



**INVESTIGATING THE LEVEL OF ENTREPRENEURIAL INTENTION
AMONG BUSINESS UNDERGRADUATES
IN UiTM MALACCA CITY CAMPUS**

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ABSTRACT

Research in entrepreneurship field has widen the interest of many researchers to investigate the factors that lead people to become entrepreneur. The increasing of unemployment among the undergraduates in Malaysia is a social problem and has lead to many acculturation of entrepreneurship programs in higher learning institutions to expose students with entrepreneurship knowledge. In this regard, this study explores the role of one factor from Theory of Planned Behavior (TPB) that is widely used in other research of entrepreneurial intention which is subjective norms, as well as other predictors (self-efficacy and need for achievement) and perceived support. The research presents a descriptive study and empirical evidence which acquired the association between these four factors to predict the level of entrepreneurial intention among business undergraduates. The data was gathered from the survey among 122 business undergraduates at UiTM Malacca City Campus. Data collection was based on cross-sectional (one-shot) basis. Among the four factors tested against entrepreneurial intention, regression analysis indicates that entrepreneurial intention is significantly associated with subjective norms which validate the TPB model as the predictor for entrepreneurial intention. Results indicated that business undergraduates in UiTM Malacca City Campus have low and moderate level of entrepreneurial intention.

Keyword: *Entrepreneurship, Unemployment, Theory of Planned Behavior (TPB), Self-efficacy, Need for Achievement, Subjective Norms, Perceived Support, Entrepreneurial Intention*

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