



SELF-BELIEF AND ENTREPRENEURIAL INTENTION AMONG BACHELOR OF
BUSINESS ADMINISTRATION (HONS) STUDENT OF UNIVERSITI TEKNOLOGI
MARA (UiTM) CAMPUS SAMARAHAN

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SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT FOR THE DEGREE
BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

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KOTA SAMARAHAN

SARAWAK

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LETTER OF SUBMISSION

27th JUNE 2016

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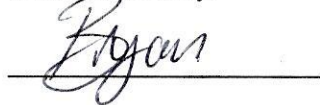
Dear Sir,

Submission of Project Paper (MKT660)

Attached is the project paper titled "SELF-BELIEF AND ENTREPRENEURIAL INTENTION AMONG BACHELOR OF BUSINESS ADMINISTRATION (HONS) (BBA) STUDENT OF UNIVERSITI TEKNOLOGI MARA (UiTM) KOTA SAMARAHAN" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,



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ABSTRACT

This study is focus on self-belief and entrepreneurial intention among Bachelor of Business Administration (Hons) students of Universiti Teknologi Mara Kota Samarahan. Students' entrepreneurial intention may be affected by different factors. Understanding of the factors that predict entrepreneurial intention is crucial because entrepreneur behavior is a result of intention. Theory of Planned Behavior (TPB) is adopted to specifically look at the effect of behavioral factors on entrepreneurial intention. Entrepreneurial intention is found to determine students' willingness to engage into entrepreneurial behavior in future. The main objective for this study is to understand how attitude toward the behavior, subjective norm, and perceived behavioral control affect entrepreneurial intention of undergraduates.

The primary data of this study was gathered by distributing 150 survey questionnaires to respondents at Universiti Teknologi Mara, Kota Samarahan. However, only a total of 100 questionnaires were returned. The Cronbach's Alpha Reliability test which can ensure high reliability result was conducted on every variable.

Pearson Correlation Coefficient and Linear Regression Analysis were conducted in this study to observe independent variables (i.e. attitude toward the behavior, subjective norm, perceived behavioral control). All the variables have significant relationship with entrepreneurial intention.

The discussion of the findings, implications of study, limitations and recommendations for future research are discussed in the end of the study.

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CHAPTER 1 : INTRODUCTION

1.1 Introduction

The study of entrepreneurial intention among students from tertiary level of education is the main objectives for this research paper. The background of the study, problem statement, research objectives, research questions, scope of study, and significance of the study are the main topics that are discussed in this chapter.

1.2 Background of the study

As Malaysia is moving towards 2020 Visions, there are more to be done in order to transform its economy to be a high-income economy. One of the ways to lead Malaysia towards high-income economy is by entrepreneurship. The year 2020 is getting nearer and the goal to be a high-income economy will be not achieved if there is no action being taken. Therefore, fear of not achieving this goal, the government gives more attention and concerns about the entrepreneurship among Malaysian citizen. The government has given an allocation for funding and incentives for small and medium enterprises in order to attract Malaysian citizen to venture into entrepreneurship. The Malaysian government shows their concern when they have decided to provide an aggressive attention to entrepreneurial programs during the Ninth Malaysian Plan (2006-2010).

It is the right decision to be made by the government during the Ninth Malaysian Plan (2006-2010). However, the plan was a failure because the unemployment rate during that year was still high which shows that the incentives given by the government did not fully accepted by the Malaysian citizen. Based on the News Image Bank (NIB) (2009) the statistics on year 2009 shows that 30% of 170000 graduates from the previous three years was still unemployed. Previous research done by Puspadevi (2011) shows that there is a significant increase of jobless graduates was recorded from 65,000 to 71,600 graduates in early year of 2011.