



**ENTREPRENEURIAL INTENTION AMONG STUDENTS IN UiTM MELAKA
KAMPUS BANDARAYA**

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Abstract

Entrepreneurship has becoming an important issue in recent years due to its contribution to national economy development and society at large. Decisions to be entrepreneurs are determined by certain factors and it is a planned behavior instead of engaging it accidentally. Thus, underlying factors that influence students' intention towards entrepreneurial career are vital.

In general, entrepreneurial intention is defined as a state of mind that leading an individual's attention and action toward the endorsement of entrepreneurial behavior, building new business concept and undertaking in entrepreneurial career. It is important for students to know that entrepreneurship is an available career option for them and understand their interest and intention towards entrepreneurial career.

Therefore, this study seeks to investigate the impact of attitude toward the behavior, subjective norm, perceived behavioral control, and entrepreneurship education on the entrepreneurial intention of students in UiTM Melaka Kampus Bandaraya.