



**THE DETERMINANTS OF ENTREPRENEURIAL INTENTION AMONG STUDENTS  
IN UITM MELAKA, MELAKA CITY CAMPUS**

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## **ABSTRACT**

This study was conducted to determine the factors influencing entrepreneurial intentions among the students of Universiti Teknologi MARA (UiTM) Melaka, Melaka City Campus. As such, it is well known that they have highly educated students who contribute to their success. This study uses a descriptive study and hypothesis testing to illustrate the students and the factors influence the intention to become entrepreneur in UiTM Melaka, Melaka City Campus. The targeted population was 1300 students in UiTM Melaka, Melaka City Campus and the sample size was 100 respondents. Samples were selected through convenience sampling techniques. Primary data has been collected through the use of questionnaires. Data analysis used in this study is descriptive analysis, reliability test and multiple regression analysis. Based on the findings of descriptive analysis on the demographic profile, the highest respondents are female students. Most respondents are graduates aged between 21 to 23 years old. Based on the discovery of sampling's convenience techniques, the independent variables which mean personal attraction and perceived support are considered closely related to entrepreneurial intentions. In addition, an entrepreneurial skill was not supported to intention. Finally, the most influential factor affecting entrepreneurship intention is personal attraction.

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