



**FACTORS INFLUENCING ENTREPRENEURIAL INTENTION  
AMONG DEGREE STUDENTS IN UITM SAMARAHAN**

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## **ABSTRACT**

This study aims to investigate and understand the factors influencing entrepreneurial intention among degree students in UiTM Samarahan. Entrepreneurial intention is an intention in creating new venture in which relationship of intention and entrepreneurship. Nowadays, entrepreneurship becomes an alternative to employment due to increasing of unemployment rate among graduates from time to time. It will create awareness for student to have interest and intention to involve entrepreneurial activity in university.

A questionnaire was designed and adopted from various entrepreneurial intention studies. This study can be a benchmark for the management of UiTM Samarahan to develop entrepreneurial intention among degree students in UiTM Samarahan in which supporting Universiti Teknologi MARA (UiTM) to become entrepreneurial university.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

In this chapter, background of the research, research problem, research objectives, scope of the study, significant of the study and definition of terms are being highlighted to provide an overall overview on the research. This chapter will be guideline on how to complete the study with appropriate procedures and context.

#### **1.1 Background of the study**

Nowadays, entrepreneurship is seen as one of the major contribution to the economy of a particular economy. Entrepreneurship is becoming relevant instrument to promote economic growth and development in different regional and national economic (Keong, 2008). It can be seen that theoretical and empirical research has associated psychological characteristics with entrepreneurship.

Entrepreneurial intention is defined as the conscious state of mind that precedes action and directs attention towards a goal such as starting a new business (Bird, 1998 ; Carsrud, 1993). The significance of education and the role it plays in entrepreneurial activity, stating that it is critical to attract the young and educated to entrepreneurship, especially as current industrial trends are towards a knowledge-based environment (Postigo, DIacobucci, & Tamborini, 2006).

This study explores the cognitive factors which are personal attitude, subjective norm and perceived behavioural control that lead to entrepreneurial intention. Its application is made through the application of an EI model which is the Theory of Planned Behaviour (TPB) by Ajzen (1991). The TBP has been used by several

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter is discussed in detail on the study factors influencing entrepreneurial intention among degree students in UiTM Samarahan. It is about relationship personal attitude and entrepreneurial intention, relationship subjective norm and entrepreneurial intention, and relationship between perceived behavioural control and entrepreneurial intention. In addition, this chapter includes the literature and the theoretical framework for the purpose of this study.

#### **2.1 Literature Review**

##### **2.1.1 Entrepreneurial Intention**

Entrepreneurship intention is defined by Douglas and Fitzsimmon, 2008 as an action of an individual's attitudes towards the outcome and self efficacy of his or her actions. Henley, 2007 thought that entrepreneurship is an intention activity that formed at least a year in advance of creating new venture in order to have link between intention and entrepreneurship. It is related to cognitive process which serves to beliefs, perceptions, and other exogenous factors into the intent to act, then to the action itself (Ajzen, 1991).