



**FACTORS INFLUENCING AGROPRENEURSHIP INTENTION AMONG AGRICULTURAL  
STUDENTS**

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## ABSTRACT

This paper aims to identify the factors that influence the intention of agriculture students towards agropreneur. Past research agreed that entrepreneurial intention can be determined by using Theory of Planned Behavior (TPB), this theory used as theoretical framework in this study.

The independent variables of this study consist of Personal Attitude, Subjective Norm, Perceived Behavior Control, Perceived Education Support and Perceived Relation Support. The most factors influence agropreneurial intention among agriculture students will help student to make a career choice based on their preference. Other than that, this study may help improving the agriculture sector to expand. The method used in this study is regression analysis which is it will explain on what factors will show significant or not significant. The techniques used to collect the data is by distribute a questionnaires to the target population that will more explain in Chapter

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