

UNIVERSITI TEKNOLOGI MARA

**ENTREPRENEURIAL INTENTION IN DOING
INFORMATION-RELATED BUSINESS AMONG
POSTGRADUATE STUDENTS AT FACULTY OF
INFORMATION MANAGEMENT, UNIVERSITI
TEKNOLOGI MARA, SHAH ALAM SELANGOR.**

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Thesis submitted in fulfillment of the requirements for the degree of

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.


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ABSTRACT

Intention in doing information-related business is a commitment to perform behaviour that is necessary to physically start the business venture. Intention is a key concept when it comes to understanding the reason for individual's careers. Business or entrepreneurship's career offers big opportunities to achieve financial independence and give lots of benefits for growth, innovation and job creation. This study is aimed to investigate the intention in doing information-related business among postgraduate students at Faculty of Information Management, Universiti Teknologi MARA, Shah Alam, Selangor. The purpose of this study is to determine student's *attitude towards behaviour*, *subjective norms* and *perceived behavioural control* to pursue into entrepreneurship by applying *The Theory of Planned Behaviour Model and Sokol Model*. The study is also to determine whether gender, students' family income, family background and discipline of study have relationship with students' intention in doing information-related business. Questionnaires were distributed to 175 postgraduate students at Faculty of Information Management, Universiti Teknologi MARA, Shah Alam, Selangor. Combinations of descriptive and inferential statistics were done in analysing the data from this study. Mean ranking and standard deviation were performed to analyse the descriptive part of the analysis. For the inferential statistics, the independent samples *t*-test, one-way analysis of variance (ANOVA) and Pearson Correlation tests were conducted. The result of the study revealed that on average, the respondents have the *attitude towards behaviour* (mean=3.47), *subjective norms* (mean=3.44), *perceived behavioural control* (mean=3.15) and *entrepreneurial intention* (mean=3.19) in starting business ventures. Association was found between discipline of study and students' intention in doing information-related business. However, there is no association between gender, roles of family background, students' family income and students' intention. It also revealed that the relationship between the levels of *attitude towards behaviour*, *subjective norms*, *perceived behavioural control* and students' *entrepreneurial intention* in doing information-related business is positively and moderately correlated. The results also showed that there are no significant differences on *attitude towards behaviour*, *subjective norms*, *perceived behavioural control* and students' *entrepreneurial intention* among the respondents' gender, roles of family background, discipline of study and family income in doing information-related business. This study will have a profound impact on making recommendations particularly to the management of Faculty of Information Management, Universiti Teknologi MARA and other academic institutions and educators to design the entrepreneurship course among university students. Besides, it will give an idea to Malaysian Academy of SME & Entrepreneurship Development (MASMED) of Universiti Teknologi MARA (UiTM) to develop entrepreneurial activities or short courses among students.

KEYWORDS: *Entrepreneurship, Entrepreneurial intention, information-related business*

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