



A STUDY ON THE INTENTIONS OF ENTREPRENEURSHIP AMONG HIGHER  
LEARNING INSTITUTION STUDENTS IN KOTA KINABALU

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## **ABSTRACT**

This study was conducted to investigate the level of interest among higher learning institution students towards entrepreneurship examine factors that influences their intention towards entrepreneurship and to give suggestions and recommendation on how to attract students intention towards entrepreneurship. The research design used is descriptive study and both primary and secondary data regarding the study were gathered. The target populations in this study are universities and colleges which were selected within Kota Kinabalu area. The sample consists of 140 respondents; the respondents were selected through convenience sampling. In analyzing the data, frequency distribution, percentage, and cross tabulation were used. The findings of this study revealed that most of the students have the intention towards entrepreneurship and the factors that influence their intentions are the respondents profile and attitudes. Towards the end of this study, comprehensive recommendations to attract the student's intentions were drawn.