View metadata, citation and similar papers at core.ac.uk
brought to you by CORE
provided by UKM Journal Article Repository

Jurnal Personalia Pelajar, Bil 14 : 45 - 58
@2011 ISSN 0128-273

Entrepreneurial Intention: An Empirical Study of Community College Students in Malaysia.

(Hasrat Keusahawanan: Suatu Kajian Empirikal Mengenai Pelajar-Pelajar Kolej Komuniti di Malaysia)

BAHARU KEMAT ALHAJ, MOHAMMED ZAIN YUSOF & NITA EDAMA

ABSTRACT

The objective of the study is to identify the entrepreneurial intention among College Community students in Malaysia. A study was designed to determine the relationship of entrepreneurial intention antecedents perceived desirability, perceived feasibility and propensity of proactive behaviour with entrepreneurial intention. The study was carried out in 17 college communities in Malaysia and 253 students were involved to complete a structured questionnaire. The questionnaire was divided into six sections which include propensity of proactive behaviour, perceived desirability, perceived feasibility, breadth of entrepreneurial experience and positive entrepreneurial experience, entrepreneurial intention and the demographic factors. The analysis shows that the respondents have high in entrepreneurial intention. In this study shows that perceived desirability and propensity of proactive behaviour have positive relationship with the entrepreneurial intention. However, the analysis shows that perceived feasibility does not have a positive relationship with the entrepreneurial intention. In addition to that, the study would also like to see the relationship of the breadth of entrepreneurial experience and positive entrepreneurial experience with those three independent variables. This research proposed one model of entrepreneurial intention which uses theoretical framework mainly from Ajzen-Fishbein's intention theory (1980), Shapero's intention model (1982), entrepreneurial intention by Kruger and Carsrud (1993) and the theory of proactive personality by Bateman and Crant (1993). The study can provide feedback to the management in order to improve the entrepreneurial programme and training which can increase the level of entrepreneurial intention among College Community students in Malaysia.

Keywords**:** Entrepreneur; Entrepreneurial Intention; Entrepreneurial Behaviour.

ABSTRAK

Objektif kajian ini adalah untuk mengenal pasti keusahawanan dikalangan pelajar-pelajar Kolej Komuniti di Malaysia. Satu kajian soalselidik berstruktur untuk menentukan hubungan dimensi hasrat keusahawanan iaitu tangapan keinginan, tanggapan kebolehjayaan dan tingkahlaku proaktif dengan hasrat keusahawanan telah dijalankan. Kajian ini telah dilaksanakan di 17 buah Kolej Komuniti di Malaysia dan 253 responden telah terlibat untuk melengkapkan soalselidik tersebut. Soalselidik ini dibahagikan kepada 6 bahagian iaitu tangapan keinginan, tanggapan kebolehjayaan, kecenderungan tingkahlaku proaktif, keluasan pengalaman, pengalaman positif keusahawanan dan hasrat keusahawanan. Hasil kajian menunjukkan bahawa responden mempunyai hasrat keusahawanan yang tinggi, manakala tanggapan keinginan dan tingkahlaku proaktif mempunyai hubungan yang positif dengan hasrat keusahawanan. Hasil kajian juga menunjukkan tanggapan kebolehjayaan tidak mempunyai hubungi yang positif dengan hasrat keusahawanan. Dalam kajian ini juga melihat hubungan keluasan pengalaman keusahawanan dan pengalaman positif keusahawanan dengan tiga angkubah bebas dalam hasrat keusahawanan. Kajian ini mencadangkan satu Model Hasrat Keusahawanan

yang menggunakan rangkakerja daripada teori Hasrat Keusahawanan Ajzen-Fishbein (1980), Model Hasrat keusahawanan Shapero (1982), Hasrat Keusahawanan oleh Kruger dan Karsrud (1993) dan Teori Personaliti Proaktif oleh Batman dan Crant (1993). Kajian ini memberi maklumbalas kepada pihak pengurusan Kolej Komuniti untuk memperbaiki kurikulum keusahawanan dan latihan yang boleh meningkatkan tahap hasrat keusahawanan dikalangan pelajar-pelajar Kolej komuniti di Malaysia.

Ktta Kunci: Usahawan, Hasrat Keusahawanan, Gelagat Keusahawanan.

INTRODUCTION

Career is an important need after a student graduated from a university. They have two choices in their career seeking whether working as salaried worker in public or private sectors or through involving in their own businesses. The current government has given high priority for graduates to be involved in the field of entrepreneurial because of the scarcity of job's opportunity due to the world economic crises. Other than that, the government also wants to increase the numbers of entrepreneurs among the graduates because these groups are the young generations that poses various skills and knowledge in business. Therefore, it is important to know the entrepreneurial intention among the graduates so that the government's encouragement will be accepted by them. This study also focuses on the dimensions which encourage the emergence of the entrepreneurial intention among the graduates and making the entrepreneurial potential field as their career choice.

The entrepreneurial field is an attractive and a good earning career to those who intended to indulge in the field. This field can also be as a special job that can enhance the living status and personal satisfaction and the unlimited success attained through it (Kishel, 1981). Therefore, the community college students are encouraged to indulge in the entrepreneurial field because it offers reward and personal satisfaction.

The entrepreneurs' contributions in the national economic development have been accepted by the society cannot be denied (Baharu, 1994). Entrepreneurs are related to as the agent of capital movement, using the natural resources, creating markets and business operation (Pascual, 1990). Therefore, the society's perception towards entrepreneurship should be highly admired. This perception can change individual's perspective who regarded the entrepreneurship as career for those who do not have job.

To become successful entrepreneurs, they should poses the successful characteristics as entrepreneurs. Among the characteristic is entrepreneurial intention. According to Ajzen (1991), intention is an element which dominates the motivation factors in influencing individual behaviour. Intention is closely related with the real behaviour (Ajzen, 1991; Summer, 1998; Krueger et. al. 2000). Therefore, it is important to measure the students' entrepreneurial intention levels because through individual's intention we can detect whether an action can be implemented or not. The objective of the study is to know the entrepreneurial intention and the relationship of the perceived willingness, perceived feasibility and proactive behavior tendency among community college students in Malaysia.

PROBLEM STATEMENT

Entrepreneurial field in Malaysia gain more attention from various parties especially the government. Malaysia still need to develop more entrepreneurs due to its expanding economic climate that can provide the facilities and condusive environment for the purpose. The presence of the entrepreneurs should be seen as an agent for the economic growth of the country because the government alone cannot play the role of creating the new wealth and business opportunities. Through the entrepreneurs' contribution, new job opportunities will be created to the society and can assist the competition, productivity, and create new industry growth. Therefore, society has to be aware that without entrepreneur, the economics of the nation cannot expand rapidly and move forward.

The unemployment issues in Malaysia, especially among the graduates, is seen as an opportunity for the graduates to indulge in the entrepreneurial field. According to Daim (1994) the graduates should think as a job creater rather as a job seeker. According to the statistics from Family, Women and Welfare Movement (2005), the percentage of employment rate in Malaysia from the age 15 to 64 has shown increased from 3.1% for the year 2000 to 3.5% for the year 2004. Furthermore, the unemployment among the graduates of Business Administration and Accounting falls into the second top unemployment group, while the graduates of Information Technology falls into the first place of the unemployment group (The Star, 2006). Currently, Malaysia faces great challenge because the percentage of unemployment among the job seekers is quite high which is about 4.5% (S*korcareer.com.my/blog/unemployment-rate, 2009)*.

The entrepreneurial education should be included as the curriculum of the Malaysian education system regardless of level of education. The view of entrepreneurial competency can be influenced through education and training. Entrepreneurial education is regarded as complementing to the vocational education if the student follows the business program (Timmon, 1990). According to Rahmah, 2004, around 76.8% of the unemployed graduates were interested to get involved in the entrepreneurial field. In aother case, Kamariah and Jamaliah, 2004 found that the entrepreneurial intention among the Tenaga National university students were high, which is about 80% of the respondent (n=324).

According to Krueger et. al. (2000), the development effort on entrepreneurial training need to take into consideration the factors that can encourage the intention towards the entrepreneurship. Therefore, a thorough study needs to be carried out to measure entrepreneurial intention so that the objective of developing entrepreneurs can be achieved. Based on the above problem statements, several research questions can be highlighted as follows:

a) The relationship of perceive willingness with the entrepreneurial intention?
b) The relationship of perceive feasibilities with entrepreneurial intention?
c) The relationship tendency proactive behavior with entrepreneurial intention?
d) The relationship of entrepreneurial experience exposure with perceived willingness, perceived feasibility and proactive behavior tendency?

LITERATURE REVIEW

Two models are used as theoretical guides by the researcher which are the Planned Behavioral Theory by Ajzen (1991) and Event Theory by Shapero and Shokol (1982). Planned Behavioral Theory is a psychological theory which explained and predict the human behavior (Tkachev & Kolvereid, 1999). Kolvereid (1997) used this theory to predict the intention among undergraduate students in business school. According to the previous researchers, many scholar agreed that intention is the best predictor towards planned behavior (Ajzen & Fishbein, 1980; Krueger & Carsrud, 1993). One of the example of the planned behavior is entrepreneurship. This view is parallel with the study carried out by Krueger and Brazeal (1994) which explained that entrepreneurship is one of the planned behavior. Therefore, entrepreneurship has significant relationship to the developing planned behavior.

According to planned behavioral theory (Ajzen &Fishbein, 1980; Ajzen 1987, 1991) there were three preceding variables before the formation of intention and followed by behavior. The three variables mentioned are attitude towards behavior, subjective norms, and perceived control behavior. The three variables above can be explained as follows:

Attitude towards behavior

This variable identifies the perception of self desirability to perform a behavior. This attitude depends on expectation and belief about the personal effect resulted from the behavior. Ajzen (1991) explained that the individual evaluate and felt himself satisfied or unsatisfied to perform certain behavior.

Subjective norms

This variable is the individual belief of the close friends' views toward the behavior that they want to do. These views include the family's view towards their intention such as to become a lawyer, a doctor, or an entrepreneur. This norm can contribute to their motivation to achieve what they aspire. The influence of this subjective norm can be weakened towards individual intention if the individual has high locus of control (Ajzen, 1987). Subjective norms become weakened if the individual has high orientation for action (Bagozzi et. al. 1992). Krueger et. al. (2000) had identified the most influencial social factors of subjective norm such as family, close friends, and role models, and mentor.

Perceived behavioral control

The last variable in planned behavioral theory by Ajzen is perceived behavioral control. Perceived behavioral control has overlapping point of views with Bandura's (1986) concerning the perceive self-efficacy and perceived feasibility to perform the behavior (Ajzen,1987). Self-efficacy is the individual evaluation towards his ability to perform an action. Bandura, (1986), stated that the influence mechanism of self-efficacy include "enactive mastery", hands-on experience and learning through imagination, and psychology. According to Meyer (1993), self-efficacy has direct relationship with attribution theory which had successfully being applied to start a business. Ajzen (1991) explained that perceived behavioral control can predict consistently the individual behavior to achieve certain goal. According to Dickson (1994), the higher the individual perceived control the more higher the perception towards opportunity. The model of perceived behavioral control by Ajzen (1991) can be shown as below:

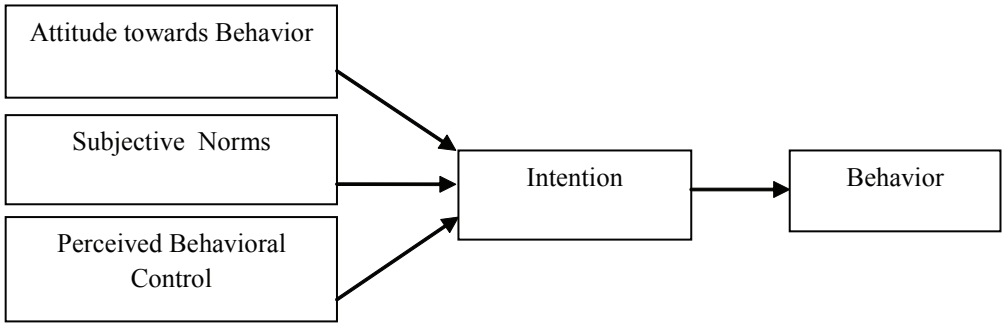


FIGURE 1: Model of Planned Behavioral.
(Source:Ajzen, (1991).

THEORY OF ENTREPRENEURIAL EVENT BY SHAPERO (1982)

Shapero (1992) introduces the theory of entrepreneurial intention under the domain of entrepreneurial knowledge(Krueger et. al. 2000). This theory consists of three dimensions as follows:

Perceived Desirability

Perceived Desirability refer to the attitude towards entrepreneurship based on direct and indirect individual experience. The entrepreneurial experience can be obtained from the influence of role model and work experience.

Perceived Feasibility

Krueger (1993), broadened the scope of interpretation on perceived feasibility. He defined perceived feasibility as the degree of willingness which individual belief about his

ability to operate the new business. This belief based on their justification concerning their ability from the aspect of knowledge, skill and emotion to become as an entrepreneur.

Tendency to Act

Shapero (1992), explained that the tendency to act is important because perceived intention and perceived feasibility are not good enough to mould the intention. Summers (1998) clarified that the tendency to act has close relationship with the individual ability to control and manipulate his environment. This statement is parallel with the study by Bateman and Crant (1993) on proactive behavior. The proactive behavior which has the element of tendency to act to change the environment shown as a form of an entrepreneur personality (Bateman & Crant 1993; Crant 1996); Summer 1998). The study from Bateman and Crant (1993) proof that the proactive behavior is a significant predictor to entrepreneurial intention.

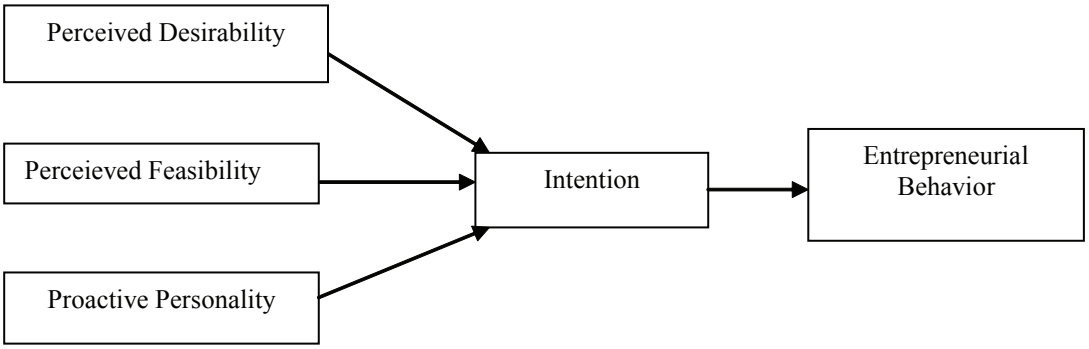


FIGURE 2: Model of Entrepreneurial Theory by Shapero
Source: (Krueger and Carsrud, 1993; Summers 1998; Krueger et.al 2000& Fayolle, 2004)

ENTREPRENEURIAL INTENTION AS A MODEL

It is important to understand the individual entrepreneurial intention because the intention is parallel with the cognitive that can drive individual attention, experience, and action towards the objective to perform a business. Intention is believe to be as predictor towards the forming of human behavior in various situation and had been recognized as the most effective in predicting human behavior (Ajzen and Fishbein, 1980; Ajzen, 1991; Krueger, 1993; Krueger et al. 2000 and Fayolle, 2005). Furthermore, Krueger et. al. (2000) emphasized that the intention is the most important element which contributed to performing a new organization. Intention also is an active concept which not only showed the intention to perform a business but it include with other intention such as seeking expert opinion and undergone market study.

According to Kartz and Gartner (1988), intention is information seeking which can be used to assist in achieving the goal of establishing a new business. The entrepreneurial activity is truly a type of planned behavior which formed an intention model (Bird, 1988; Kartz and Gartner). If the intention model is proven to be useful in the understanding of forming new business intention, this model will present the idea, understanding and predicting in identifying the entrepreneurial behavior.

Krueger (1993) defines entrepreneurial intention as individual commitment to start a new business. While Bird (1988) define entrepreneurial intention as the level of cognitive awareness which direct to set up a new business. Bird clarifies that intention is a thinking situation consisting of concentration, experience and individual behavior towards specific objective or certain behavior. It is important to understand the overall process of entrepreneurial intention because intention is usually related in establishing a new business

(Bird, 1988; Kartz and Gartner, 1988; Krueger and Carsrud, 1993). According to Summer (1998), when a person has certain intention, he is sure to direct his behavior so that it runs parallel with the objective in achieving the intention. Summer argued that a new business will not exist on its own but it is established based on his vision, objective and motivation.

Indarti and Kristiansen (2004) proved that the entrepreneurial intention among the Indonesian students are high. In their study, they compare the economic different and culture among 251 Indonesian students and 121 Norway students. The dependent variable of the study include the demographic factors, attitude and personality and contextual elements.

The study undertaken by Franke and Luhthje (2004) in comparing entrepreneurial intention among two universities students that is Vienna and Munich University found that the entrepreneurial intention among Massachusetts Technology University students was higher compared to the two above universities. The study conducted by Gasse, et. al. (2006) from Canadian, Tunisian and French universities found that the Tunisian students university had higher entrepreneurial intention.

INDEPENDENT VARIABLE TO ENTREPRENEURIAL INTENTION

According to Shapero (1982), the decision to change the path of life such as to start a business is caused by an event. An individual will make a decision depend on three elements. The elements are perceived desirability, perceived feasibility and the tendency to act. Perceived desirability is a perception where the ability to start a business as an attracting subject. perceived feasibility bring same meaning with entrepreneurial efficacy (Krueger, 1993; Summers, 1980). Shapero (1982) stated that the social factor influence the individual intention through perceived desirability. Although, this social factor indirectly influence in performing of an intention. Shapero clarified that the experience factor in business as an indirect factor with performing entrepreneurial intention. The experience factor influence the perceived desirability and perceived feasibility. The experience mentioned is divided into two dimension which are how much is the entrepreneurial experienced exposure and is the experience positive or negative to the individual. This theory was supported by Krueger and Brazeal (1994). They mentioned in their research that the exposure towards entrepreneurial experience considered as an indirect factor to performing entrepreneurial intention.

The other complimentary factor towards entrepreneurial intention is the tendency to act. According to Summers (1998), the tendency to act is similar with proactive personality factors which was introduced by Bateman and Crant (1993). This factor was supported by Bagozzi, et al. (1989). Bagozzi, et al. emphasized that the intention is difficult to achieved if the individual did not have full effort to act. This is because the more the individual has the desirability to act the more stronger is the intention. The independent variable to entrepreneurial intention can be discussed as follows:

Perceived feasibility and perceived desirability

Perceived desirability refers to the entrepreneurial attitude based on direct and indirect individual experience. The entrepreneurial experience can be obtained from the work exposure and the influence of role model. The perceived feasibility which is introduced by Krueger (1993) states that the individual belief with his ability to start a new business. This belief based on capability from various aspect such as knowledge, skill, and emotion to become an entrepreneur. Ajzen (1991), Krueger (1993), Summers (1997) Linan and Rodreguez (2004) agreed that the perceived control behavior in Ajzen model (1991) and perceived feasibility in Shapero model had given the same meaning with self-efficacy. Reitan (1997) clarified that the perceived feasibility is the perception of whether easy or difficult to start a business based on the opportunity to succeed, knowledge, resource and appropriate self-quality to start a business.

According to Krueger (1993), entrepreneurial intention has positive and significant relationship with perceived desirability, perceived feasibility and the

tendency to act. The relationship is proven through his study on Baylor University final year business students in making choices in their career. The findings of his study shows that the three variables which are perceived desirability (4.9;p<.0001), perceived feasibility (4.4;p<.0001), and the tendency to act (6.0;p<.02), had positive relationship with entrepreneurial intention.

Kennedy and Petermen (2003), studied the effect of student participation in education enterprise program towards perceived feasibility and perceived desirability in business start-up. The objective of the study is to know the effect of students' involvement towards their desirability and feasibility to start-up the business. The study found that the respondents possessed higher desirability and feasibility towards entrepreneurship. The result of this study also found that the respondent experience in entrepreneurship has stimulated the perceived desirability and perceived feasibility.

Proactive behavioral tendency

According to Shapero (1982), it is difficult to form the entrepreneurial intention without strong desirability to act. He explained that the tendency to act is important because the variable such as perceived desirability and perceived feasibility are not good enough in forming intention.

Summers (1998) clarified that the tendency to act had close relationship with the individual ability to control and to manipulate his environment. His clarification is similar with the study about proactive behavioral done by Bateman and Crant (1993). The study carried out by Bateman and Crant (1996) proved that the proactive behavioral is a significant predictor of entrepreneurial intention. Bird (1992), had carried out the study on experience and behavior towards performing specific action to see whether these variables had relationship with entrepreneurial intention.

Grant (1997), found that the proactive behavior had significant relationship in forming entrepreneurial intention (r=0.48; p<.01). In his study he showed that the proactive behavior contributed 17% to form entrepreneur intention after the other factors such as gender, education and parent profession. Bateman and Crant (1993) developed 17 items in proactive personality scales as an instrument to study entrepreneurial intention. The study carried out by Kicker and Zaper (2000), found that the proactive behavior had positive and significant relationship with entrepreneurial intention (r=0.40; p<.01). The study by Shukry (2004) also showed similar results (r-0.41; p<.05) and (β=0.239). The study carried out by Summers (1991) strengthened the result of proactive behavior with the entrepreneur intention (r=.26; p<.01).

The previous experience towards entrepreneurial

Ajzen model (1990), assumed that the previous experience influences intention indirectly through attitude and perceived control. Shapero model (1991), also had similarity with Ajzen model about the entrepreneurial activity exposure bring indirect effect through perceived desirability and perceive feasibility. The past studies suggested the top managers shared the experience and quality in their business (Lombardo & Mc Cauley, 1988). Therefore the exposure towards performing a new business should be as best predictor compared to any types of experiences. Good experience will bring positive influence in attitude compared with bad experience.

The entrepreneur always had role models towards something (Brockhaus & Horwitz, 1996). However, the existence of role models is not neccessarilly had relationship with entrepreneurship (Casrud et al. 1987). Many of the entrepreneurs had their parents which involve in entrepreneurship, but their children were not interested to become an entrepreneur (Brockhaus & Horwitz, 1986). Other researchers emphasized that the entrepreneurial career choice starts from multiple role models as their source. The initial exposure from their family who had involved in business showed the attitude and the intention towards individual entrepreneurship (Krueger, 1993). The study carried out by Krueger (1993) showed that the experience in forming a business had positive relationship with perceived feasibility.

From the literature review which had been discussed above, the model and the hypothesis of the of the study can be formulated as follows:

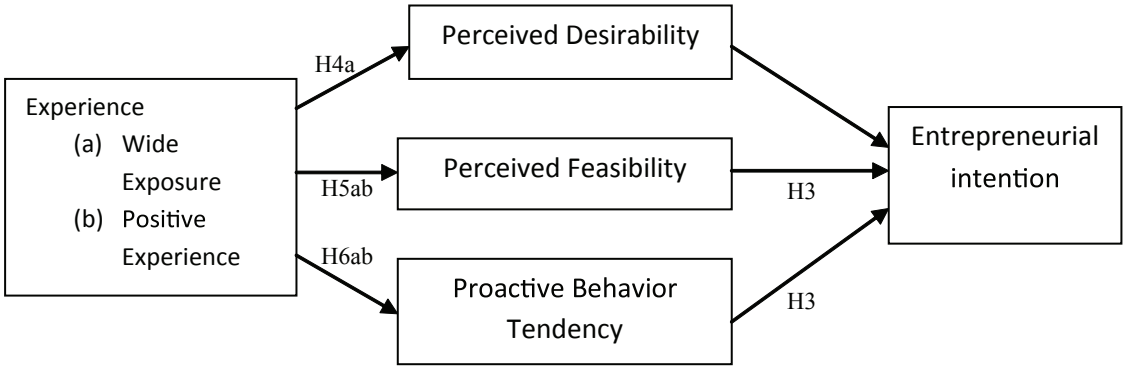


FIGURE 3: Conceptual Framework of the Entrepreneurial Intention Model

Based on the literature review this study will measure several hypothesis to be tested by the researcher. Among the hypothesis which will be tested are as follows:

a) Perceived desirability

Hypothesis: Perceived Desirability has a positive relationship with entrepreneurial intention.

b) Perceived Feasibility

Hypothesis: Perceived feasibility has a positive relationship with entrepreneurial intention.

c) Proactive Behavior Tendency

Hypothesis: Proactive behavior tendency has a positive relationship with entrepreneurial intention.

d) The wide experience exposure and positive experience have a positive relationship with perceived desirability

Hypothesis: The wide experience exposure has a positive relationship with perceived desirability.
Hypothesis: The positive experience has a positive relationship with perceived desirability.

e) The wide experience exposure and positive experience have a positive relationship with perceived feasibility

Hypothesis: The wide experience exposure has a positive relationship with perceived feasibility.

Hypothesis: The positive experience has a positive relationship with perceived feasibility.

f) The wide experience exposure and positive experience have a positive relationship with proactive behavioral tendency

Hypothesis: The wide experience exposure has a positive relationship with proactive behavioral tendency.

Hypothesis: The positive experience has a positive relationship with proactive behavioral tendency.

METHODOLOGY

In this study the literature used the instrument which was developed by Krueger et. al. (2000). The instrument was distributed to the final year studenrs of the Community Colleges in Malaysia. The content of the instrument consists of 16 items of the proactive behavioral tendency, 5 items of perceived desirability, 5 items of perceived feasibility, 5 items of previous experiences, and 7 items of entrepreneurial intention. The Liquert scales of 1 to 7 was used.

Pre-test of the instrument

The instrument were put to test to 30 Graduate School of Business, National University of Malaysia. The data were analyzed using the Statistical Package for the Social Science (SPSS) version 13.0. The pre-test results of the instrument are as follows:

TABLE 1: The Cronbach Alfa (n=30)

Variables	Cronbach Alfa
Proactive Behavior	0.781
Perceived Desirability	0.760
Perceived Feasibily	0.555
Wide Experience Exposure	0.364
Positive Experience	0.463
Entrepreneurial Intention	0.879

FINDINGS

The instrument was then distributed to the respondents which were determined earlier on of which 253 respondents were chosen in the study. The respondents of the study consist of 112 (44.3%) male and 141(55.7%) female. The findings of the study including the mean and the standard deviation of Entrepreneurial intention variables are shown as below:

TABLE 2: Mean and Standard Deviation of Entrepreneurial Intention Variables

Items	Min(N=253)	Standard Deviation
Do you seriously consider to be an entrepreneur?	1.17	0.36
I am ready to do anything to become an entrepreneur	5.40	1.27
My professional objective is to be an entrepreneur	5.04	1.47
I will put serious effort to start and operate my business	5.63	1.33
I am sure to operate my business in the future	5.68	1.32
I am seriously thinking to start my own business	5.49	1.41
I have strong intention to start a business one day	5.73	1.40

TABLE 3: The Students' Perceived Desirability

Variables	Min(N=253)	Standard Deviation	Level
Perceived Desirability	5.17	0.76	High
Perceived Feasibility	4.49	0.941	Moderate
Proactive Behavioral Tendency	5.31	0.617	High
Wide Experience Exposure	1.46	0.241	High
Positive Experience	2.95	1.52	Rendah

THE DESCRIPTIVE STATISTICS

The table 2 above, showed that the mean and standard deviation are high which means that the entrepreneurial intention is moderately high.

The table 3 below, showed that the perceived desirability, proactive behavioral tendency and wide experience exposure are high and perceived feasibility is moderately high. While positive experience is low relationship with entrepreneurial intention.

HYPOTHESIS TESTS

a) Perceived desirability, perceived feasibility and proactive behavioral tendency

TABLE 4: Perceived desirability, perceived feasibility and proactive behavioral tendency with entrepreneurial intention

(a) Descriptive Statistics

Variables	Min	Standard Deviation	N
Entrepreneurial intention	4.8769	0.97158	253
Proactive Behavioral Tendency	5.311	0.61736	253
Perceived desirability	5.5336	1.00906	253
Perceived feasibility	4.2826	1.13637	253

(b) Model Summary

Model	R	R2	Adjusted R2	Std. Error	Durbin-Watson
1	0.536(a)	0.287	0.279	0.82508	1.79
Perceived Feasibility	4.49	0.941	Moderate		
Proactive Behavioral Tendency	5.31	0.617	High		

a Forcated (constant), Proactive, Feasibility, Desirability
b Dependent variable: Entrepreneurial intention

(c) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.371	3	22.79	33.478	0.000(a)
	Residual	169.51	249	0.681	33.478	
	Total	237.881	252			

a Forcated (constant), Feasibility, Proactive, Desirability
b Dependent variable: Entrepreneurial intention

(d) Coefficient

Model		Unstandardized Coefficient	df	Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	Constant	1.511	0.49		3.083	0.002
	Proactive	0.216	0.093	0.137	2.313	0.022*
	Desirability	0.452	0.058	0.47	7.829	0.000*
	Feasibility	-0.066	0.046	-0.077	-1.417	0.158

Note* $p<0.002$;$p<0.05$, Dependent variable = Entrepreneurial intention

The regression analysis result can be shown through table 4 (a), (b), (c) and (d). Table 4 (a), showed the descriptive statistics analysis for variables which are entrepreneurial intention as dependent variable and perceived desirability, perceived feasibility and proactive behavioral tendency as independent variables (N=253). The multiple correlation coefficient *(R)* is 0.54 (R2= 0.287) and Adjusted R2 is 0.28. This means that 28% the variance in entrepreneurial intention can be predicted from independent variables. While 72% is predicted by other independent variables. Adjusted *R2*= 0.28 which is lower than *R2* = 0.287.

The ANOVA analysis showed that the variables combination had significant relationship ($p < 0.001$) to predict dependent variable. F value=33.478 is significant which is $p = 0.000$.

Table 4(d) is a coefficient table showed standardized beta coefficient which explains the correlation relationship. *t* value and *Sig.(p)* in table 4 (d) showed whether that variables had positive and significant relationship in contributing to predict entrepreneurial intention. The results showed that only perceived desirability and proactive behavioral tendency variables had significant relationship with entrepreneurial intention.

b) The Relationship between perceived desirability with entrepreneurial intention

H1: Perceived desirability has positive relationship with entrepreneurial intention.

The result showed that perceived desirability had positive relationship with entrepreneurial intention (Beta = 0.470;p<0.002). The finding of this study supports the hypothesis that perceived desirability has positive relationship with entrepreneurial intention.

c) The relationship between perceived feasibility with entrepreneurial intention

H2: Perceived feasibility has positive relationship with entrepreneurial intention

The result showed that the perceived feasibility did not have positive relationship with entrepreneurial intention. This finding is not parallel with the result from the previous researchers. Beta = -1.417 and $p > 0.005 = 0.158$.

d) The relationship between proactive behavioral with entrepreneurial intention

H3: The proactive behavioral tendency has positive relationship with entrepreneurial intention

The result from table 4 (d) showed that it has positive relationship between proactive behavioral with entrepreneurial intention (Beta = 0.137;$p < 0.05 = 0.022$). This finding is parallel to previous research. The finding means that the more higher the proactive behavioral level the higher is the entrepreneurial intention of the respondents.

e) The relationship between wide entrepreneurial exposure and the positive experience towards perceived feasibility

H4a: The wide exposure has positive relationship with perceived desirability

H4b: The positive experience has positive relationship with perceived desirability

The result showed that there is no positive relationship between the entrepreneurial exposure with perceived desirability (Beta = -0.146;p = 0.293 (p<0.001). While positive experience had positive relationship with perceived desirability (Beta = 2.947;p<0.001).

f) The relationship between wide entrepreneurial experience and positive experience with perceived feasibility

H5a: the experience exposure has positive relationship with perceived feasibility

H5b: The positive experience has positive relationship with perceived feasibility

TABLE 5: The Wide Entrepreneurial Exposure and the Positive Experience with Perceived Desirability

Coefficient						
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	Constant	5.062	0.150		33.815	0.000
	Exposure	-0.611	0.579	-0.146	-1.055	0.293
	Experience	0.271	0.092	0.408	2.947	0.000*

Note* p<0.001;p<0.05, Dependent variable = Perceived Desirability

TABLE 6: The Wide Exposure Experience and Positive Experience with Perceived Feasibility

Coefficient						
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	Constant	4.172	0.176		23.756	0.000
	Exposure	0.286	0.680	0.061	0.422	0.674
	Positive Experience	-0.015	0.108	-0.020	-0.138	0.891

Note* p<0.001;p<0.05, Dependent variable = Perceived Feasibility

The result showed that the wide exposure entrepreneurship 9Beta = 0.061;p>0.001 =0.674) and the positive experience did not have positive relationship with perceived feasibility (Beta = 0.138;p>0.001;p=0.89. This study is parallel with the study done by Baharu (1994).

g) The relationship between the wide entrepreneurial exposure and the positive experience with the proactive behavioral tendency

H6a: The wide experience has positive relationship with proactive behavioral tendency

H6b: The positive experience has positive relationship with proactive behavioral tendency

Table 7 showed that there is no positive relationship between wide entrepreneurial exposure with proactive behavioral tendency (p=0.101; Beta = -0.230). The inverse beta value showed that there is

TABLE 7: The Wide Experience Entrepreneurship and Positive Experience with Proactive Behavioral tendency

Coefficient						
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	Constant	5.098	0.092		55.203	0.000
	Exposure	-0.589	0.357	-0.230	-1.648	0.101
	Positive Experience	0.179	0.057	0.441	3.162	0.002

Note* p<0.001;p<0.05, Dependent variable = proactive behavioral tendency

inverse relationship. On the other hand, there is a positive relationship between positive experience with proactive behavioral tendency (Beta = 0.441;p<0.001).

CONCLUSION

The entrepreneurial intention had positive relationship with then tendency to act and perceived desirability. The perceived feasibility did not have positive relationship with entrepreneurial intention. Also the wide entrepreneurial exposure did not have positive relationship with perceived feasibility, perceived desirability and tendency to act. The above results is due to the entrepreneurial experience that they have which is not the real entrepreneurship experience but merely experience in ordinary business. The respondents did not involved in creativity and innovative activities that can enhanced their perception about entrepreneurship. The school and university curriculum and co-curriculum have to be revised so as to differentiate between business subjects with the entrepreneurial subjects. This undertaking needs guide or advice from expertise in entrepreneurial field.

REFERENCES

Ajzen, I. 1987. Attitude, traits, and actions: Dispositional prediction of behavior in social psychology. *Advances in Experimental Social Psychology* 20:1-63.

Ajzen, I. 1991. The theory of planned behavior, Organizational Behavior and Human Decision Processes, Volume 50, Issue 2, December 1991, Pages 179-211.

Ajzen, I and Fishbein, M. 1980) *Understanding Attitude and Predicting Social behavior*. Englewood Cliffs. NJ: Prentice Hall.

Bagozzi, R.P.and P.R. Warshaw 1992. An Examination of the Etiology of the Attitude Behavior Relation for Goal-Directed Behavior. *Multivariate Behaviour Research*, 27.

Baharu Kemat. 1994. Orientasi Sikap Keusahawanan di Kalangan Pelajar Politeknik di Malaysia. Tesis Sarjana Sains. Universiti Utara Malaysia, Sintok, Kedah.

Bandura, A. 1986. *Social Foundation of Thought and Action: A Sociocognitive View*, Englewood Cliffs, NJ: Prentice Hall.

Bateman, T.S & Crants, J.M. 1993. The Proactive Component Of Organizational Behaviour : A Measure and Correlates. *Journal Of Organizational Behavior*. 14. 103-118

Bird, B., Jelinek, M. 1988, The Operation Of Entrepreneurial Intentions, *Entrepreneurship Theory and Practice,* 13(2) : 21-9.

Bird, B.J.1988. Implementing entrepreneurial ideas: the case for intention, Academy of Management Review, 13(3) : 442-53.

Brockhouse R. H. and Horwitz, P. 1986. The Psychology of the Entrepreneur, In D. Sexton and R. Smilor (eds), *The Arts and Science of Entrepreneurship, Cambridge,* MA: Ballinger.

Casrud, A., Olm, K., and Eddy, G. 1987. Entrepreneurs-mentors networks, and successful new venture Development: an exploratory study. *American Journal of Small Business* 12:13-18.

Crant, M.J. 1996.The proactive personality scale as a predictor of entrepreneurial intention. *Journal of Small Business Management,* 34(3): 42-49.

Daim Zainuddin, Tun. (1994). Siswazah Perlu Cipta Kerja. Utusan Malaysia, January, 4, pg 2.

Fishbein, M., Ajzen, I. 1975, *Belief, Attitude and Behavior: An Introduction to Theory and Research,* Addison-Wesley, Reading, MA

Fayolle, A. 2000. Exploratory Study to assess the effects of entrepreneurship programs on student entrepreneurial behaviours. *Journal of Entreprising Culture*, 8(2).

http://Skorcareer.com.my/blog/unemployment-rate, 2009.

Indarti, N. and Kristiansen, S. 2003. Deternants of Entrepreneurial Intention: The Case of Norwegian Students. Gadjah Mada *International Journal of Business*, 5(1), 79-95.

Kishel, Gregory F. 1981. *How to Start, Run, and Stay in Business*, Toronto: John Wiley & Sons, Inc.

Kolvereid, L. 1996. Prediction Of Entrepreneurial Employment Status: Choice Intentions, *Entrepreneurship Theory and Practice*, 21(1): 47-57.

Kristiansen, Stein; Indarti, Nurul. 2004. Entrepreneurial intention among Indonesian student. *Journal of Enterprising Culture*. 12(1): 55-78.

Krueger F., & Brazael,D. 1994. Entrepreneurial Potential and Potential Entrepreneurial. *Entrepreneurship Theory and Practice*, 18(3,): 91-104.

Krueger F. Norris, Alan L.Carsrud. 1993. Entrepreneurial Intention: Applying The Theory Of Planned Behaviour. *Entrepreneurship & Regional Development*. 5(4). 35-330.

Krueger, N.F. Jr, Reilly, M.D., Carsrud, A.L. 2000, "Competing models of entrepreneurial intentions", *Journal of Business Venturing*, 15(5/6):411-32.

Krueger, Norris. 1993. The Impact Of Prior Entrepreneurial Exposure On Perception Of New Venture Feasibility. *Entrepreneurship: Theory & Practice*. 18(1): 5-21.

Linan, F. 2004. Intention – Based Models Of Entrepreneurship Education. Intent Conference Proceeding. Naple

Luthje, C. and Franke, N. 2004. Entrepreneurial Intentions Of Business Students: A Benchmarking Study. *International Journal Of Innovation and Technology Management*. 1/3. 269-288.

Nicole E, P. & P.J. Kennedy. 2003. Enterprise Education: Influencing Students' Perceptions of Entrepreneurship. *Entrepreneurship Theory and Practice*. Winter. Pp129-144.

Pascual, C. R. 1990. Strategy for the Development of a Country's SME, The Entrrepreneurship Development for Collegiate Education Level, International Conference on Small and Medium Scale Enterprise, Pulau Langkawi, 28-30 May.

Reitan, B. 1997. Where do we learn that entrepreneurship is feasible, desirable, and/or profitable? Paper presented to the ICSB World Conference.

Shapero, A., & Sokol, L. 1982 Social Dimension of Entrepreneurship. In: C. Kent, D. Sexton and K. Vesper (eds.). *The Encyclopedia of Entrepreneurship*. Englewood Cliffs: Prentice-Hall, 72-90.

Summer, David, F. 1998. An Empirical Investigationof Personal And Situational Factors That Relate To The Formation Of Entrepreneurial Intention. (Doctoral dissertation, University of North Texas. Ann Arbor, MI: UMI Desertation Srevices.

Timmons, J.A. 1990. New Venture Creation: *Entrepreneurship* in 1990. Homewood, III: Irwin.

Tkashev, A. & Kolvereid, l. 1999. Self Employment Intention Among Students. *Entrepreneurship and Regional Development*, 11(3) : 269-280.

Baharu Kemat AlHaj (Dr.)
Pusat Pengajian Pengurusan Perniagaan
Fakulti Ekonomi dan Pengurusan,
Universiti Kebangsaan Malaysia,
43600 UKM Bangi, Selangor. Malaysia
E-mel: bahark@ukm.my

Mohammed Zain Yusof (Encik)
Pusat Pengajian Pengurusan
Fakulti Ekonomi dan Pengurusan, UKM
Universiti Kebangsaan Malaysia,
43600 UKM Bangi, Selangor. Malaysia
E-mel: birdeyes@ukm.my

Nita Edama (Cik)
Pusat Pengajian Pengurusan
Fakulti Ekonomi dan Pengurusan, UKM
Universiti Kebangsaan Malaysia,
43600 UKM Bangi, Selangor. Malaysia