

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES**



**FACTORS INFLUENCING ENTREPRENEURIAL  
INVOLVEMENT AMONG UITM STUDENT IN  
SEREMBAN**

**MOHAMMAD AFIQ FARHAN BIN MOHD TALIB  
2019713271  
NUR NADZIRAH NAFISAH BINTI ZULKAPLI  
2019335947**

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## **ABSTRACT**

This study was carried out to determine what are the factors that influence the involvement of UiTM Seremban students towards entrepreneurship. The Malaysian government encourages entrepreneurship among youths through funding and implementation of relevant entrepreneurship curriculum in schools and higher education institutions to further boost Malaysia entrepreneurship. The impact of the economic closure of the Movement Control Order (MCO) caused by the spread of Covid-19 in Malaysia resulted in the increased of unemployment rate and this also contributes to the problem of unemployment among students in Malaysia, which is 3.2 percent (%), out of 5.29 million graduates were unemployed in 2019 (DOSM, 2020). Therefore, in order to unravel the problem of this study, researchers used the quantitative model and cross-sectional design as the methodology in this study. In addition, the use of primary sources, which is a questionnaire method, was used to obtain feedback from the respondents and a total of 349 respondents' data were collected. In this study, the researchers emphasized three factors that were seen to influence students towards entrepreneurship, which is the factor of attitude, subjective norms, and perceived behavioral control. The results of the study found that all these factors had a positive influence on the students and that attitude factors exerted the most significant influence in influencing students to engage in entrepreneurship. The researchers also listed some of the limitations and recommendations that could be considered in future studies.

**Keywords:** Entrepreneurship, UiTM, Theory of planned behavior (TPB), Attitude, Subjective norms, Perceived behavioral control.

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Mohammad Afiq Farhan Bin Mohd Talib  
Nur Nadzirah Nafisah Binti Zulkapli  
Bachelor of Administrative Science (Hons)  
Faculty of Administrative Science & Policy Studies

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