

**THE INTENTION TO START BUSINESS DIMENSIONS: A STUDY ON MALAYSIAN
STUDENTS AT HIGHER INSTITUTION LEARNING**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

BY :

**KURSIMAH BINTI HARUN
ABANG ZAINOREN B ABANG ABDURAHMAN
DR. ABANG FEIZAL B ABANG IBRAHIM**

DECEMBER 2011

Contents

1. Letter of Report Submission	iii
2. Letter of Offer (Research Grant).....	iv
3. Acknowledgements	v
4. Enhanced Research Title and Objectives.....	vi
5. Report.....	1
5.1 Proposed Executive Summary	1
5.2 Enhanced Executive Summary	2
5.3 Introduction	3
5.4 Brief Literature Review.....	4
5.5 Methodology	8
5.6 Results and Discussion.....	10
5.7 Conclusion and Recommendation.....	12
5.8 References/Bibliography	13
6. Research Outcomes	15
7. Appendix	16

3. Acknowledgements

This research project would not have been possible without the support of many people. The writers wish to express their gratitude to the following that were abundantly helpful and offered invaluable assistance, support and guidance. They are as follows:

Ministry of Higher Learning for giving us the financial means;

Rector of UiTM Sarawak, Prof. Dato Dr. Jamil bins Hj. Hamali;

Rector of UiTM Johor, Associate Prof. Dr. Hj Omar bin Samat;

Dr. Firdaus Abdullah who help in the pilot test

Special thanks also to all research assistance for their invaluable help. The writers wish to express their love and gratitude to their beloved families; for their understanding & endless love, through the duration of this research. Not forgetting all respondents for sharing their precious time to fill up the questionnaires. Lastly, the writers wish to convey their greatest gratitude to Allah s.w.t. for giving the strength to complete the research.

4. Enhanced Research Title and Objectives

Original Title as Proposed:

Entrepreneurial Characteristics among Students: the intention to start business

Improved/Enhanced Title:

The Intention to Start Business Dimensions: a study on Malaysian Students at Higher Institution Learning.

Original Objectives as Proposed:

1. To determine the entrepreneurial characteristics of students
2. To determine the relationship of the entrepreneurial characteristics towards the intention of students to start their business
3. To propose a framework on the intention of students' to start business

Improved/Enhanced Objectives:

1. To determine the dimensions of business intention among higher institution students.
2. To examine the relative importance of business intention dimensions among higher institutions students
3. To propose a framework on the intention of students' to start business

5.3 Introduction

Studies on identifying entrepreneurial dimensions that contributes to business start up intention can be considered matured in the develop countries such as United States and European nations. However, there are limited studies on the entrepreneurial characteristics and start business intention dimension in South East Asia. In Malaysia, the studies are still at the infant stage and offers huge research opportunities for scholars.

Most studies on entrepreneurship are focus on the identification of entrepreneurial characteristics and success factors. However, studies on dimension business start up intention remains under explored. Previous studies had highlighted that the importance of studies on business start up intention among student in order to overcome the issues of unemployment.

Extensive literature review on previous studies on the entrepreneurial dimension of business intention was conducted in order to develop a comprehensive questionnaire for the study. The questionnaires were pilot tested with 30 students of higher learning in Malaysia. Correction and amendment on some items in the questionnaire were executed with the guidance from the experts.

A 25-items questionnaire was develop and distributed to 1000 students of higher learning in Malaysia, yielding a response of 90%. The multivariate tests had indicated that data were almost linear which is acceptable for further analysis. This study involved a multistage approach from the Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and the Multiple Regression Analysis (MRA).

This paper was tested empirically for unidimensionality, reliability and validity using the EFA and CFA. The EFA and CFA had identified and confirmed five dimensions of business intention which are Self Efficacy (SE), Self Determining (SD), Leaderships (L), Motivation (M) and External Environment(C).