



**THE INTENTION TO START A BUSINESS AMONG
UITM, SEGAMAT STUDENTS: A CASE STUDY IN
SURUHANJAYA SYARIKAT MALAYSIA (SSM)**

**MUHAMMAD FAUZAN ARIEF BIN ABD RAZAK
2014797775**

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**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

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ABSTRACT

The purpose of this study is done is to determine what are the intention to start a business among UiTM Segamat students. Researcher has collected both primary and secondary which conducted a quantitative method that used 100 respondents through google doc. The researcher then analyzed the data using Statistical Package for Social Science (SPSS) software. The results showed that after conducting using SPSS the most significant factors which related to the intention of starting a business are the Subjective Norms, and the rest of the factor that is Sources of Financial, Job Opportunity, Attitude and Perceived Behavior Control which the researcher found out that it is not significant.

Keywords: Intention to start a business, source of financial, job opportunity, attitude, perceived behavior control, subjective norm, University Technology MARA, Segamat.

CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter explains about the background of study, company background, vision and mission from Companies Commission of Malaysia (SSM), problem statement of the study, research objective, research question, limitation of study, scope of study and definition of term.

1.2 Background of Study

The researcher have identified that the Malaysian government want to help graduate students to be more involve with business industry. Furthermore, with many businesses exists in Malaysia gives benefits by contribute to the government by creating more job opportunity, able to provide high income to the public and private sector and improve the government economy. According to BERNAMA, “50,882 peniaga online berdaftar dengan SSM” Berita 360 (Bukit Mertajam) May 21, 2017, “CCM chief executive officer Datuk Zahra Abd Wahab Fenner said there was an increasing trend of online business registration recorded since 2015 with an average of 1,000 businesses a month”. Thus, all these factors could contribute to improve the country’s progress and help to achieve the country’s vision.

In Malaysia, there are agencies which exist to help the public to set up their own business and firms such as Suruhanjaya Syarikat Malaysia (SSM). SSM is a company that was established under the Organizations Commission of Malaysia Act