



UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

A STUDY ON
FACTORS THAT CONTRIBUTE TO ENTREPRENEURIAL INTENTION AMONG
FINAL YEAR DEGREE STUDENTS AT UiTM CAWANGAN KEDAH

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ABSTRACT

The purpose of this study was to investigate the factors that contribute to entrepreneurial intention among final year degree student at Universiti Teknologi MARA (UiTM) Cawangan Kedah. The problem arises when the students were not fully prepared to become an entrepreneur after finishing their studies. After a lot of programmes done by the government, the number of the student involvement in the entrepreneurial activities was still not encouraging. This shows that the student still not being attracted with the entrepreneurial culture. The entrepreneurial intention among the student may be contributed by different factors which are subjective norm, role models, entrepreneurial education and desire for independence. The research method for this study was quantitative and the sample size in this study is 196 students. The primary data of this study was collected by distributing the self-administered questionnaire for the sample of 196 students. The result of this study shows that the university should increase the entrepreneurial marketing to attract the students' entrepreneurial intention by involve themselves in more entrepreneurial carnival or activities and equipped with the entrepreneurial skill and knowledge.

Keywords: Entrepreneurial intention, final year degree students, subjective norm, role models, entrepreneurial education, desire for independence

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