommendation to make them choose entrepreneur as a career after graduated stated that individual need to be ready with strong mental in order to become as an entrepreneur after graduates. At the same time, they also stated that they choose entrepreneur as a career after graduate because they can get high side income.

Limitations: This research only analysed the entrepreneurship perception among the respondents with this population which is from one private university college, Melaka. Therefore, here are some recommendation for future improvement in doing further research in this area. In future, this research should be apply for different population widen or making comparison between private and public university.

Also the respondents can be change to entrepreneurs, matured person, employee or etc. The new finding in this area will have new results that can be organized to understand in depth in this area in order to improve this four variables (decision making skills, risk taking skills, negotiation skills and sales techniques skills).

CONCLUSION

The findings shown that the levels of entrepreneurial perceptions among students and graduates at Private University The findings shown that the levels of entrepreneurial perceptions among students and graduates at Private University College, Melaka was moderated. This research objectives also to analyse the relationship of skills having towards entrepreneur perceptions among students and graduates at Private University College, Melaka. The results stated that four variables have relationship (decision making skills, risk taking skills, negotiation skills and sales techniques skills) and four variables have no relationship (creativity skills, able to prepare business plan skills, communication skills and financial skills) towards entrepreneur perceptions among students and graduates at Private University College, Melaka. Then, others objectives is to identify the most dominant skills having towards entrepreneur perceptions among students and graduates at Private University College, Melaka and the results concluded that risk taking skills became the most dominant skills among the variables. Otherwise, there have a few suggestions that can be explore and implement via focusing in decision making skills, risk taking skills, negotiation skills and sales

techniques skills as element to insert in teaching and learning, also in soft skills activities (entrepreneurship programme and courses) in order to improve entrepreneurs perceptions among students and graduates at Private University College, Melaka.

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