



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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**ENTREPRENEURIAL INTENTION AMONG THE MALAY MARKETING
STUDENTS**

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ABSTRACT

This research is part of a larger investigation on factors influencing entrepreneurial intention. This research study examines the relationship between personality traits factors as a means of identifying predictors of entrepreneurial intention among Malay degree of marketing Students in Kota Samarahan, Kuching. The sample consisted of 77 participants, drawn from Malay final year degree of marketing students enrolled in UiTM and UNIMAS in Kota Samarahan. The finding provides evidences that personality traits have a strong relationship with entrepreneurial intention. The finding also point outs the perceptions of Malay final year degree of marketing students' perception toward Malay entrepreneurs. For this reason, we conclude that entrepreneurship of Malay is still have hope which can be expand and improve.

Keywords: student, personalities trait, entrepreneur intention, uitm , unimas, marketing, final year student, perception, Malay entrepreneur, Malay students, marketing degree student.

CHAPTER 1

INTRODUCTION

Entrepreneurship is one of the main sources which help the country achieve their goal. This is true entrepreneurship activity has gained more importance in recent years in many countries. With increased interest in entrepreneurship, it is one of the ways to boosting economic competitiveness and promoting regional development. This is in line with the national agenda to transform Malaysia economy to become one with high income and quality growth as stated in the New Economic Model (NEM), it is deemed timely that the focus should be directed towards creating a “productive society” especially among the Malaysia. Chapter 1 will discuss the context of the study, the problem statement, the objective, and scope of the study, assumptions made and the limitation of the study

1.1 Context of Study

Malaysia is one of the countries that have an emerging economy. The number of companies in Malaysia is growing rapidly and create allots of new business opportunities as international investors have begun to view Malaysia as the place to invest their money and establish their businesses. Of consequence, the development of entrepreneurship has become the main agenda which is evident by the introduction of mechanisms that cater for entrepreneurs (Ariff and Abu Bakar, 2005; Ismail et al.,2009). Such mechanisms would spur the economic activities and in turn, create employment growth.

Furthermore, the rapid development in Sarawak, which involves development of the infrastructure, lifestyle, education and economies have give positive impact to the states. This also gives impacts on entrepreneurship development in Sarawak especially toward the Malays society in Kuching. When talk about the Malay and entrepreneurship, there are many thing that can be talk about. The entrepreneurship activities that always involved by the Malay is including, all the small businesses that we can see around us. Such as, the burger stall, traditional dessert stall (Kuih muih stall), fritters seller that selling banana fritters, or in Malay called it as ‘cucur pisang’, and many more entrepreneurship activity that happened around us.