



**THE DETERMINANTS OF ENTREPRENEURIAL INTENTION AMONG  
MARKETING STUDENTS: A STUDY AT MARA UNIVERSITY OF  
TECHNOLOGY, MELAKA CITY CAMPUS**

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## **ABSTRACT**

This research was conducted to explore “The Determinants of Entrepreneurial Intention Among Marketing Students: A Study at MARA University of Technology, Melaka City Campus”. The aims of this study to determin the relationship between three independent variables towards the entrepreneurial intention among students. This three independent variables were personal attitude, subjective norms, and perceived behavioral control. From this three independent variables, this study also want to identify the factor that most influence the entrepreneurial intention among those marketing students. Data was obtain by using a questionnaires that researcher has distributed to the sample size used for this study that included 108 respondents that represent the total number of 155 for the population. After data were gathered, then the data were analyzed by using Statistical Package for Social Science (SPSS) version 23 software. The findings in this study shows that there are strong significant relationship among personal attitude, subjective norms, and perceived behavioral control (independent variables) towards entrepreneurial intention (dependent variable) among marketing students at MARA University of Technology, Melaka City Campus. From this three independent variables, finding indicates the most influential factor for entrepreneurial intention among students is personal attitude with 0.659 (65.9%) in Multiple regression analysis results. This study has achieved all two their objectives by answering the two research questions that has developed.