



**UNIVERSITI TEKNOLOGI MARA KOTA SAMARAHAN**  
**BACHELOR OF BUSINESS MANAGEMENT WITH HONOURS (MARKETING)**  
**FACULTY OF BUSINESS MANAGEMENT**

**THE STUDY OF FINAL SEMESTER STUDENT'S INTENTIONS TO BECOME  
AN ENTREPRENEUR IN UITM KOTA SAMARAHAN, SARAWAK**

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## **Abstract**

For decades entrepreneurial activity is recognized as a significant contributing factor to the economic vitality of any country. In Malaysia, entrepreneurial activities are contributing vastly to the growth of the economic strength. Entrepreneurship activities are mostly done by the Malaysian Chinese, and they can be considered the pillars of entrepreneurial activity in Malaysia. They have been trading since hundreds of years ago which explains why they have a very strong root in entrepreneurship activities.

Meanwhile, the bumiputeras are considered a young player in the entrepreneurship world in Malaysia. It is because the bumiputera's has involved in other types of socioeconomic activities since many years ago and entrepreneurship is not considered their strength and a lot need to be done to increase numbers of Bumiputera entrepreneurs and to make them more competitive in the business world.

In Sarawak, the largest state in Malaysia, the Chinese ethnicity also plays a major role in the entrepreneurship sector. Although the Chinese only represent not more than 40% of Sarawak population, they are representing almost 70% of total number of entrepreneur in Sarawak. For most Sarawakian, it is not something that is considered a problem in the society. But in terms of the balance of financial power and economic control, it is something that they should be aware of. That is why more Sarawakian Bumiputera should pursue career in entrepreneurship not because on ethic interest or political agenda but to make sure the balance of money and power is not too far apart as well as improve economic level of the people itself.

The leading idea of this paper is to investigate the intentions towards entrepreneurship of Bumiputera students from the Universiti Teknologi Mara (UiTM) Kota Samarahan, Sarawak and to find out whether they are ready for the entrepreneurship activities.

The research is conducted on students of business studies courses such as the BM220 - Bachelor in Business Administration (Hons) (Marketing), BM222 – Bachelor in Business Administration (Hons) (Finance), AC220 – Bachelor in Accounting (Hons), BM232 – Bachelor in Office Management (Hons) course at the UiTM Kota Samarahan and who are expected or likely to enter the process of entrepreneurship especially for students that are almost graduating from their studies. This study will help researcher to better understand how students feel about entrepreneurship in overall which can help the government to better develop method that can increase bumiputera interest in entrepreneurship.

The research instrument is survey questionnaire with 50 questions which covered six dominant areas: demographic characteristics, Entrepreneurial Perception, Theory of Planned Behavior, Entrepreneurial Intention, Overall Perception and Open Ended Question. This paper is based on the quantitative and qualitative analysis which will indicate level of students' intentions on entrepreneurship and their willingness to enter the world of entrepreneurship.

## **Chapter 1**

### **INTRODUCTION**

#### **1.0 Introduction to the chapter**

This study is conducted to comprehend intentions of students in UiTM Samarahan towards becoming an entrepreneur where the focus will be on final semester students of four (4) business degree courses comprising of BM220 - Bachelor in Business Administration (Hons) (Marketing), BM222 – Bachelor in Business Administration (Hons) (Finance), AC220 – Bachelor in Accounting (Hons), BM232 – Bachelor in Office Management (Hons) in UiTM Kota Samarahan, Sarawak. This first chapter of the study presents the introduction of the study, background of the study, research problem, and specifies its research question and research objective. This will be followed by the scope, limitation and significance of study.

#### **1.1 Introduction**

Entrepreneurship is a vibrant source for economic growth, economic competitiveness, job creation and the advancement of societal interests (European Commission, 2003; Linˆaˆn et al., 2005). Academicians, practitioners and policy makers have increased their efforts in stimulating an entrepreneurial mindset within the society. A particular focus of such efforts lies in the areas of graduate entrepreneurship (Nabi and Holden, 2008), entrepreneurship education (Kourilsky and Walstad, 1998), and this research focus, entrepreneurial intentions (Krueger et al., 2000).

Entrepreneurial intention (Katz and Gartner, 1988) is defined as the search for information that can be used to help fulfill the goal of venture creation. Choo and Wong (2006, p. 49) argued that “the personal commitment of the would-be entrepreneur to found a business is a critical dimension of this search which has a significant impact on shaping entrepreneurial intentions”.

Intentions are the single best predictor of behavior (Ajzen, 1991) and individuals with intentions to start a business can be identified and studied as they progress through the entrepreneurial process much more readily than people without an initial intention. Thus, entrepreneurial