



YOUNG ENTREPRENEUR INVOLVEMENT
IN THE AGRIBUSINESS

SAUFI AZINUDDIN BIN SAIDDIN
2013554107

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

JUNE 2016

ACKNOWLEDGEMENT

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Assalamualaikum.....

First of all, I would like to thank to Allah s.w.t for his blessings to me to finish this thesis completely. I'm proudly to express my greatest appreciation both to my advisor, Madam Hasnawati and thanks to my second examiner Madam Jasmine for giving a lot of guidance and moral support in process to complete this thesis.

Then, I'm grateful to the entrepreneurs and correspondent around Kota Kinabalu, who gave their support and full commitment to fulfill the questionnaires and give good cooperation toward achieving my goals to finish my thesis especially for keeping to the deadlines.

Not to forget to my supervisor during practical training, for his full cooperation and a lot of guidance in providing relevant ideas, information and assisting me in completing my practical training

I would therefore like to express my heartfelt thanks to my family, especially to my mother, Norilah Binti Alim and colleagues who have participated in giving positive comments and supporting words in helping me to complete this task. Their contributions truly appreciated and will be well remembered.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURE	x
ABSTRACT	xi

CHAPTER 1 INTRODUCTION

1.0	Introduction	1
1.1	Background of Study	1
1.2	Problem Statement	3
1.3	Research Objectives	5
1.4	Research Question	5
1.5	Scope of Study	6
1.6	Limitation of Study	7
1.7	Significant of Study	8

CHAPTER 2 LITERATURE REVIEW

2.0	Literature Review	9
2.1	Knowledge	9
2.2	Acceptance	10

2.3	Attitude	11
2.4	Government Support	12
2.5	Agribusiness Involvement	13
2.6	Research Framework	15
2.7	Research Hypothesis	15

CHAPTER 3 RESEARCH METHODOLOGY

3.0	Introduction	16
3.1	Sources of Data	16
	3.1.1 Primary Data	16
	3.1.2 Secondary Data	17
3.2	Research Design	17
	3.2.1 Descriptive	17
3.3	Survey Instrument	17
	3.3.1 Likert Scale Question	18
3.4	Sampling	18
	3.4.1 Population	18
	3.4.2 Element	18
	3.4.3 Sampling Frame	19
	3.4.4 Sample	19
	3.4.5 Subjects	19
3.5	Sampling Technique	19
	3.5.1 Simple Random Sampling	20
	3.5.2 Convenience Sampling	20

ABSTRACT

The objective and scope of the study is to identify the factors that influence the involvement of young entrepreneur in agribusiness. There are four factors that contribute to this problem which is knowledge, acceptance, attitude, and government support. From the study, researchers want to know whether these factors have the relationship or not in agribusiness involvement. The researcher needs to find some reference for the literature review to support the data for this study. All of the references are found from journal and also website. By doing this research, the researcher used primary and secondary data as sources in gathering information. Researcher distributed questionnaire in 'pasar tani' and have collected 75 respondents. For the findings and analysis, the researcher used SPSS to analyze the data. Researchers used frequency distribution analysis, reliability analysis, correlation analysis and multiple analyses that found two independents variable influence the dependent variable. The hypotheses on variables are tested by using Hypothesis Testing and the results show that two variable is significant. From the findings, it shows that knowledge and government support is the factor that influences the involvement of young entrepreneurs in agribusiness. For regression analysis, two hypotheses are accepted. Lastly, recommendations are suggested for improvement.