

The Influence of Family Background, Psychology and Perceived University Support Towards Self-Employment Intention among Public University Students in Malaysia

Asmaul Husna bin Haris Fadzilah¹, Wan Mohd Hirwani Wan Hussain², Mohammad Naim Ismail³, Farha Zafira Agos Lokman⁴, Mohammad Mujaheed Hassan⁵, Muhamad Hafiz Hassan⁶

Received: 15- June -2023
Revised: 19- July -2023
Accepted: 18- August -2023

¹PhD in Business Administration, Faculty of Economics and Business, University Malaysia Sarawak, Kota Samarahan, Sarawak, Malaysia, Email: hfahusna@unimas.my,

²PhD in Business Administration Graduate School of Business, Universiti Kebangsaan Malaysia, Bangi, Selangor, Malaysia,,

³Phd in Business Administration, Open University Malaysia, Kelana Jaya, Selangor, Malaysia, Email: naim_ismail@oum.edu.my,

⁴Phd in Business Administration, MAHSA University, Malaysia, Email: arhazafira@mahsa.edu.my,

⁵Phd in Community Development, University Putra Malaysia, Malaysia, Email: mujaheed@upm.edu.my,

⁶MSc in Arts and Design, University Teknologi Mara, Kota Samarahan, Sarawak, Malaysia, Email: hafizhassan@uitm.my

ABSTRACT

Purpose: The current economic situation with increasing unemployment among graduates is ever important. The government of Malaysia has been promoting the entrepreneurship education among university students to overcome this problem. However, for this program to be effective, it is pertinent to look at the demand side of this program, the student's and their intentions towards being self-employed.

Design/Methodology/Approach: A set of questionnaires with five-point Likert scale was distributed to 320 respondents from 5 public universities in Malaysia via internet and mail. SPSS was used to analyze the results. Results and analyses were derived by multiple regression analysis and the hypothesis were testing using the Pearson's correlation matrix.

Findings: The multiple regression result shown that there is no significant relationship between family background (the significance is $p = 0.493$ or $p > 0.05$), and perceived university support (value of $p = 0.228$) towards self-employment intention.

Research Practical and Social Implications: Therefore, the importance of this study is to investigate the influence of family background (FB) and perceived university support (PUS) on the self-employment intention among public university students in Malaysia.

Originality/Value: This study focused only on two variables only. Further studies with other variables can be tested to obtain significant results.

Keywords: Family Background (FB), Perceived University Support (PUS), Self- Employment Intention

Introduction

According to Ahmad (2013), graduate unemployment has become a significant problem in Malaysia in recent years. According to Lebusa (2011), a growing percentage of graduates are currently unemployed as a result of the dearth of public employment prospects for people with higher education credentials (Aladejebi, 2018). Despite the Malaysian government's implementation of commendable policies that encourage graduates to

choose self-employment as their preferred career path, such as the National Entrepreneurship Policy 2030 and Malaysian Higher Education Blueprint 2015–2025, the government is still having difficulty fulfilling the aspirations of unemployed graduates who prefer seeking paid employment rather than self-employment (Y).

The importance of entrepreneurship as an engine of economic growth, a novel strategy for addressing the growing number of university graduates, and societal issues has increased recently. It provides potential solutions through encouraging self-employment and entrepreneurial vocations (Othman et al., 2017). Recognising the value of entrepreneurship education, the Malaysian government has actively promoted it, especially among students enrolled in public universities. Therefore, it is essential to comprehend the elements that affect students' aspirations to launch their own firms or engage in entrepreneurship. Therefore, the purpose of this study is to investigate how family background and perceived university support relate to Malaysian public university students' intents for self-employment. It is well known that a person's decision to pursue self-employment is significantly influenced by familial influences. Individuals' levels of confidence, attitudes, behaviours, creative ability, and inclination for taking risks are all influenced by their families.

According to Lingappa et al. (2020), family members have a substantial impact on entrepreneurship, especially in societies with collectivist traditions where their opinions are highly valued. Family engagement in business can provide beneficial early exposure and a knowledge advantage that may improve opinions of one's own efficacy. However, educational institutions may have limited options for encouraging students to explore technological entrepreneurship when they are expected to take over a family firm that is non-technical in character.

Additionally, Moreno-Gomez et al. (2019) assert that family members, particularly parents, act as role models and have the power to affect the intents of their children to take risks. Pham et al. (2019) expand on the discussion of family roles by stating that parents play a variety of roles as their children learn and develop, including serving as role models during early childhood, advocates for them in school, and mentors and problem solvers during venture formation and management. As a result, the family plays a critical role throughout the entire entrepreneurial process.

Additionally, perceived university support refers to how students assess the support their university provides for their entrepreneurial endeavours. Universities are essential in creating entrepreneurial curriculum and material, which attracts students to this career path. As they prepare students to launch their own firms and so contribute to economic growth and job possibilities, they have the ability to play a key role in identifying and cultivating entrepreneurial abilities and inclinations in them. In order to effectively contribute to the economy and society, colleges must position themselves as centres for supporting the development of new businesses and an entrepreneurial environment (Wei et al., 2019).

Therefore, examining the effect of family background and perceived university support on the aspirations of Malaysian public university students to engage in self-employment might provide insightful and useful information for both theory and practise. The study's results can also help governmental organisations, agencies, academic institutions, and advisors, consultants, and educators that work with entrepreneurs to determine the best ways to encourage entrepreneurship in universities and, by extension, throughout society.

Theory Of Planned Behaviour

According to Ambad & Damit (2016), Badariah et al. (2016), Israr & Saleem (2018), and others, the Theory of Planned Behaviour (Ajzen, 1991) is a well-known and commonly applied paradigm for understanding intents, particularly entrepreneurial intentions of various groups including students. This study employed the Theory of Planned Behaviour (TPB), which was first developed by Ajzen (1991) as an extension of the Theory of Reasoned Action (Ajzen & Fishbein, 1980), to assess the effects of family background and perceived university support on entrepreneurial ambitions.

According to the TPB, human social behaviour is controlled, planned, and reasoned in order to take into consideration the possible consequences of carefully thought actions (Ajzen & Fishbein, 2000). This model has been successfully used to forecast a variety of human behaviours, such as voting intentions and intentions to stop smoking, and it provides a useful framework for examining how participants' entrepreneurial behaviour may be influenced by their entrepreneurship education. As a result, from this angle, entrepreneurship education