



INTENTION FOR WOMEN TO START-UP
INTERNET ENTREPRENEURSHIP IN MALAYSIA

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JANUARY 2018

ACKNOWLEDGEMENT

“By the name of Allah S.W.T all Mighty Generous and Might Merciful”

Assalamu’alaikum Warahmatullahi Wabarakaatuh

Firstly, I must express my deepest gratitude to Allah S.W.T because giving me a golden opportunity, bless, strength and facilitating me to finish my final year project paper. I believe, without His consent I will never be able to reach this stage and get this chance. I am really grateful in completing this project paper.

Then, I would like to express my appreciation from the deepest of my heart to my beloved advisor, Dr. Nur Melissa Mohammad Faisal Wee for all of her contribution in this project paper. Dr. was contributing a lot in stimulating suggestion and ideas, her time invested, consideration, her continuous guidance and numerous consultations started from the beginning till the end just to ensure the project paper finish properly.

Next, I would like to thanks to my second examiner, Madam Khalilah Ibrahim for her contribution throughout my project paper to ensure it fulfil all the requirements needed.

Furthermore, my special thanks to my family members for being my strength and motivation to become more determined in order to finish this project paper perfectly. Thank you for always supporting me physically and mentally. Thank you for all of the valuable support and love given in order to see me becomes a successful person.

Not forgotten, my thanks are dedicated to all of my friends because helped me a lot directly and indirectly. To end with, thank you to all parties involved in the whole process in completing my project paper. I am extremely grateful to receive all of your helps and blessing.

ABSTRACT

The aim of this study was to reveal determinants for women to start-up internet entrepreneurship intention using the theory of planned behaviour (TPB) and innovation diffusion theory (IDT). The researcher employ TPB and IDT in which intentions and aspiration towards being an internet entrepreneur are regarded as resulting from relative advantage, compatibility, subjective norm and perceived behavioural control. A questionnaire was conducted on 138 women in Malaysia which distributed by the researcher. In this research that has been proposed within the scope of TPB and IDT, SPSS was used in order to reveal the relationship between the determinants factors influencing women internet entrepreneurship intention. According to the result of SPSS analysis, it was determined that the independent variables which are relative advantage, compatibility, subjective norm and perceived behavioural control, have a positive effect on women internet entrepreneurship intention. In the study, the compatibility and perceived behavioural control was calculated 0.000 and 0.050 of significant value respectively. In summary, it is determined that the compatibility and perceived behavioural control factors are the most significant and important predictors of women internet entrepreneurship intention.

Keywords: Women, Internet Entrepreneurship, Relative Advantage, Compatibility, Subjective Norm, Perceived Behavioural Control.

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