

**YOUTH ENTREPRENEURSHIP AND DIGITAL:
A STUDY FROM MALAYSIAN DIGITAL BASED
BUSINESS**

FKPP

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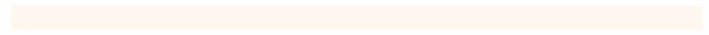
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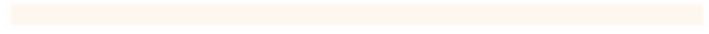
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YOUTH ENTREPRENEURSHIP AND DIGITAL: A STUDY FROM MALAYSIAN DIGITAL BASED BUSINESS

by

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A thesis submitted in fulfillment of the requirements for the degree of
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NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	<p>Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review)</p> <p>Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)</p>	<p>Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.</p>	<p>Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.</p>	<p>___ x 1.25 (Max: 5)</p>	
		<p>Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.</p>	<p>Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.</p>	<p>Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good</p>	<p>Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.</p>		

					researchable topic.		
2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	____ x 0.25 (Max: 1)

	Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)	
3.	Research Findings and Discussion (20 MARKS)	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)	
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)	
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)	
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)	
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)	
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)	

		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)	
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)	
	TOTAL (50 MARKS)						

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TABLE OF CONTENT

ITEM	NO
Cover Page	
Blank Page	
Title Page	
Thesis Declaration	i
Acknowledgement	ii
Table of Content	iii- vi
List of Tables	vii
List of Figures	viii
List of Abbreviations	viii
Abstrak	ix
Abstract	x
CHAPTER 1: INTRODUCTION	
1.1 Background of the study	1-2
1.2 Problem Statement	2-4
1.3 Research Question	5
1.4 Research Objectives	5
1.5 Scope of the Study	5-6
1.6 Significance of Study	6
1.7 Definition of Term	6-7
1.8 Organization of the Proposal	7

CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	8-9
2.2 Youth Entrepreneurs in Malaysia	9-10
2.3 Previous study	10-17
2.4 Underpinning Theory	17-19
2.5 Hypotheses Statement	19
2.6 Conceptual Framework	19-20
2.7 Conclusion	20
CHAPTER 3: RESEARCH METHODS	
3.1 Introduction	21-22
3.2 Research Design	22
3.3 Data Collection Methods	22-23
3.4 Study Population	23
3.5 Sample size	23
3.6 Sampling Techniques	23-24
3.7 Research Instrument Development	24-25
3.8 Measurement of the Variables	25-26
3.9 Procedure for Data Analysis	26-28
3.10 Conclusion	28-29
CHAPTER 4: DATA ANALYSIS AND FINDINGS	

4.1 Introduction	30
4.2 Preliminary Analysis	30-31
4.3 Demographic Profile of Respondent	31-32
4.4 Descriptive Analysis	32-39
4.5 Validity and Reliability Test	39-42
4.6 Normality Test	42-43
4.7 Hypothesis Testing	43
4.7.1 Hypothesis 1	43-44
4.7.2 Hypothesis 2	44-45
4.7.3 Hypothesis 3	45-46
4.8 Summary/Conclusion	36-47
CHAPTER 5: DISCUSSION AND CONCLUSION	
5.1 Introduction	48
5.2 Key Findings	48-50
5.3 Discussion	51
5.3.1 Hypothesis 1	51
5.3.2 Hypothesis 2	51-52
5.3.3 Hypothesis 3	42-53
5.4 Implication of the study	53-54
5.5 Limitation of the study	54-55
5.6 Recommendation/Suggestions for the future research	55
5.7 Overall Conclusion of the study	55-56

References	57-59
Appendix A: Draft of Questionnaire	60-65
Appendix B: Gantt Chart	66-69

LIST IF TABLES

Tables		Page
Table 3.1	Likert scale	25
Table 4.1	Profile of Respondent	31-32
Table 4.2	Descriptive analysis of intention to do digital based business	33-34
Table 4.3	Descriptive analysis of social media	34-35
Table 4.4	Descriptive analysis of previous experience business	36
Table 4.5	Descriptive analysis of role model	37-39
Table 4.6	Reliability test for intention to do digital based business	40
Table 4.7	Reliability test for social media	40
Table 4.8	Reliability test for previous experience business	41
Table 4.9	Reliability test for role model	41
Table 4.10	Normality test	42
Table 4.11	The Spearman Correlation between social media and intention to do digital based business	43
Table 4.12	The Spearman Correlation between previous experience business and intention to do digital based business	44
Table 4.13	The Spearman Correlation between role model and intention to do digital based business	45

LIST OF FIGURES

Figures		Page
Figure 2.1	Theory Business Planned (TPB)	18
Figure 2.2	Research Framework	20

LIST OF FORMULAS

LIST OF ABBREVIATIONS

SPSS	Statistical Package for Social Sciences
TPB	Theory Planned Behaviour

ABSTRAK

Seperti yang kita ketahui, perusahaan kecil dan sederhana telah menjadi penyumbang utama kepada pertumbuhan ekonomi negara. Dalam beberapa tahun kebelakangan ini, banyak inisiatif dan program telah diambil untuk menggalakkan penglibatan usahawan belia untuk terus bertindak balas terhadap kadar pengangguran belia yang sentiasa tinggi secara global. Keusahawanan membantu golongan muda untuk terus hidup dengan minat mereka sendiri dan mengurangkan jumlah pengangguran di kalangan belia. Perhatian besar diberikan kepada pembangunan belia terutamanya melihat kepada hasrat keusahawanan kerana ia membantu mereka menentukan tindakan masa depan mereka. Dengan perspektif ini, kajian ini akan menyiasat faktor utama yang memastikan niat usahawan belia untuk melakukan perniagaan asas digital supaya mereka boleh memainkan peranan penting dalam pembangunan ekonomi dengan mewujudkan peluang pekerjaan baharu. Dengan menggunakan kaedah kuantitatif kajian ini tertumpu kepada Kelantan. Persampelan persampelan kemudahan digunakan untuk mengumpul data dan soal selidik berstruktur direka bentuk untuk mengumpul data daripada 254 responden yang disasarkan dan Pakej Statistik untuk Sains Sosial (SPSS) yang digunakan untuk analisis data dalam penyelidikan ini. Kajian ini membantu memberi lebih kefahaman tentang hasrat usahawan belia dalam menjalankan perniagaan berasaskan digital. Ini penting kerana internet dan teknologi lain telah mengubah secara mendadak proses memulakan perniagaan. Dan mengakibatkan pembentukan semula struktur persekitaran perniagaan, yang telah membawa kepada kemunculan bentuk keusahawanan baharu yang dikenali sebagai keusahawanan digital. Itulah sebabnya penting untuk mempunyai pemahaman yang lebih baik tentang niat usahawan belia dalam melakukan perniagaan asas digital yang menjadi tujuan kajian ini.

KATA KUNCI: Digital, Usahawan, Niat,

ABSTRACT

As we know small and medium enterprises have been a major contributor to the growth of the country's economic. In recent years, many initiatives and programs have been taken to promote the involvement of youth entrepreneurs to continuously respond to the persistently high youth unemployment rates globally. Entrepreneurship helps young people to survive with their own interest and reduce the amount of unemployment among youth. There is a major attention been given to the youth development especially looking at the entrepreneurial intention because it helps them to decide their future actions. With this perspective in mind, this study will investigate the key factors that ensure youth entrepreneurs intention to do digital base business so they can play an important role in economic development by creating new job opportunities. By using quantitative method this research focused on Kelantan. A convenience sampling is used to collect data and the structured questionnaire was designed to collect data from 254 targeted respondent and the Statistical Package for Social Sciences (SPSS) used for data analysis in this research. This study is helps to give more understanding about the intention of youth entrepreneurs in doing a digital base business. This is important because the internet and other technologies have dramatically altered the process of starting a business. And resulting in a reshaping of the structure of the business environment, which has led to the emergence of a new form of entrepreneurship known as digital entrepreneurship. That is why it is important to have a better understanding about the intention of youth entrepreneurs in doing a digital base business which is the purpose of this study.

KEYWORD: Digital, Entrepreneur, Intention, Youth, Business

CHAPTER 1: INTRODUCTION

1.1 Background Of The Study

Small and medium enterprises have been a major contributor to the growth of the country's economic. According to Sathiabama (2010) entrepreneurship is a dynamic process of creating wealth by individuals or groups of individuals. Rwigema and Venter (2004:6) define entrepreneurship as the process of conceptualizing, organizing, launching and through innovation, nurturing a business opportunity into a potentially high growth venture in a complex and unstable environment. Entrepreneur the individual who look for the opportunity and bringing in more radical innovation to produce high productivity and greater yield.

In recent years, many initiatives and programs have been taken to promote the involvement of youth entrepreneurs to continuously respond to the persistently high youth unemployment rates globally. Entrepreneurship helps young people to survive with their own interest and reduce the amount of unemployment among youth. There is a major attention been given to the youth development especially looking at the entrepreneurial intention because it helps them to decide their future actions and secondly, it helps to overcome some challenges facing by the youth especially at their business start-up stages.

Several empirical and theoretical studies have been conducted globally to highlight the youth entrepreneurship and how it been fostered. For example, Bradstatter, 2011 has captured entrepreneurial personality traits as key antecedents to support the youth to become an entrepreneur. Some scholars have highlighted behavior studies by using Theory of Planned behavioral model and several others have investigate impact on individual experience and their

exposure towards business as important dimensions to support the development of youth entrepreneurship.

The development or emergence of digitalization in business has made the business grow more rapidly than before. A digital-based business is a company that primarily operates using technology, the internet, and digital platforms. Examples include online retailers, technology companies, and digital marketing agencies. These businesses often rely on data analysis and digital marketing strategies to reach and engage with customers. Youth digital skills play a major role in various abilities to use digital devices, communication applications and networks to access and manage information.

With this perspective in mind, this study will investigate the key factors that ensure youth entrepreneurs can play an important role in economic development by creating new job opportunities. Therefore, this study aims to capture role of youth entrepreneurs by looking at their entrepreneurial intents that support them to do digital based business in the context of Malaysia east coast.

1.2 Problem Statement

Digital-based businesses are now growing over time because of technological changes that make digital-based businesses easier to run. According to O'Reilly (2007), the development of social networks has opened the door to new opportunities for the introduction of various types of business models for youth entrepreneurs. Recent research findings, using social media for commercial purposes including marketing communications and initial public offerings are important in impacting the entrepreneurial world, especially for starting a business or running a small business. Based on the statement above, one of the opportunities opened by the

existence of social networks is digital-based business. However, in this study, it was found that there are too few studies related to digital-based businesses that can be used as a reference by youth entrepreneurs who want to start a digital-based business. Most of the previous studies are only related to business and not directly focused on digital-based business. This shows that there is a gap in education that has not been filled and needs to be filled.

There are not many studies have been done in entrepreneurial intention that can drive the entrepreneurs particularly youth entrepreneurs to do digital based business. Based on our observations, most studies capture studies related to digital business that are exposed only to the adult or women based, but not too focused on youth entrepreneurs in Malaysia. When it is too focused on the general, the youth entrepreneur does not have any research that he wants to refer to start their business. Most studies are focused on mature or developed countries, but our study is focused on youth in Kelantan who intend to engage in digital entrepreneurship. Most studies aim at this specific theory, but my study is focused on digital-based businesses among youth, which I believe not many studies have been done in Malaysia in using a specific theory or a unified theory. This will cause the youth to not be able to develop this field of digital business due to the lack of specific references.

Second, entrepreneurs do not have specific training to practice. A problem that exists in practice or an opportunity for improvement in at least one of the areas that would-be digital business entrepreneurs want to acquire, namely from the knowledge they do not know, the skills they do not know and the training that is not they do. Based on the above statement, now many subjects do practical when they have mastered the knowledge they learn. For example, doctoral courses where their students have specific training so that they can gain a deeper understanding of what they learn in class. But it's different with a course that involves

digitization business. This digital business-based practice is no longer established anywhere in Kelantan or in Malaysia. So, when potential entrepreneurs are not exposed to practicality and skills, it may be that the youth do not know what they want to do from the beginning to the end. They just understand but don't do it. With the absence of practicality in this field, it is possible that the youth will not be prepared to face any challenges and threats when they do business, and they will not even know what it means to fail in business.

It is common knowledge that the achievement gap in Malaysia is not comparable to other famous countries. Although there have been achievements, the achievements are a little too ordinary if you want to compare them with developed foreign countries. As youth, they don't really see the high achievements in their country related to digitization business. It is only focused on the digitization business at the Malaysian level. Potential digital entrepreneurs are less exposed to successful entrepreneurs from foreign countries to expose them to a wider scope of digital business. For example, the country rarely invites successful entrepreneurs from various countries to provide the knowledge they have from different aspects and views to potential entrepreneurs in our country, which is why they also always look at and practice common things without higher innovation and creative knowledge. Entrepreneurs in our country lack knowledge related to this field and do not get great achievements internationally. Therefore, the problem of education gap can be called as a significant problem at this time.

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1.3 Research Question

Among the research question of the study are as follows: -

1. What are the key factors that influence the intention to do digital base business among youth entrepreneurs?
2. To what extend these factors influence youth entrepreneurs' intention to do the digital base business?
3. What is the model that can be used to understand the influence of intention to start the digital base business among youth entrepreneurs?

1.4 Research Objectives

Among the objectives of the study are as follows: -

1. To identify key factors that support the intention to do the digital base business.
2. To examine the effectiveness key factors that can influence youth entrepreneurs' intention to start the digital base business
3. To propose a framework model that influence youth entrepreneurs' intention to do the digital base business.

1.5 Scope Of The Study

This study focuses on students among youth entrepreneurs in Kelantan. This study also focused on students majoring in entrepreneurship and business at Kelantan who also use digital

platform to start their businesses. The aim of this study is to find out the ways, intentions, and methods of students to start a business using digital platform currently.

Nowadays, data technology or known as digitization is increasingly used by the public. With the availability of data technology makes our daily lives easier and has a bigger impact in the digital entrepreneurship industry such as being able to learn everything about entrepreneurship just at the tip of the finger. So, in this study, the researcher wants to know whether the ways, intentions and methods can influence students to start a business through digital entrepreneurship.

1.6 Significance Of The Study

This research will provide startup entrepreneurs with help them to decide to use which channel is the best way to start their business. This research is to study how the digital business nowadays has developed and how it can help entrepreneurs to expand their business or start their business with a low-cost budget and effective outcome. In the result of this research, the business community will probably realize how the digital business can help them level up their business. Through this study, entrepreneurs can gain benefit on how to use digital or online platforms as another output to their business.

Furthermore, after a detailed study of this research on the digital based business, it can also serve as a helping tool to the entrepreneurs or startup business to innovate their business strategies and marketing strategies in the future.

1.7 Definition Of The Term

Role model – A person whose behavior, example, or success is or can be emulated by others, especially younger generations.

Previous Experience – Knowledge or skills in a particular job or activity, which you have acquired because of having performed that job or activity for an extended period.

Social Media – Refers to websites and computer programs that communicate possible with the use of computers and mobile phones.

Digital Business – The use of the technology to create a new value in business model, customer experiences and the internal capabilities that support its core operations.

Digital Entrepreneurship – Refers to the owner, founders, or manager of an internet-based business.

Economic Growth – An improvement in both the amount and quality of the economic commodities and services that a society creates and consumes is referred to as "economic growth."

1.8 Organization Of The Proposal

Overall, the research proposal has five chapters. Chapter 1 contains the background of the study, problem statement, research question, research objectives, scope of the study, significance of the study, definition of the term and organization of the proposal.

In addition, chapter 2 will conduct a literature review by collecting and outlining the results of earlier research conducted by other researchers, as well as their theoretical models, conceptual framework, and hypothesis statements.

In chapter 3, touch discusses research methods which are divided into few parts. This chapter will discuss introduction, research design, data collection methods, study research instruments development measurement of the variables, procedures for data analysis.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The study of entrepreneurship is considered very significant all over the world since entrepreneurs not only contribute to an increase in a country's level of creativity and invention but also help that country create more jobs and contribute to the nation's overall economic growth. According to Mohammad Y. A. (2021), the internet and other technologies have dramatically altered the process of starting a business and reshaping of the structure of the business environment, which has led to the emergence of a new form of entrepreneurship known as "digital entrepreneurship". Studies on entrepreneurial intention have become a topic of research in recent years. These studies have been considered one way to improve people's interest in entrepreneurship, particularly among younger generations. On a related note, even though digital base business has become increasingly significant alongside the development of the internet and information technology, there are still relatively few studies that concentrate solely on the topic of intention toward digital base business.

The study about digital base business will prove to become important topics for research because the digital economy has the potential to enhance productivity, income and social well-being and this digital base business will help in creating job opportunities in new markets and increasing employment in some existing occupations. That is why digital base business or Digital Entrepreneurship is an important topic that deserves attention especially if it specifically focuses on intention toward digital base business. According to Suparno, etc (2020) intention is a psychological state that symbolizes a person's plan of what will be done and is based on desires that can be realized. Based on this theory of planned behavior it indicated that intention can be expressed through the three core components which is attitude, subjective norms, and perceived

behavioral control, and together shape an individual's behavioral intentions. The idea of planned behavior, which postulates that human beings always have goals in mind when they behave, can be used to provide light on the process of intention creation.

2.2 YOUTH ENTREPRENEURS IN MALAYSIA

As already known the youth generation is an important force to the economic development of a country in one country including Malaysia, this because they have a strong vitality that is needed for economic development. In most developing nations, including Malaysia, one of the most important topics of conversation among policy officials, educators, and students is the extent to which youth people participate in entrepreneurial endeavors. Because Malaysia is a developing country that is in the process of building its economy through entrepreneurship, this is an essential point for Malaysia because Malaysia is a developing country. According to Ridzwan et al. (2017), the efforts that youth people made toward entrepreneurialism during the economic crisis were praised by the government and society. Furthermore, involvement of Malaysian people in the sector of entrepreneurship is fast expanding. In addition, there was a significant amount of engagement from people younger than 40 years of age. It might be grouped together under the heading of young entrepreneurs.

Along with the current situation, there is a rise in participation from youth generations, which contributes to the fact that the current situation in the entrepreneurial sector is becoming steadily more difficult. According to Mohamad Ashraf and Noor Fzlinda (2019), a career as an entrepreneur is a career that is often chosen by the youth generation because of its good income. Furthermore, because Malaysia is a small country with a high population, the youth can no longer rely on job opportunities because they will have to compete with the veteran workers. Furthermore,

more jobs will also become irrelevant in the future, which will make it more difficult for people, especially the youth, to secure jobs. In addition, Ridzwan et al. (2017) state that many youth business owners can only survive for a short period of time. This is not only since they are young and unable to effectively manage the resources of their businesses, but also due to the fact that youth business owners do not have a network of industrial cooperation with more seasoned individuals. In addition, aspiring youth business owners need to be aware of the significance of establishing connections with their surroundings to improve their management of resources and access to markets. This is because not all of them have the necessary skills and resources to make the most of the opportunities that are presented to them.

2.3 Previous Studies

Previous studies are identified as all the previous research which have tackled the topic in which the researcher is digging through discussion and studying.

2.3.1 SOCIAL MEDIA ENGAGEMENT

According to O'Reilly (2007), the development of social networks has opened the door to new opportunities for the introduction of various types of business models for youth. Recent research findings, using social media for commercial purposes including marketing communications and start-up offerings are also important in impacting the entrepreneurial world especially for starting a business. The process of starting a business depends a lot on information about products and brands, which is also an important factor in the use of social media, which can be influenced by communication and exchange of information worldwide. According to Quinton and Wilson (2016), using social media to find and gather information on how to run a business is something that everyone can do as early as 7 years old or even earlier. The youth's ambition to

start their own digital business is influenced by the environment of their educational institutions as well as their daily lives. It has been shown that being in a stable academic environment can support the entrepreneurial mindset for those who wish to start a digital business and it is very beneficial.

In addition, the social media that are widespread nowadays can be accessed by potential entrepreneurs and the business information they want can also be accessed. For example, knowledge of markets and input sources, technological advancements, design principles, and government norms and regulations, are important environmental factors that influence youths' desire to start their own businesses. Important information gathering and social engagement are the two main functions of various forms of social media (Whiting & Williams, 2013). Students can engage with people to create relationships with people around them and build networks using social media. The thoughts of entrepreneurs and the activities they will do are greatly influenced by networks through social media such as Facebook, WhatsApp, Tiktok and so on.

The aspirations of students or youth who want to start their own digital business are greatly influenced by their school culture, especially in universities that conduct research to show that students who attend university will be influenced by an environment that supports them to have a higher level of entrepreneurial intention. In addition, a significant green environment can influence the youth's intention to engage in entrepreneurial activities including social networks and business information. For example, information about trending markets, technological solutions, design practices and government regulations are all examples of such information (Kristiansen & Indarti, 2004; Sesen, 2013). According to Whiting and Williams (2013), two of the most important roles of social media are social engagement and information seeking. As a result, students can use social

media to interact with everyone and build relationships with others and can create their own networks.

According to the findings of this investigation, the term "performance expectancy" (PE) refers to "the degree to which a student entrepreneur believes that the use of social media as a business platform improves the performance of his online business." (Escobar-Rodriguez, Carvajal-Trujillo, & Monge-Lozano, 2014) Previous research using the UTAUT model shows that performance expectations have a positive influence on the perceived advantage of a person through Facebook or other social media as a platform, which in turn has an influence directly to the wishes of potential digital business entrepreneurs. According to the findings of a study conducted by Alharbi and Drew (2014), a positive correlation was found between the amount of education students participated in and their behavioral intention to use mobile learning systems.

We believe one of the most significant aspects of social media trust that needs to be investigated is its prevalence. The amount to which users maximize the use of the technical capabilities offered by the technologies they have acquired is a good indicator of the depth of their adoption of social media (Claar, Dias, and Shields, 2014). It is only fair to believe that adopting social media as a business platform will boost organizational performance given that social media is a platform that is faster and cheaper than other options while also providing value in terms of audience and retention. Therefore, social impact is taken into consideration as a factor in the extent to which student entrepreneurs embrace social media as a platform for conducting business.

2.3.2 PREVIOUS EXPERIENCE IN BUSINESS

Any type of work experience counts as business experience. This can include the experience that a person has from any job or freelance work that everyone has done, as well as their contribution to the family business or their own firm that they have started. Typically, these will be presented in reverse chronological order, with your company name and function serving as the headline. Education can help entrepreneurs develop critical thinking skills and open their eyes to the new opportunities and rewards that come with running a digital business in today's increasingly global economy. Therefore, an individual needs to gain an understanding of the previous work experience as well as the educational background of the entrepreneur because these factors will affect the firm's performance when they intend to start a business.

The purpose of this study was to evaluate the extent to which work experience and educational background had an influence on the level of business success experienced by entrepreneurs. According to the findings, the work experience of entrepreneurs is a more significant factor in determining business performances than the education level of entrepreneurs. Therefore, exposure to real business experience should be included in the curriculum of entrepreneurship education courses in universities and colleges to have more successful entrepreneurs.

According to the findings of Fackler, Schnabel, and Schmucker (2016), previous experience in entrepreneurship is an important factor in determining whether an individual will participate in business formation. In addition, previous expertise and skills in entrepreneurship generate stronger innovative output and have a higher impact on a business that wants to be run. These findings have important policy and practitioner implications that require support to generate

schemes that provide opportunities for them to accumulate the technological capabilities needed to compete in highly innovative and creative industries. That, at the same time, can address the factors that prevent some individuals who want to start a business from engaging in entrepreneurial activities. Findings have been made to suggest that the initiative of everyone should be supported to create programs that allow new opportunities for everyone to gather his competence and skills in using the technology required today to compete with the mighty firms in highly inventive industries.

Understanding previous work experience is very important because it affects the performance of an organization, as stated by Dokko et al. (2009). According to research findings, the relationship between prior experience in the same field and performance at work can be broken down into two parts, namely prior experience and extensive knowledge and skills related to the task. In addition, the presence of this knowledge and ability serves as a mediator of the direct link that exists between previous relevant experience and the performance displayed by a person in his current job. Therefore, the higher level of experience that everyone obtains while working for the current company can increase the beneficial effect when previous experience in the same field on knowledge and abilities related to the task is put into practice in an organization. The term "past experience" refers to the large amount of experience an entrepreneur needs to successfully operate a business and achieve objectives.

According to Pierce (2013), making use of one's knowledge in business does not necessarily mean coming up with ingenious new products and services or coming up with ingenious new ways to market and sell those goods and services. It is less difficult. This demonstrates that the current businesses of entrepreneurs who have previous work experience are more likely to be successful than those of inexperienced high-quality services resulting in

increased customer patronage, retention, market share, and increased profitability. This is in accordance with the findings of Fatimah et al. (2013). Therefore, previous experience may influence a person's propensity to either start a new business or grow an existing one.

According to Agbim et al. (2014), the leading entrepreneurs in successful enterprises were more likely to have a wider range of business expertise. Additionally, having more prior start-up experience and more experience in business have been seen as success determinants for small firms. Additionally, because of globalization, would-be and current business owners in any nation are required to not only rely on academic credentials, but also to equip themselves with skills that will boost their competitiveness in the worldwide market. According to Lough (2015), entrepreneurs who have survival skills such as marketing, high-level managerial, planning negotiation, technological, personnel, and customer relations skills are more likely to be successful in the business environment. These skills are essential for surviving in today's competitive business world. These abilities are necessary to keep a presence in the market.

2.3.3 ROLE MODEL

It is a widely held belief, supported by research (Krueger, Reilly, & Carsrud, 2000; Lián & Fayolle, 2015; Urbano, Toledano, & Ribeiro-Soriano, 2011), that people who are role models can exert social influence on the public about an individual's desire to become an entrepreneur. The influence of role models on a person's behavior can be understood through someone who always finds out about his role model. This has suggested that learning takes place in a social environment and as a result, in addition to learning through social media and personal experience, learning can also happen through observing and interacting with other people who are considered as role models for individuals. Various investigations have been conducted in settings to provide confirmation of

the beneficial and overall beneficial effects that entrepreneurial role models have on entrepreneurial tendencies.

In the early stages of the entrepreneurial process, a role model can play a variety of roles, including as a facilitator in the process of detecting new opportunities and generating business ideas for someone, a stimulator at the stage where events are triggered and a confirmer at the stage where the business idea is implemented. This is because meeting successful entrepreneurs makes the act of starting one's own business that can be seen as a more credible endeavor. People who have frequent interactions with successful businesspeople as role models are more likely to develop the motivation and confidence in a person needed to launch and start their own company. A person can have real role models if they have direct contact with people they respect, or they can have virtual role models if they do not interact with people they respect, but they can still watch them on television, hear and see them play live or read about them to be inspired by role models.

In addition, these researchers hypothesized that exposure to successful businesspeople may inspire individuals to pursue starting their own businesses. Ambiguity regarding the effects that role models have can be explained with the help of research anchored in various social comparison theories. This study explains the situation in which role models may provide a very high motivation to pursue certain goals or make certain career choices for everyone. For example, research has shown that only successful role models can increase feelings of high inspiration and identity, as well as proactive behavior about one's work. In a similar vein, successful parental role models can increase perceptions of desirability and feasibility (Criaco, Sieger, Wennberg, Chirico, & Minnola, 2017).

When the role model's achievements appear realistic in terms of time, skills and talents, the role model's positive influence on motivation to pursue ambitious goals may occur (Lockwood & Kunda, 1997). One can argue that not every businessman who is exposed to a person will be a role model for that person. On the contrary, a role model is just someone who can motivate someone to achieve a goal and choose a career path such as the desire to start a business when they are inspired by successful entrepreneurs. In the spirit of their methodology, it is possible to envision useful inspiring role models as successful people through their interactions with other business owners, encouraging others to seek careers in entrepreneurship.

The influence of role models who serve as examples is a sociological phenomenon that has received a great deal of attention from researchers. Research on entrepreneurship uses it as an example of an informal institutional component that can serve as an incentive for business owners to take risks and start their own companies. (Fornahl & Laspita) identified the constructive function that entrepreneurial examples serve as one of the institutional elements that influence entrepreneurial activity. As a result, individuals learn by modeling their own behavior after that of people who are successful in endeavors like those in which the individual wants to participate or excel.

2.4 Underpinning Theory/Theories (Tpb)

Theory of planned behavior started as Theory of Reasoned Action in 1980 to predict an individual's intention to engage in the specific behavior at a specific time and place. The behavior intentions encountered digital business that have expected outcome and the subjective evaluation of the risk and outcome from the digital business.

The TPB has been successfully proved that it can predict and explain a wide range of utilizing the digital platform to run a business. The theory of planned behavior achievement depends on motivation and ability.

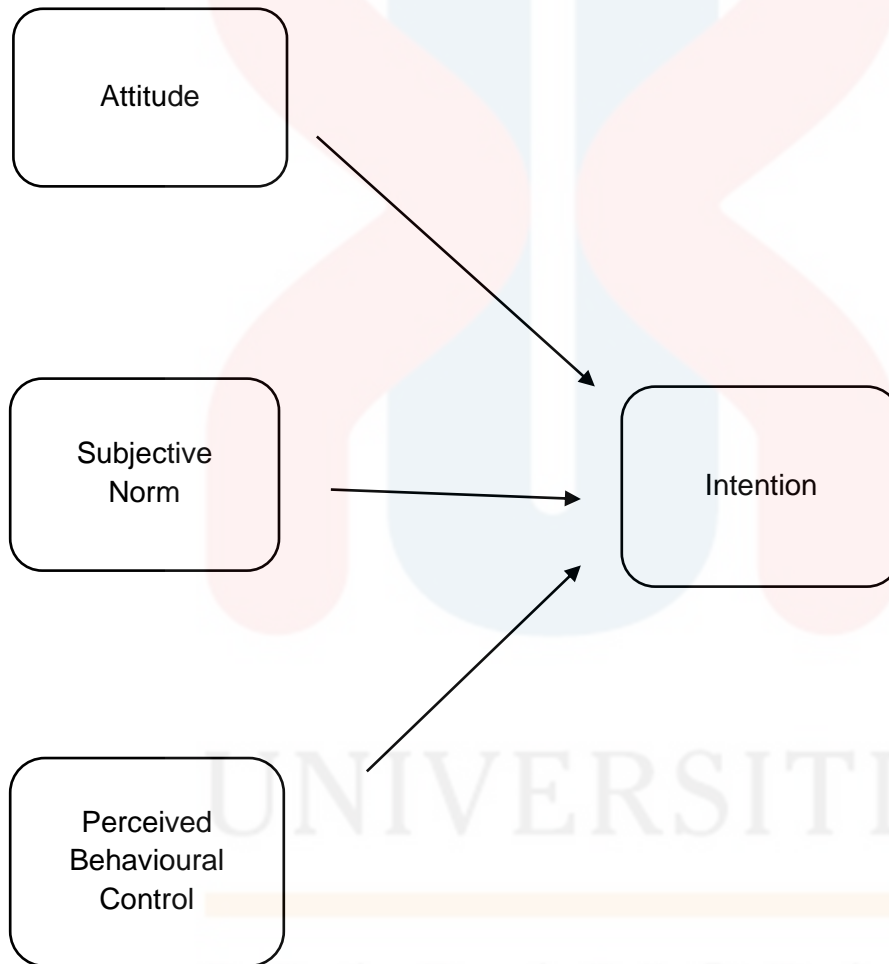


Figure 2.1 Theory Business Planned

Attitudes – This refers to a person which has a favorable or unfavorable evaluation of the behavior of interest. It is also different compared to others.

Subjective Norms – This refers to how we view the ideas of other people about the specific behavior. This could be the behavior of family, friends, or colleagues. This is not about what others are thinking but our perception of other attitudes.

Perceived Behavioral Control – This refers to how they can control their behavior depending on the severity of the situation. It is different depending on the person or situations and actions, which results in a person having varying perceptions of behavioral control.

Behavioral Intention – This refers to the factor that affects the motivational intention to perform the behavior. Usually, when the intention is stronger than the more likely that the behavior will be performed.

2.5 Hypothesis Statement

H1; There is a significant relationship between social media and the intention to do digital based business.

H2; There is a significant relationship between previous experience in business and the intention to do digital based business.

H3; There is a significant relationship between role models and the intention to do digital based business.

2.6 Conceptual Framework

The diagram below shows the relationship between the independent variables and dependent variables. From the conceptual framework, there are three independent variables in this research, which is social media, previous experience, and role models. The dependent variable of this topic is intention to do digital based business.

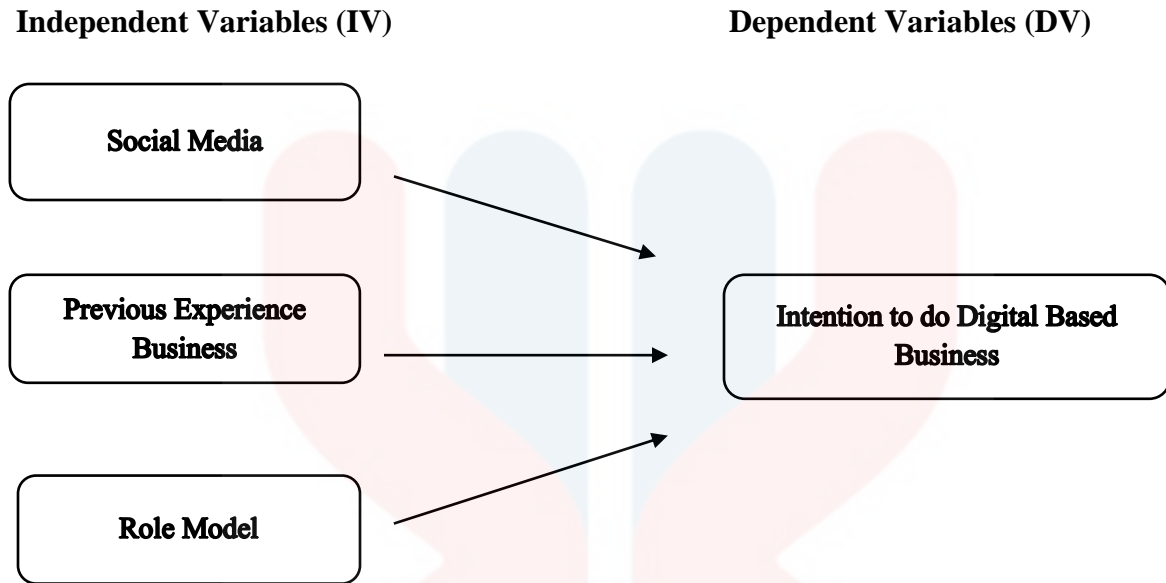


Figure 2.2: Research Framework

2.7 Conclusion

This study is to explain the relationship between social media, previous experience, and role models with intention to do digital based business as shown in conceptual framework and investigate the most relevant factors influencing intention to do digital based business. This study also can be used to increase the literature about digital based business in context of the intention to do digital based business and hope this study will have huge significance towards future literature.

CHAPTER 3 RESEARCH METHOD

3.1 Introduction

Following several factors has contributed to the current surge in the prevalence of digital entrepreneurship. As a result, researchers are required to do research into the methodologies utilized to study each of the subjects that are to be researched. Research methods can be thought of as the strategies, processes, or techniques that are applied in the process of collecting data or evidence for the purpose of analysis to either discover new information or generate a better understanding of a subject. The goal of research methods is to either discover new information or generate a better understanding of a topic. Research can be conducted in a variety of ways, and each of these approaches makes use of a unique collection of methods and tools to compile its findings.

The following strategy was utilized to get research publications and conference proceedings that provided a backdrop for digital entrepreneurial intention. Journal articles that had been through a process of peer review and were found in academic databases such as Google Scholar, Web of Mythens, and others served as the primary sources for this study. It was decided to adopt a methodical approach to conducting reviews on a variety of factors, including social media, previous experience in the company, and role models with the objective of doing digitally based business. At long last, an abstraction of the data and an examination of the articles were carried out. The purpose of this study was to determine the characteristics that have an impact on the likelihood that youth entrepreneurs studying business in Kelantan will launch a new company. A quantitative methodology is utilized throughout the data collection process. The use of

questionnaires as an instrument for data collection is common. The measurement is developed using devices that have already been validated in previous investigations.

3.2 Research Design

According to the definition of the research design, it refers that research design is the framework of research study methods and techniques that are chosen by researchers. This design that is chosen will allow the researcher to find which of the methods are the most suitable for the study done by our group research. Research design also includes the elements of data collection, measurement of data and the analysis of the data.

The quantitative research method refers to the process of collecting and analyzing numerical data. This method is generally used to find cause-effect relationships between the variables of the study. The reason why the research is among youth entrepreneur in Kelantan because there are a lot of youth entrepreneur try to do digital based business. So, quantitative research method will be use through questionnaire that will distribute through social media among the youth entrepreneur in Kelantan.

3.3 Data Collection Method

Data collection is the most important thing that has led to an important change in the methods of the research. Data collection is the process of collecting quantitative or qualitative data depending on the research topic. Data collection methods can be split into two types which are primary data collection method and secondary data collection method. For this study, the primary data collection methods will be used in the form of an online questionnaire. This questionnaire

will mainly focus among the youth entrepreneurs in Kelantan. Not only that, but the physical survey will also be conducted around the Kota Bharu areas.

3.4 Study Population

Study population is the target population in which the sample is selected from. For the effectiveness of the study, it is important to select populations that thoroughly represent the research study. So, in this research, the population for the study research will mainly be chosen from the youth entrepreneur in between age range of 18-25 from all over the Kelantan which involve 10 cities probably in between 100,000 to 150,000 Kelantan base youth entrepreneurs will be involved in this research study.

3.5 Sample Size

Sample size refers to the total number of respondents included in the research study chosen from the whole of the targeted population. For a particular design, sample size can be determined by the level of accuracy required or confidence interval at a given confidence desired (Cochran, 1977: 75-78). The sample size for this research is suitable for 250 respondents to achieve a significance level of 0.05 percent. They will be selected from different cities, age, gender.

3.6 Sampling Techniques

Sampling technique is identification of the specific process by which the entities of the sample have been selected. The sampling technique can be divided into two types of sampling methods which is probability sampling and non-probability sampling. Probability sampling is a technique involving random selection, allowing to make strong statistical inferences about the whole group, meanwhile non-probability sampling involves non-random selection based on

convenience or other criteria. This study chose to use non-probability sampling which is convenience sampling. This study will focus on characteristics of a population, which is youth entrepreneur in Kelantan to determine the factors influence intention and to do the digital based business.

3.7 Research Instrument Development

In survey research, the primary tool used by the researcher for data collection is a research instrument. To gather information on a study topic, researchers also use measuring tools like scales and questionnaires called research instruments. It is a series of queries designed to gather responses' private information as well as statistically significant information. Questionnaires were randomly distributed to respondents, where the sample is taken based on the Entrepreneurship Education Course.

To overcome any language problems, this questionnaire will be written in both English and Malay and sent to respondents in both of those languages. Its straightforward phrasing also makes it simple for respondents to comprehend all the questions.

The researcher selected Likert scale questions from one sort of closed-ended questionnaire for this research. The survey questionnaire will be divided into three sections and include a total 29 questions in each set. In part A, the focus was primarily on each respondent's demographic data, including gender, age, occupations, and type of business while in section B dependent variables connected to the intention to do digital based business will be investigated. This section has 5 questions. The independent variables which are social media have 7 questions, role model has 8 questions and previous experience business has 5 questions were discussed in section C.

Likert – Scale Description	Likert – Scale
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Table 3.1: Likert Scale

3.8 Measurement Variables

To examine every variable on the scale, the data will be gathered and analyzed to help determine the statistical inference test.

Nominal Data

A nominal scale is a scale of measurement used to assign events or objects into discrete categories. This type of scale does not require the use of numerical values or categories that are ranked by class; rather, it merely requires the labelling of each different category with singular identifiers. During this investigation, the questionnaire that was developed for the section A question makes use of the nominal scale to ascertain the demographic profile of each respondent, including their gender and age.

Interval Data

Interval data is measured along a numerical scale that has equal distances between adjacent values. These distances are called intervals. One of the most common scales used in research was the Likert scale. Usually, the Likert scale is used to measure respondents' attitudes by asking the extent to which they agree or disagree. This Likert scale also will be used in section A of questionnaire which questions about the level of influence of factors for intention and to do the digital base business to respondents.

3.9 Procedure For Data Analysis

The method for examining, cleaning, manipulating, and modeling data to find relevant information, support inferences, and effective financial. In data analysis, IBM SPSS Statistics 23 software will be used in the process of data analysis, of which there are two main requirements which is the process of editing and coding. This research will allow the researcher to investigate the dependent variable is intention to do digital based business and independent variables is social media, previous experience business and role model.

3.9.1 Validity Analysis

Validity explains how well the collected data covers the actual area of investigation (Ghauri and Gronhaug, 2005). Validity basically means “measure what is intended to be measured” (Field, 2005). Bond (2003, p. 179) comments that validity is foremost on the mind of those developing measures and that genuine scientific measurement is foremost in the minds of those who seek valid outcomes from assessment. Validity refers to the accuracy of a measures always look forward to the validity of the study and its findings.

3.9.2 Reliability Test

Reliability is a test that provides accurate results. The correlations between certain scale items are also calculated using the reliability analysis technique. According to Bajpai & Bajpai (2014), reliability and validity are two psychometric qualities of measuring scales that are crucial for determining the sufficiency and correctness of scientific research techniques. According to Daniel, da Silva, & Ferreira (2015) say the good Cronbach Alpha value should be 0.7-0.9.

3.9.3 Spearman Correlation

According to (Kumar, Talib, & Ramayah, 2013) the Spearman's Correlation Coefficient is used to show the strength of association between two quantitative variables which is the independent variable and dependent variable that measure in 19 ordinal scale. To examine the research questions, the Spearman rank correlation was conducted to evaluate the relationship between the two variables. Spearman Correlation Analysis can be leading to the significance or non-significance of the Pearson correlation coefficient even for large datasets, consistent with a logic understanding of the differences between the two coefficients (Hauke & Kossowski, 2011).

3.9.4 Descriptive Analysis

Regarding Vikas Yellapu, 2018 by explaining the connection between variables in a sample or population, descriptive statistics are used to organize summarized data. Making inferential statistical comparisons should never take place before calculating descriptive statistics, which is an essential initial step in conducting research. Measures of frequency, central tendency, dispersion/variation, and location are only some of the components that make up descriptive statistics. Also included are categories of the variables being studied (nominal, ordinal, interval,

and ratio). Descriptive analytics refers to the process of analyzing data from both the recent and the past to identify patterns and connections. Because it does not go any further than describing patterns and correlations, descriptive statistics is usually considered to be the most fundamental form of data analysis.

3.9.5 Regression Coefficients

To describing the connection between a predictor variable and the related response, regression coefficients may be thought of as estimations of some unknown parameters. Regression coefficients, in the other words, are used to estimate the value of an unknown variable from a known variable. The amounts by which the variables in a regression equation are multiplied are known as regression coefficients. Linear regression is the regression method that is most often employed. Finding the regression coefficients that result in the best-fitting line is the goal of linear regression.

3.10 Conclusion

In conclusion, the purpose of this research was to collect data or evidence that could be analyzed to discover new information about a topic that the researcher had previously researched or to develop deeper grasp of the subject matter. The findings of the study led the researcher to used quantitative approaches to investigate people's intentions towards the conduct of business online. Primary data and secondary data will be used by the researcher in the formation of an online questionnaire, and the researcher will also carry out a physical survey all around Kelantan. Both data gathering methods will be employed by the researcher. The respondents that will be chosen will come from a pool of between 250 and 300 youth business owners based in Kelantan. There

are two distinct approaches to sampling, which are known as probability sampling and non-probability sampling respectively.

The research instrument is the primary tool that the researcher uses for the purpose of data gathering. The researcher will employ nominal data and ordinal data when studying variable data on a scale. These two types of data will be used. In the process of data analysis, researchers study relevant information to create findings that can help decision makers. Therefore, the researcher has conducted a study about intentions to start a business based on digital platforms by using all the research methods outlined above.

Chapter 4: Data Analysis and Findings

4.1 Introduction

This chapter will go over the findings of the study's data analysis. To record and evaluate 254 answers, the researcher used the Statistical Package for Social Science (SPSS). The findings to be included are the preliminary analysis, the demographic profile of respondents, descriptive analysis, validity and reliability test, the normality test and spearman correlation.

4.2 Preliminary Analysis

Preliminary analyses on any data set include checking the reliability of measures, evaluating the effectiveness of any manipulations, examining the distributions of individual variables, and identifying outliers.

4.2.1 Data screening

Using SPSS version 26, we made sure that the data were entered correctly, that there were no missing values, and that there were no violations of the multivariate statistical assumptions before moving on to the multivariate analysis. However, none of our respondents have missing data, and the data that they do have are straight-lined, thus all the data can be used. Our criterion for respondents was that they be only between the ages of 15 - 17 years, 18 - 21 years, or 22 - 24 years. All the respondents met these requirements. The study can make use of the responses of 254 respondents who are both available and valid.

4.2.2 Missing data

Since research initiatives have traditionally relied on survey methods to acquire data, missing data are frequently a source of concern. Data is considered missing when the respondent does not answer all the questions on the questionnaire, does not complete the questionnaire, or

fails to answer one or more of the questions intentionally or inadvertently. If the first threshold of more than 15 percent of the data is missing, it is recommended to remove any data observations that have been collected. As a direct consequence of this, we incorporated all the components into the analysis. However, in preparation for the subsequent screening process, each of the 254 questionnaires was carefully stored and will be discussed in greater detail.

4.3 Demographic Profile Of Respondents

The general background of those who answered the questionnaire in this study was the second piece of information that was looked at. To make things easier to understand, all data is provided in actual numbers and percentages. A total of 254 people answered the survey. This section of the inquiry is made up of data on gender, age, occupations, and types of business shown in the Table 4.1 below.

Table 4.1: Profile of Respondent

Background	Information	Frequency	Percentage (%)
Gender	Male	123	48.4
	Female	131	51.6
Age	15 – 17 years	44	17.3
	18 – 21 years	85	33.5
	22 – 24 years	125	49.2

Occupation	Student	178	70.1
	Employed	40	15.7
	Unemployed	36	14.2
Type of Business	Product	166	65.4
	Service	88	34.6

Table 4.1 shows the demographic of the 254 of respondents. Gender, age, occupations, and type of business are among the characteristics included in the data. More than half of the respondents were females 51.6% and the remaining 48.4% were males. The bulk of those respondents were youth people with 49.2% being between the ages 22-24 years. The remainder aged 15-17 years were 17.3%, and 18-21 years were 33.5%.

As for occupations, most of the respondents were students and higher 70.1%. While the employed were 15.7% and unemployed were 14.2%. When it comes to types of business many respondents doing product which is 65.4% and doing service were 34.6%.

4.4 Descriptive Analysis

In this part, the mean, standard deviation, and variance for each variable were calculated to fully explain the diversity and interrelation of the variables. There is one dependent variable which is intention to do digital based business and three independent variables which is social media, previous experience in business, and role models.

4.4.1 Descriptive Analysis of dependent variable

Table 4.2: Descriptive Analysis of intention to do digital based business

No		N	Minimum	Maximum	Mean	Std. Deviation
1	I expect that some point in the future I will be involved in launching an organization that aims to solve social problems using technology	254	1	5	4.05	0.818
2	I have a preliminary idea for a digital social enterprise on which I plan to act in the future	252	1	5	3.98	0.858
3	I do not plan to start a digital social enterprise	254	1	5	2.80	1.297
4	I intend to start an Internet business	254	1	5	4.22	0.843
5	I will start a business on the Internet in the future	254	1	5	4.21	0.793

Valid N (Listwise)	252				
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From the results in table 4.2, showing the mean of respondents' intention to do digital based business according to Five-point Likert scale range from 2.80 to 4.22. The highest mean score of independent variables is from question 4 which is 4.22(SD=0.843). Meanwhile question 3 has the lowest score of 2.80 (SD=1.29).

4.4.2 Descriptive Analysis of independent variable

Table 4.3: Descriptive Analysis of social media

No		N	Minimum	Maximum	Mean	Std. Deviation
1	I am quite confident about the benefits of social media if I adopted social as a business platform	254	1	5	4.23	0.673
2	Using social media as a business platform would help me to do things that I couldn't do easily before	254	1	5	4.21	0.707

3	I will use social media as a business platform whenever it is possible	254	1	5	4.20	0.685
4	I intend to use social media as a business platform in the future.	254	1	5	4.31	0.728
5	Social media enhances my business's images	254	1	5	4.30	0.14
6	Social media helps me to do more effective marketing activities	254	1	5	4.30	0.693
7	I look trendy when I use social media to operate online business	254	1	5	4.19	0.816
	Valid N (Listwise)	254				

From table 4.3, showing the mean of respondent response for social media to Five-point Likert scale range from 4.19 to 4.31. From the tables it shows that the highest mean score for independent variable social media is question 4 with mean score 4.31 (SD=0.728). Meanwhile, the lowest mean score is question 7 with mean score 4.19 (SD=0.816).

Table 4.4: Descriptive Analysis of previous experience in business

No		N	Minimum	Maximum	Mean	Std. Deviation
1	Our family is familiar with digital tools.	254	1	5	4.11	0.760
2	Our family has a clear vision for utilizing digital in the future	254	1	5	3.94	0.860
3	Our family supports the utilization of digitality in our company.	254	1	5	4.11	0.764
4	I have some experience working with company digital business	254	1	5	4.05	0.901
5	Our family support the utilization of digitality in our company	254	1	5	4.19	0.727
	Valid N (Listwise)	254				

Table 4.4 shows that the mean of respondents for previous experience in business to Five-point Likert scale range from 3.94 to 4.19. From this table, descriptive analysis of previous

experience in business shows that question 5 has the highest mean score with mean score 4.19 (SD=0.727). Meanwhile question 2 has the lowest mean score with mean score 3.94(SD= 0.860).

Table 4.5 shows that the mean of respondents for previous experience in business to Five-point Likert scale range from 4.15to 4.34. From this table can be seen the result from descriptive analysis of role models. The result is question 8 has the highest mean score with the mean score 4.34(SD=0.709). Meanwhile, question 2 has the lowest mean score with a mean score of 4.15(SD=0.725).

Table 4.5: Descriptive Analysis of role models

No		N	Minimum	Maximum	Mean	Std. Deviation
1	Exposure to successful models has aroused my interest in getting into business at one point.	254	1	5	4.17	0.738
2	The role models gave me the courage to do what I want and not to be influenced by others who only speak and do nothing.	254	1	5	4.15	0.725

3	<p>Each of us had something to learn from the successful models of entrepreneurs and I understood how much work and perseverance a successful business requires.</p>	254	1	5	4.20	0.792
4	<p>The positive influence of exposure to successful entrepreneurial models was more visible because, besides, I felt more confident about their entrepreneurial skills and felt a greater self-efficacy.</p>	254	1	5	4.19	0.757
5	<p>The experiences revealed by successful entrepreneurial role models led me to a better understanding of entrepreneurship and awakened my interest in becoming an entrepreneur.</p>	254	1	5	4.26	0.730

6	Inspiring role models and positive attitudes towards entrepreneurship are important for students to develop high entrepreneurial intentions	254	1	5	4.32	0.742
7	Role model's success stories have grown my interest in becoming an entrepreneur	254	1	5	4.33	0.738
8	Exposure to a successful entrepreneurial model had the role of developing my entrepreneurial spirit.	254	1	5	4.34	0.709
	Valid N (Listwise)	254				

4.5 Validity And Reliability Test

Validity and Reliability Test used to see the reliability of this research's questionnaire that represents the dependent variable and independent variables. To ensure reliability the data be tested by using Cronbach's Alpha analyzing. If Cronbach's Alpha value reaches 0.7, a measurement model's internal consistency dependability is excellent; nevertheless, values of 0.8 or 0.9 are preferable in subsequent phases.

4.5.1 Intention to do digital based business

Table 4.6 Reliability Test for Intention to do digital based business

Reliability Statistics	
Cronbach's Alpha	N of Items
0.771	5

In this research, there are five questions that act as items in this test were used to measure the intention to do digital based business as the dependent variable. From table 4.6 the Cronbach's Alpha coefficient for intention to do digital based business is 0.771, which means it has an acceptable consistency and strength and all questions utilized for this variable are valid and reliable.

4.5.2 Social media

Table 4.7 Reliability Test for social media

Reliability Statistics	
Cronbach's Alpha	N of Items
0.911	7

For reliability test independent variable, social media there seven questions that act as items in this test were used to measure this independent variable. From table 4.7 it shows that Cronbach's

Alpha coefficient of social media is 0.911 which means it has an acceptable consistency and strength and all questions utilized for this variable are valid and reliable.

4.5.3 Previous experience in business

Table 4.8 Reliability Test for previous experience in business

Reliability Statistics	
Cronbach's Alpha	N of Items
0.864	5

For reliability test previous experience in business, there five questions that act as items in this test were used to measure this independent variable. The table 4.8 shows that Cronbach’s Alpha coefficient of social media is 0.864 and due to this the question for previous experience in business is valid and reliable.

4.5.4 Role Models

Table 4.9 Reliability Test for role models

Reliability Statistics	
Cronbach's Alpha	N of Items
0.927	8

For reliability test role models, there eight questions that act as items in this test were used to measure this independent variable. The table 4.9 shows the Cronbach’s Alpha coefficient of role

models is 0.927, which means the coefficient obtained for the question of role models is valid and reliable.

4.6 Normality Test

Normality test help in the evaluation of normality through the graphical. The Kolmogorov-Smirnov test for normality based on the most radical different between actual appropriation and projected cumulative-normal dispersion (Ghasemi & Saleh Zahediasl, 2012). This test is to compare the result of online questionnaire in the experiment to decide the group are normally distributed and have the same mean and standard deviation.

There are two main methods of assessing normality. Graphical and numerical test. The two well-known test of normality which is Kolmogorov-Smirnov test and Shapiro-Wilk test will be used to test the normality of our project. The result show that the data is not normal since the significance value is less than 0.05. The normality test was conducted using the statistical software “SPSS”. The normality test results detail was shown at the table below.

Table 4.10 Table of Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Intention Digital Business	.101	254	.000	.960	254	.000
Social Media	.142	254	.000	.896	254	.000

Previous Experience Business	.098	254	.000	.937	254	.000
Role Model	.141	254	.000	.896	254	.000

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4.7 Hypothesis Testing

Hypothesis testing is a method used to determine whether a hypothesis is plausible by utilizing the sample data (Majaski, 2021).

4.7.1 Hypothesis 1

Table 4.11 The Spearman Correlations between social media and intention to do digital based business

		Correlations		
			Intention to do digital based business	Social Media
Spearman's rho	Intention to do digital based business	Correlation Coefficient	1.000	.623**
		Sig. (2-tailed)	.	.000
		N	254	254
Social Media		Correlation Coefficient	.623**	1.000
		Sig. (2-tailed)	.000	.
		N	254	254

** . Correlation is significant at the 0.01 level (2-tailed).

Table above represents the Spearman Correlation coefficient analysis. This assessment is to show the relationship of intention to do digital business and social media. The result shows there is a positive relationship between intention to do digital business and social media, $r=0.662$, $n=254$, $p=0.000$. Therefore, hypothesis one is accepted.

4.7.2 Hypothesis 2

Table 4.12 The Spearman Correlations between previous experience business and intention to do digital based business

		Correlations		
			Intention to do digital based business	Previous Experience Business
Spearman's rho	Intention to do digital based business	Correlation Coefficient	1.000	.674**
		Sig. (2-tailed)	.	.000
		N	254	254
	Previous Experience Business	Correlation Coefficient	.674**	1.000
		Sig. (2-tailed)	.000	.
		N	254	254

** . Correlation is significant at the 0.01 level (2-tailed).

Second is the relationship of intention to do digital business and previous business experience. The result show there is positive relation between intention to do digital business and previous business experience, $r=0.704$, $n=254$, $p=0.000$. There is positive relationship between intention to do digital business and previous business experience. Therefore, hypothesis two is accepted.

5.7.3 Hypothesis 3

Table 4.13 The Spearman Correlations between role model and intention to do digital based business

		Correlations	
		Intention to do digital based business	Role Model
Spearman's rho	Intention to do digital based business	Correlation	1.000
		Coefficient	.573**
		Sig. (2-tailed)	.
		N	254
Role Model	Role Model	Correlation	.573**
		Coefficient	1.000
		Sig. (2-tailed)	.000
		N	254

** . Correlation is significant at the 0.01 level (2-tailed).

Lastly, is the relationship between intention to do digital business and role model. The result show there is positive relationship between intention to do digital business and role model, $r=0.619$, $n=254$, $p=0.000$. This analysis concludes there is positive relationship between intention to do digital business and role model. Therefore, the hypothesis is accepted.

4.8 Summary

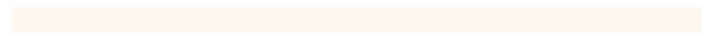
This chapter covers the data analysis for the research, including the background of the respondents, the results of the evaluation measurement model, and the structural model built with SPSS IBM version 26. The research aims to guide the development of the main topic. According to this study, the intention to do a digital-based business is related to how many young people now intend to start a digital-based business. The desire to start a business is linked to social media, previous business experience and role models. The desire among the youth in Kelantan to start a digital-based business is influenced by their own intentions.

In the following section, a data analysis is performed on the information that was gathered by means of a cross-sectional review. Investigations into testing the data quality and reliability have been finished, and the results will be used to evaluate the validity of the information and the robustness of the instrument. The findings of the research indicate that every one of the determining factors in this study is powerful and pertinent. After that, at that point, this investigation directs a speculation test that makes use Spearman's correlation to validate the connection between independent and subordinate factors. It was discovered by Decision that each of the factors has a positive relationship with the variable that is being investigated. In addition,

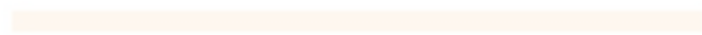
descriptive analysis was carried out to illustrate and define the profile of the segment as well as its response to the topic that was investigated.



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Chapter 5: Discussion and Conclusion

5.1 Introduction

This chapter presents the summary of findings, discussions, and conclusion of the study. Starts with a recapitulation of the study followed by a section on the summary of the results of this research. Next, the following section presents a discussion on the findings of this study. The fourth, presents the implications of the study which is divided into theoretical, methodological, and practical contributions. Then, section five covers the limitations of the study followed by section six, which presents recommendations or suggestions for future research. Lastly, section seven presents the conclusion of this study and summarizes the whole chapter.

5.2 Key Findings

The goals of this research are to identify the main factors of the intention to do digital-based business among youth in Kelantan. Digital business is using the internet and various mobile devices as the primary channel to sell goods and services, communicate with customers and manage various aspects of business operations. This type of business is also often referred to as e-commerce or online business. A major importance of having a digital business is that it can guarantee that all the operations are done consistently. It provides high-quality outputs. For instance, automating a customer service sector will provide the consumers of that sector with high-quality information and support. The findings of this study have some beneficial effects, especially for the entrepreneurial and business sector by providing useful insights to increase the desire of young people to start digital-based businesses.

This study is quantitative research, which aims to identify the main factors that influence the intention to start a digital-based business. There have been several studies carried out around Kelantan that have been guided by the trend of increasing digital usage to start a business. This

study also examines the effectiveness of key factors that can influence youth entrepreneurs' intention to start the digital base business. For this study, the researcher used questionnaires and distributed them to youth respondents in Kelantan to obtain complete data. A total of 254 respondents were collected from youth in Kelantan through Google Forms. Most respondents are aged 21 to 24 years which is 49% in the range. In addition, the age of 18 to 20 years is 33.3% less than the age of 21-24 years and the age of 15 to 17 years has the lowest percentage which is only 17.6%. The researcher has generated and evaluated the data obtained from the Statistical Package for the Social Sciences (SPSS). There are two steps to data analysis.

First, before descriptive statistical techniques are used to evaluate the data, the first phase of analysis is to do descriptive statistical analysis to explore the data. Mean values, average scores and comparison scores with each scale were determined for each response. The following study is based on the facts that have been determined. The overall mean, standard deviation, and skewness between the data (person involved scores) for each factor were calculated, along with the precise system operation. After that, the data will be changed. Cronbach alphas will be used to check content validity. The analysis was conducted based on the research framework, which is represented by the dependent variable (intention to do digital based business) and the independent variable (social media, previous experience business and role model).

Next, reliability analysis is used in this study to determine the acceptability and validity of the questionnaire. Therefore, the survey questionnaire was distributed to selected respondents, namely youth in Kelantan. Cronbach's alpha is used to determine whether the study is reliable or not. Cronbach Alpha which is one of the reliability tests conducted in SPSS. There are basically two versions of alpha in reliability analysis, namely the common and standard versions. The normalized version was used to measure the variables of this study where the alpha normalized

version is usually used when items are scaled to produce a single score for that scale. An acceptable reliability value is .7. If the questionnaire's reliability results exceed .7 then your questionnaire is considered "reliable".

In addition, the question was on a 5 -point Likert Scale with answers ranging from “Strongly agree” to “Strongly disagree”. To determine whether the questionnaire can be “reliable” measure the variables. Thus, it is evident that Cronbach’s Alpha has been able to measure the variables of interest accurately in this study. The statistics are considered applicable for further analysis. The development of the questionnaire as well as the unwavering reliability and validity of the instrument used in this investigation and the measurement of variables and constructs are remembered in the sixth and seventh sections individually. Part eight is devoted exclusively to data analysis plans. Finally, section nine provides a summary of this section which is a chapter summary. The questionnaire was intended to gather important information for this quantitative research.

With the validity and reliability of the measurement model ensured, the structural model was then evaluated to test the relationships hypothesized in this study. This study has four (3) hypotheses, as stated in Chapter 2. Hypothesis 1: There is a significant relationship between social media and the intention to do digital based business. Hypothesis 2: There is a significant relationship between previous experience in business and the intention to do digital based business. Meanwhile, Hypothesis 3: There is a significant relationship between role models and the intention to do digital based business.

5.3 Discussion

This study is to observe the interest and intention among youth to start a digital base business. Digital business become more popular among the youngsters and can start with lower budget. In the detail, the discussion will focus on the research question, research objective and hypothesis of this study.

5.3.1 Hypothesis 1 There is a significant positive relationship between intention to do digital business and social media.

Finding from this research show that there is a relationship between intention to do digital business and social media. From this, it can be saying that most of the digital business start with the experience in social media. We can see many online platforms provide opportunity for youth to start their digital business with zero budget. We can see a lot of youth especially student had been using social media to generate some income. Social media also will be the most effective platform for youth to start their digital business as it did not require capital.

When it comes to social media, youth generations will be more actively using it whether for entertainment, school, or communication. There is a lot of advertising online this day that provide promising income that many youths generation dared to try build on. Social media also one of the safer platforms to start a digital business. Social media probably is the most important key factor that support youth intention to do digital business. As through social media they will start with following some of the other digital business entrepreneur before deciding whether they can do their own digital business.

5.3.2 Hypothesis 2 There is a significant positive relationship between intention to do digital business and previous experience business.

The result from the statistical analysis show that there is positive relationship between previous business experience and intention to do digital business. Previous business experience based on the successful online business that well establish in the market. Youth most look up to which business had been successful for them to follow the footstep of the experience. Prior experience helps especially youth generation to understand the opportunities that exist in digital business market. Through previous business experience, they will be more familiar with the needs and wants to identify and recognize the opportunity for them to start the digital business.

Based on the previous study, previous business experience has influenced the intention to do digital business. The desire and opportunities came after there is experience line to follow. Youth will take the past business experience to see which of the market is more suitable and profitable in the digital market. Previous business experience also can help them to decide whether it worth to start a digital business.

5.3.3 Hypothesis 3 There is a significant positive relationship between intention to do digital business and role model.

Finding of this study makes known of significant relationship between role model and intention to do digital business. The result show that there is positive relationship between role model and intention to do digital business. Role model is an important person that can help youth generation to make the correct choice of decision especially when they decided to start a business. Finding a good role model will help them increase the chance of started a digital business. Most youth started to have intention to start digital business because of the effect from the role model that show them how to start and to be successful in digital business.

Role model can be the key factor to influence youth generation intention to do digital business. Youth will look up for digital business entrepreneur that already has been successful in their digital business to be their role model and to follow their footsteps on how to start digital business with effectiveness.

5.4 Implications of the study

In the age of digitization, innovation in services and goods is important to luring in new clients while maintaining existing ones. However, there are several challenges that young business owners must overcome to succeed online. The findings of this study have a few policy repercussions that might assist them in overcoming these obstacles and starting internet businesses both during and after economic hardship.

Firstly, young entrepreneurs must get training support from the government to advance their technical proficiency, marketing skills, and financial literacy. A study revealed that technology and innovation capabilities had a favorable and significant impact on the pandemic-related business resilience of MSMEs (Anggadwita et al. 2021). Through frameworks that foster the development of digital and entrepreneurial skills through education and training programmes, policies should address the obstacles to digital entrepreneurship (Reyes 2021). For instance, with the development of mobile banking applications, contactless payments, and online shopping apps, educational institutions may view cybersecurity as a critical component of digital education.

Next, newly founded SMEs must get assistance from the government in terms of funding, technical capabilities, marketing, and all other requirements for business registration. Governments have utilized financial incentives like tax breaks and credits, grants, subsidies, and other measures of a similar kind to support technical advancement in SMEs, which may aid

companies in increasing productivity (Quimba and Rosellon 2019). Due to SMEs' sensitivity to significant economic shocks, the first policy focus on financial support at the start of the pandemic tackles the challenges of the survival phase and prevents job losses (Juergensen et al. 2020; Asiati et al. 2021).

5.5 Limitations

The limitation of the study is the challenges in design or methodology that can affect the interpretation of the research findings. The limitation of the study is not an uncommon problem because every researcher will find some limitation when doing the research, this is including this study. There are some limitations found during this study.

First limitation found in this study is that this study focuses on the intention to do digital based business among youth entrepreneurs in Kelantan, so the respondents only focus on youth entrepreneurs in Kelantan. The researcher has time constraints to collect data from youth entrepreneurs in Kelantan and it takes a long time to collect from the desired number of target respondents which makes the researcher need to rush in collecting data. That why future researcher should have find more suitable place to conduct the research and solid schedule to make sure that researchers have enough time to collect time.

Second limitation is this research only conducted as quantitative research and result from this research will be only from quantitative research perspective. That why to get more information from in this study, it better that future researcher can consider conducting research as qualitative about this topic.

Third limitation found in this study is also because the questionnaire is distributed to respondents in form of google forms so respondents may have difficulty understanding the questions. Using google forms also can make the data collected inaccurate because not all respondents answer the questionnaire with commitment and answer the question truthful. There also some respondents ignored the google forms without answering the questionnaire that made the researcher take a long time to collect the data.

Lastly limitation found in this study is this study only limited on three independent variable which is social media, previous experience in business, and role models. This makes researchers limited in their ability to study another aspect. There are also few past studies about social media, previous experience in business, and role models which can be linked with dependent variables, this makes researchers have limited reference for this study.

5.6 Recommendations/ Suggestions for further research

The research would produce better results if the suggestions made for this study were followed. So, here are some tips to help upcoming researchers do high-quality research. Three independent variables social media, previous work experience, and role model and one dependent variable intention to run a digital-based business are used in this study. Another researcher can go through other articles in the future to discover other factors that are connected to this one and that can aid in their study. The researcher has provided a series of simple and understandable questionnaires to guide this research.

5.7 Overall Conclusion of the study

This research is conducted to study the intention to do digital based business among youth entrepreneurs and this research has been specifically to youth entrepreneurs in Kelantan. This

study has one dependent variable which is intention to do digital based business and three independent variables which is social media, previous experience in business, and role models and the Theory of planned behavior (TPB) are used to explain the findings in this study.

This study helps to give more understanding about the intention of youth entrepreneurs in doing a digital base business. This is important because the internet and other technologies have dramatically altered the process of starting a business. And resulting in a reshaping of the structure of the business environment, which has led to the emergence of a new form of entrepreneurship known as digital entrepreneurship. That is why it is important to have a better understanding about the intention of youth entrepreneurs in doing a digital base business which is the purpose of this study.

With the completion of this study dedication, the researcher hopes this study will provide useful information and the information can help in understanding the youth entrepreneurial intention specifically on intention on digital entrepreneurship and hope that this study can be used as reference to future study in similar context.

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Appendixes A
Section A

1. Gender/ *Jantina*

- Male
- Female

2. Age/ *Umur*

- 15-17 years
- 18-20 years
- 21-24years

3. Occupation/ *Pekerjaan*

- Students
- Employed
- Unemployed

4. Type of business / *Jenis Perniagaan*

- Product
- Service

Section B: Dependent Variable (Intention to do Digital Business)

Please indicate your degree of agreement on the following statements by selected the numbers given ranging from: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Sila nyatakan tahap persetujuan anda terhadap pernyataan berikut dengan memilih nombor yang diberikan mulai dari: Sangat Tidak Setuju = 1, Tidak Setuju = 2, Berkecuali = 3, Setuju = 4, Sangat Setuju = 5

	Statement	Strongly Disagree =1	Disagree =2	Neutral= 3	Agree = 4	Strongly Agree = 5
Q1	I expect that some point in the future I will be involved in launching an organization that aims to solve social problems using technology					
Q2	I have a preliminary idea for a digital social enterprise on which I plan to act in the future					
Q3	I do not plan to start a digital social enterprise					
Q4	I intend to start an Internet business					
Q5	I will start a business on the Internet in the future					

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Section C: Independent Variable

i. Social Media

Please indicate your degree of agreement on the following statements by selected the numbers given ranging from: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Sila nyatakan tahap persetujuan anda terhadap pernyataan berikut dengan memilih nombor yang diberikan mulai dari: Sangat Tidak Setuju = 1, Tidak Setuju = 2, Berkecuali = 3, Setuju = 4, Sangat Setuju = 5

	Statement	Strongly Disagree =1	Disagree =2	Neutral= 3	Agree = 4	Strongly Agree = 5
Q1	I am quite confident about the benefits of social media if I adopted social as a business platform					
Q2	Using social media as a business platform would help me to do things that I couldn't do easily before					
Q3	I will use social media as a business platform whenever it is possible					
Q4	Social media enhances my business's image.					
Q5	Social media helps me to do more effective marketing activities.					
Q6	I look trendy when I use social media to operate online business					
Q7	I intend to use social media as a business platform in the future.					

ii. Previous experience Business

Please indicate your degree of agreement on the following statements by selected the numbers given ranging from: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Sila nyatakan tahap persetujuan anda terhadap pernyataan berikut dengan memilih nombor yang diberikan mulai dari: Sangat Tidak Setuju = 1, Tidak Setuju = 2, Berkecuali = 3, Setuju = 4, Sangat Setuju = 5

	Statement	Strongly Disagree =1	Disagree =2	Neutral = 3	Agree = 4	Strongly Agree = 5
Q1	Our family is familiar with digital tools.					
Q2	Our family has a clear vision for utilizing digital in the future					
Q3	Our family know a lot about digital business.					
Q4	I have some experience working with company digital business.					
Q5	Our family supports the utilization of digitality in our company.					

iii. Role Model

Please indicate your degree of agreement on the following statements by selected the numbers given ranging from: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Sila nyatakan tahap persetujuan anda terhadap pernyataan berikut dengan memilih nombor yang diberikan mulai dari: Sangat Tidak Setuju = 1, Tidak Setuju = 2, Berkecuali = 3, Setuju = 4, Sangat Setuju = 5

	Statement	Strongly Disagree = 1	Disagree = 2	Neutral = 3	Agree = 4	Strongly Agree = 5
Q1	Exposure to successful models has aroused my interest in getting into business at one point.					
Q2	The role models gave me the courage to do what I want and not to be influenced by others who only speak and do nothing.					
Q3	Exposure to a successful entrepreneurial model had the role of developing my entrepreneurial spirit.					
Q4	Each of us had something to learn from the successful models of entrepreneurs and I understood how much work and perseverance a successful business requires.					
Q5	The positive influence of exposure to successful entrepreneurial models was more visible because, besides, I felt more confident about their entrepreneurial skills and felt a greater self-efficacy.					
Q6	The experiences revealed by successful entrepreneurial role models led me to a better understanding of entrepreneurship and awakened my interest in becoming an entrepreneur.					

Q7	Inspiring role models and positive attitudes towards entrepreneurship are important for students to develop high entrepreneurial intentions					
Q8	Role models' success stories have grown my interest in becoming an entrepreneur.					

FKP

Appendix B (Gantt Chart)

Description	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Chapter 1: Introduction														
Background of the study														
Problem statement														
Research question														
Research objectives														
Scope of the study														
Significance of the study														
Definition of the term														
Organizational of the proposal														

Chapter 2: Literature Review

Introduction															
Youth entrepreneurs in Malaysia															
Previous study															
Underpinning theory/theories (TPB)															
Hypothesis Statement															
Conceptual Framework															
Conclusion															

Chapter 3: Research Methods

Introduction															
Research design															
Data collection methods															

Study population														
Sample size														
Sampling technique														
Research instrument development														
Measurement of the variables														
Procedures for data analysis														
Conclusion														

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Chapter 4: Data Analysis and Findings														
Introduction														
Preliminary Analysis														
Demographic Profile of Respondents														
Descriptive Analysis														
Validity and Reliability Test														
Normality Test														
Hypothesis Testing														

