

**THE INFLUENCE OF ENTREPRENEURIAL SKILLS,  
ENVIRONMENTAL SUPPORT AND MOTIVATIONAL FACTORS ON  
ENTREPRENEURIAL INTENTION**

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INTENTION**

**BY**

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## ABSTRACT

This study exploits Theory of Planned Behaviour to capture the entrepreneurial intention among students in Universiti Utara Malaysia (UUM). It was revealed that entrepreneurial skills, environmental support and motivational were the key factors which positively related with entrepreneurial intention among the students. Self-administered questionnaires were distributed to the students of Bachelor in Business Administration (BBA) and Bachelor of Entrepreneurship (BEnt) students in UUM in order to identify their entrepreneurial intention and the influence factors. A stratified sampling technique was used to among 200 students who participated in the study. Generally, results show that entrepreneurial skills; environmental support and motivational factors are significantly related to the entrepreneurial intention. The implication of this study shows that the entrepreneurial intention of BBA and BEnt student in UUM is supported by the environment that would enable the student to start their own business.

*Keywords: Entrepreneurial Intention, Entrepreneurial Skills, Environmental Support, Motivational Factors.*

## ABSTRAK

Kajian ini telah mengeksploitasi Teori Perancangan Tingkahlaku untuk mengenalpasti kecenderungan keusahawanan di kalangan pelajar-pelajar di Universiti Utara Malaysia (UUM). Kajian ini mendedahkan bahawa kemahiran keusahawanan, sokongan persekitaran dan motivasi merupakan faktor-faktor utama yang mempunyai perhubungan yang positif dengan kecenderungan keusahawanan di kalangan pelajar. Soal selidik pengurusan-kendiri telah diedarkan kepada pelajar-pelajar Ijazah Sarjana Muda Pentadbiran Perniagaan (BBA) dan Ijazah Sarjana Muda Keusahawanan (BEnt ) di UUM untuk mengenal pasti kecenderungan keusahawanan dan faktor-faktor yang mempengaruhinya. Teknik pensampelan berstrata telah digunakan untuk antara 200 pelajar yang mengambil bahagian dalam kajian ini. Secara umumnya, keputusan menunjukkan bahawa kemahiran keusahawanan; sokongan alam sekitar dan faktor-faktor motivasi mempunyai perhubungan yang signifikan dengan kecenderungan keusahawanan. Implikasi kajian ini menunjukkan bahawa kecenderungan keusahawanan pelajar-pelajar BBA dan BEnt di UUM telah disokong oleh persekitaran yang membolehkan pelajar untuk memulakan perniagaan mereka sendiri.

*Kata kunci: Kecenderungan Keusahawanan, Kemahiran keusahawanan, Sokongan Persekitaran, Faktor-faktor motivasi.*

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## **LIST OF ABBREVIATION**

<b>BBA</b>	Bachelor Business Administration
<b>BEnt</b>	Bachelor in Entrepreneurship
<b>RM</b>	Bachelor in Marketing
<b>HR</b>	Bachelor in Human Resources
<b>SBM</b>	School Of Business Management
<b>GPD</b>	Gross Domestic Product
<b>TPB</b>	Theory Planned behavior
<b>UUM</b>	Universiti Utara Malaysia
<b>MOE</b>	Ministry of Education
<b>ICT</b>	Information Communication Technology
<b>IT</b>	Information, Technology
<b>SMIDEC</b>	Small and Medium Industries Development Corporation
<b>MTDC</b>	Malaysian Technology Development Corporation
<b>MARA</b>	Majlis Amanah Rakyat
<b>SME</b>	Small Medium Enterprise bank
<b>PUNB</b>	Perbadanan Usahawan Nasional Berhad
<b>MEDEC</b>	Malaysian Entrepreneurship Development Centre

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Malaysia is one of the developing countries in the world with a total population of about 30 million (Chong, 2014). The country has witnessed a major economic post-independence success. The role of entrepreneurship in this success cannot be over emphasized, coupled with the good government policies which favors small and private sectors (Abdullah, Hamali, Deen, Saban, & Abdurahman, 2009).

Besides the quick development of entrepreneur worldwide, professional and academicians literature the most evident confirmation of the development of entrepreneur around the world is numerous courses related with entrepreneur also it has been opened for students to uncover them a formal training in enterprise including Bachelor degree level, Master degree level and even PhD level (Mohammad Safizal, 2003). These whole projects really help students to open to business visionary field and start their own enthusiasm to be entrepreneur in future. Universities can be seen as potential sources in creating future entrepreneurs since education that offered by college generally impact their career choice (Turker & Selcuk, 2008).

Malaysian government has done a lot in promoting entrepreneurship development among its citizens through various economic and entrepreneurship programs and

policies such as upgrading entrepreneurship department to a ministry in 2004 and after that it become Ministry of Entrepreneur & Co-operative Development (MECD) (Othman, Sulaiman, Zainudin, & Hasan, 2008). The ministry was expected to provide enabling environment that will promote and develop entrepreneurship in Malaysia. Some of the efforts of the ministry include financing support, developing entrepreneurial training and programs and the provision of necessary advices and infrastructure that would help in achieving the said goals.

In the context of higher learning institution, with its slogan of the Eminent Management University, UUM embarks on an effort of developing an effective leaders in business by introducing various entrepreneurship course such as the Co-Curricular Entrepreneurship activities, Basic Entrepreneurship course, the Bachelor of Entrepreneurship degree program, the Student Enterprise Program (SEP) and the technopreneurship.

At the end this study focused on undergraduate students in order to view the intention of young adults on entrepreneurship specifically for students in School of Business UUM. There are several factors that might influence them to be an entrepreneur either individual skills or environment support or Motivational factor. It is very important to determine which factors will lead them to be entrepreneurs.



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