



**ENTREPRENEUR MOTIVATION TO START BUSINESS**

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(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
BANDARAYA MELAKA**

**JUNE 2014**

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**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
BACHELOR OF BUSINESS ADMINISTRATION WITH  
(HONS) INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
BANDARAYA MELAKA**

**JUNE 2014**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOUR (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
“DECLARATION OF ORIGINAL WORK”**

We, Amirul Hakim Bin Mohamad (IC No : 911219016179) and Nur Fadhila Bte Aziz (IC No : 910412015720)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date : 04<sup>th</sup> July 2014  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date : 04<sup>th</sup> July 2014  
\_\_\_\_\_

## LETTER OF SUBMISSION

04<sup>th</sup> July 2014

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
University Teknologi MARA  
Kampus Bandaraya Melaka ,  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “Entrepreneur motivation to start business” to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you.

Yours sincerely  
Amirul Hakim Bin Mohamad  
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## **ABSTRACTS**

Entrepreneurship is one of the activities that Johor government encourages people to create business. There are many successful entrepreneurs in Johor brings a very proud products and services. The purpose of this research also is to identify the relationship between entrepreneur motivation to start business and the independent factors such as internal motivation, government support, capabilities, and financial security. Besides that it also to identify which factors is the most significant factor for entrepreneur motivation to start business towards the internal motivation, government support, capabilities and financial security.

Hence, this research used primary and secondary data in collection the data as data method. As for the interpretation data, the researcher used correlation coefficient for testing hypothesis, while regression analysis for testing the most significant variables in this research. Based on the researcher findings, the factor of internal motivation, government support and capabilities overall have positive correlation with the entrepreneur motivation to start business while the financial security shows the negative relationship with entrepreneur motivation to start business. In addition, only the government support and capabilities are not at the level of significant where as the internal motivation and financial securities are in significant. Thus, the most significant variable is financial security shows the most factors influencing entrepreneur motivation to start business.