



UNIVERSITAS
PENDIDIKAN
INDONESIA
MARA

TERBUKTAJANU

SIKAMUNING TUBI DINTERPRETURSTUP UFFINITION (FD)
AMONG HOSPITALITY UNDERGRADUATES IN HIGHER
LEARNING INSTITUTIONE A CASE STUDY AN UTM
TERBUKTAJANU

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10th November 2021

ABSTRACT

This paper aims to examine the correlation and the relationship on the factors influencing entrepreneurship intention (EI) among hospitality undergraduates in higher learning institution. Since most literature agreed that entrepreneurial intention can be determined by using Theory of Planned Behavior (TPB), this theory is adapted as theoretical framework in this study. The independent variables of this study comprise attitude, perceived support and barriers, locus of control (LoC) and need for achievement (nAch). The sample of this study is from hospitality undergraduates at UiTM Terengganu with approximately 484 total of population. The findings of this study show that there is a positive correlation between all independent variables towards entrepreneurship intention (EI). It also appears that there is significant relationship between all independent variables towards entrepreneurship intention (EI).

ACKNOWLEDGEMENTS

I would like to express our sincere gratitude and appreciation to my supervisor, Mrs. Wan Nor Bayah Wan Kamarudin for her guidance throughout the process of the entire research. Her vast knowledge, intelligent comments and recommendations were of great value to me. Her understanding, inspiration and persistence have provided a strong foundation for me to complete this undergraduate project.

I wish to express my sincere thanks to Mrs. Jazira Anuar @ Mohd Noor, my Undergraduate Project Coordinator, HTM655 for her useful guidance and advices throughout this semester. Her direction was valuable in the early stages until the end of this study.

In addition, I really thank all respondents who spend their valuable time and patience helping me fill in the questionnaire. Without their honest feedback, I would not be able to complete my undergraduate project. Therefore, I really appreciated the efforts of the respondents who gave me valuable information with kindness and patience.

Finally, I would like to thank my family and friends who are supporting me throughout my studies at UiTM Terengganu Campus Dungun. Once again, I am thankful to all the people who have provided me with assistance in completing my undergraduate project.

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