



**FACTORS THAT INFLUENCE ENTREPRENEURIAL INTENTION AMONG
STUDENTS OF UITM (MELAKA) CITY CAMPUS**

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ABSTRACT

Entrepreneurship intention becomes an interesting topic nowadays. Many researchers interested in investigating this topic. Entrepreneurial intention can be defined as a person willingness to do entrepreneurial behavior and take entrepreneurial action to become self-employed. There are four independent variables in this study which are attitude, perceived behavioral control, subjective norm and risk-taking propensity. The purpose in this study is to investigate the factors that influence entrepreneurial intention among students of UiTM (Melaka) City Campus. The data was collected by using mail questionnaire. 196 respondents are selected as sample from 400 respondents. However, only 192 out of 196 respondents return back the questionnaire which indicated 98% response rate. The data was analysed by using SPSS version 23. The result can be shown by pearson correlation analysis stated that attitude have strong relationship with entrepreneurial intention. While perceived behavioral control, subjective norm and risk-taking propensity have moderate correlation with entrepreneurial intention. From the regression analysis result, all independent variables which are attitude, perceived behavioral control, subjective norm and risk-taking propensity has significant relationship with entrepreneurial intention. Therefore, attitude becomes the most significant factor that influences entrepreneurial intention.