



**FACTORS INFLUENCING ENTREPRENEURIAL INTENTIONS AMONG
STUDENTS IN UiTM CAWANGAN MELAKA KAMPUS BANDARAYA**

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ABSTRACT

Students' entrepreneurial intention may be affected by different factors. Entrepreneurial intention is found to determine students's willingness to engage into entrepreneurial behavior in future. The main objective for this study is to understand how attitude toward the behavior, perceived behavioral control, entrepreneurship education and personality traits affect entrepreneurial intention of undergraduates.

The primary data of this study was gathered by distributing 322 survey questionnaires to respondents at Universiti Teknologi Mara (UiTM) Cawangan Melaka Kampus Bandaraya. The Cronbach's Alpha Reliability test which can ensure high reliability result was conducted on every variable.

Pearson Correlation Coefficient and Multiple Linear Regression Analysis were conducted in this study to observe independent variables (i.e. attitude toward the behavior, entrepreneurship education and personality traits).

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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