# FACTORS INFLUENCE ENTREPRENEURSHIP INTENTIONS AMONG THE YOUNG GENERATION IN KOTA BHARU, KELANTAN

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# Factors Influence Entrepreneurship Intentions Among The Young Generation in Kota Bharu, Kelantan

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PBC    PERCEIVED BEHAVIORAL CONTROL

TPB    THEORY OF PLANNED BEHAVIOR

EI    ENTREPRENEURIAL INTENTION

SE    SELF-EFFICACY

**Faktor-Faktor Yang Mempengaruhi Niat Keusahawanan Dalam Kalangan Generasi Muda Di Kota Bahru, Kelantan**

## ABSTRAK

Masalah pengangguran belia telah mendorong penggubal dasar dan pihak berkuasa lain untuk menekankan nilai memulakan perniagaan sendiri. Kepentingan keusahawanan kepada pertumbuhan ekonomi dan kesejahteraan masyarakat telah membawa kepada seruan untuk peralihan generasi dalam memikirkan peranan perniagaan dalam memacu inovasi dan mewujudkan pekerjaan. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat keusahawanan dalam kalangan belia di Kota Bharu, Kelantan. Bagi mencapai objektif ini, beberapa pembolehubah telah dikenalpasti dalam kajian ini. Pembolehubah tersebut ialah sikap ke arah menjadi usahawan, kawalan tingkah laku yang dirasakan, faktor efikasi kendiri, dan faktor keluarga. Bagi analisis, kajian kuantitatif digunakan untuk menganalisis dapatan dan teknik persampelan bagi memastikan objektif kajian akan tercapai. Seramai 379 telah dipilih sebagai saiz sampel dalam kajian ini mengikut jumlah populasi di Kota Bharu. Akhir sekali, pencapaian objektif kajian akan dapat menawarkan pemahaman yang baik tentang kelemahan dan juga membuat beberapa cadangan berharga melalui pihak yang terlibat. Kesimpulan yang dibuat daripada penyiasatan ini telah disahkan dengan menggunakan kaedah seperti analisis kebolehpercayaan, analisis deskriptif, dan korelasi Spearman. Semua hipotesis telah diberi penerangan untuk penyiasatan ini.

**Factors Influence Entrepreneurship Intentions Among The Young Generation in Kota Bharu, Kelantan**

## ABSTRACT

The problem of youth unemployment has prompted policymakers and other authorities to stress the value of starting one's own business. The importance of entrepreneurship to economic growth and societal well-being has led to calls for a generational shift in thinking about the role of business in driving innovation and creating employment. The purpose of this study is to examine the factors that influence entrepreneurial intentions among youth in Kota Bharu, Kelantan. To achieve this objective, several variables have been identified in this study. The variables are Attitude toward becoming an entrepreneur, Perceived behavioral control, Self-efficacy factor, and Family factor. For analysis, quantitative research is used to analyze findings and sampling techniques to ensure that the objectives of the study will be achieved. A total of 379 respondents have been selected as a sample size in this study according to the total population in Kota Bharu. Lastly, achieving the objectives of the study will be able to offer a good understanding of the weaknesses and also make some valuable recommendations through the parties involved. The conclusion drawn from this investigation has been validated by employing methods such as reliability analysis, descriptive analysis, and Spearman's correlation. All hypotheses have been given the go-light for this investigation.

# CHAPTER 1: INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

Entrepreneurship is the method used by one or more persons to make, arrange, and start an unused business to advance the fortune of the firm while bringing about the dangers associated with money. This entrepreneurship carries a high level of risk because it involves some additional risks that must be manage. An organization's ability to attract smart, successful entrepreneurs will help it avoid the problems that low-quality entrepreneurs bring, which will make it more difficult for the business to grow. In other words, this entrepreneurial activity will alter the current situation by generating answers to issues that will benefit society in a variety of ways. Entrepreneurship improves the economy by generating money, reducing unemployment, opening up new markets, and raising a nation's total level of output (S. A. Shane, 2003). Entrepreneurial ambitions are define as "individuals' self-acknowledged convictions that they intend to launch new businesses and intentionally plan to do so in the future." (Thompson, 2009).

The idea of this entrepreneur demonstrates a strong affinity with the common understanding that this entrepreneurship has expanded to a larger transformation to an area that provides more profit and high outcomes by implementing more sophisticated productivity to foster economic growth in the region. Entrepreneurship is regarded as one of the key advantages experienced by businessmen in the overall growth of the national economy. (Brinda & Dileep, 2011). Currently, the term "entrepreneurship" refers to the complete preparation to recognize, assess and exploit the conceivable outcomes of the trade. (Shane & Venkataraman, 2000). When the economy is struggling, young company owners are willing to take a chance and try something new by opening new businesses. This condition offers job opportunities and stimulates local economic growth (Mishory, 2011). This matter is related to a nation's economy

can benefit from the talents, intellect, and competency of university graduates (Ekpe, Razak, Ismail, & Abdullah, 2015).

The dearth of employment options is another factor contributing to the growing impact of young people in entrepreneurship. The statistics presented through the conclusions from Bank Negara Malaysia (BNM) in the 2016 annual report serve as evidence for this. Based on this research, which used 2015 data, the country's young unemployment rate is 10.1%, which is more than three times higher than the overall unemployment rate of 3.1%. However, the problem of young unemployment among those between the ages of 15 and 24 is not new nor specific to Malaysia (Kamaruddin, 2017). The majority of the information focuses on job seekers and their interest in conducting their work. Total work opportunities are restricted in today's competitive labor market as a result, one must compete for available positions. (Ooi et. al, 2011). When the unemployment rate for young people rises quickly, the government will have issues. Due to this problem, it is crucial to fully commit to the initiative to foster an entrepreneurial spirit. Youths without experience are often less likely to get employment in the current difficult economic climate than individual adults with more expertise. Therefore, The Malaysian government has taken some measures to promote entrepreneurship as a reasonable and profitable career among students. (Hakimin, Nazdrol, & Fakhrul Anwar, 2012). This is because openings for jobs in both the open and private sectors are being created in response to current needs, such as the need to replace or create new positions as a result of business growth. (Kamaruddin,2017).

In order for young people to comprehend that the entrepreneurial sector may provide them with a prosperous future if they have a strong desire and determination to succeed, attempts to develop an entrepreneurial culture among them should be taken with greater seriousness and realism. (Mohd Ghani, 2016). According to Lüthje and Franke (2002), universities are also a potential source of entrepreneurs in a range of sectors, such as biotechnology and computer technology. When all personal elements impacting someone's inclination to start a business were considered, parental role modeling emerged as the most important component. (Mueller, 2006).

This paper is aim to study the factor that influences youth intention to venture into the field of entrepreneurship. By encouraging people to engage in the desired behavior and ensuring that this happens eagerly by removing any obstacles that seem to stand in the way of viable control of the activity, interventions should be designed with highlighted components that will change the story of intentions. (Ajzen, 2011, 2014).

## 1.2 THE PROBLEM OF THE STATEMENT

In this study, we were interested in the importance to measure the factors influencing entrepreneurial intention among the young generation. This had been a delicate issue that had been approached with caution. Therefore, the problems to be addressed by this study were the problems faced by the young generations' unemployment in the future by giving exposure to entrepreneurship to them.

It is generally acknowledged that entrepreneurial activity on the part of younger people is a substantial contributor to economic growth, the production of new jobs, and the alleviation of poverty. However, although the youth unemployment rate is alarming, particularly in developing nations, the entrepreneurialism of young people has been seen as a significant component in the solution to this problem. In fact, young people are more likely to start a business than older people. The young unemployment rate in Malaysia is currently over 30 percent, which has become a barrier to the country's overall effort to promote inclusive economic growth.

Furthermore, the lack of entrepreneurship among the youth is commonly regarded as a basic calculus that ruins efficiency and ends the nation's progress. (Chigunta, 2001). Therefore, under the 9th Malaysia Plan, the government has allocated about RM5.4 billion for youth development through various youth preparation programs and the Youth Authority, Malaysian Government 2006 (Chigunta, 2001). Lastly, it can be seen that a small amount of money from the given mandate can initiate steps that will lead to the youth migrating more to this business field to engage in the national economy from time to time, especially in Kota Bharu itself and also it is in a roundabout way to a way out or a solution to the unemployment issue that happens among the youth generation.

Even though, the government's main goal is to help youth into this economy. Autonomous grads may be seen as employment creators rather than fair job seekers. Business competitiveness and job creation drive the Malaysian economy (Kloepfer and Castrogiovanni, 2018). The privatization strategy is hastened and improved to replicate other developing countries, especially in Asia. The National Entrepreneurship Policy 2030 encourages and makes available numerous foundations across Malaysia to increase entrepreneurial prospects, especially for the young (Bennett, 2019). However, the private sector helps the government keep the less able from falling behind. Additionally, public-private collaboration can boost business support for Malaysians, especially youth, and their great cause (Zhou, 2017). With a strong commitment, youth will run and manage more small and medium firms, especially in Kota Bharu.

In a nutshell, youth unemployment in Malaysia has developed into a full-fledged pandemic all on its own. This issue can be attributed to a myriad of different sources. For instance, some people do not have jobs because they have only completed their elementary education, while others do not have access to higher education or training. Even more concerning is the fact that there are people who have attended schools of higher education and training, graduated, and are still having trouble finding work in their field. On a global scale, entrepreneurship has been recognized as a critical factor in lowering unemployment rates and fostering innovation, particularly from the point of view of young people.

## 1.3 RESEARCH OBJECTIVE

This research is being carried out in order to achieve the following goals:

RO1: To examine the relationship between the attitude toward becoming an entrepreneur and entrepreneurship intention among the young generation in Kota Bahru, Kelantan.

RO2: To examine the relationship between perceived behavioral control and entrepreneurship intention among the young generation in Kota Bahru, Kelantan.

RO3: To examine the relationship between self-efficacy and entrepreneurship intention among the young generation in Kota Bahru, Kelantan.

RO4: To examine the relationship between family factors and entrepreneurship intention among the young generation in Kota Bahru, Kelantan.

## 1.4 RESEARCH QUESTIONS

In order to accomplish the study's goals, the following research questions have been developed:

RQ1: What is the relationship between the attitude toward becoming an entrepreneur and entrepreneurship intention among the young generation in Kota Bahru, Kelantan?

RQ2: What is the relationship between perceived behavioral control and entrepreneurship intention among the young generation in Kota Bahru, Kelantan?

RQ3: What is the relationship between self-efficacy and entrepreneurship intention among the young generation in Kota Bahru, Kelantan?

RQ4: What is the relation between family factors and entrepreneurship intention among the young generation in Kota Bahru, Kelantan?

## 1.5 SCOPE OF THE STUDY

The reason for this consideration is the analysis of the variables that influence youthful individuals to go into the field of entrepreneurship in Kota Bahru, Kelantan. The data collection will be conducted on the youth generation among those aged 15 years old to 26 years old in the area of Kota Bahru, Kelantan. This is because this youth group is the driver of the country's economic development. While entrepreneurship is a career that develops the national economy. With the unemployment rate increasing in the future. This will have an impact on the youth in choosing the professions they want. Therefore, entrepreneurship is also an opportunity for young people to build their careers. Not only that, but entrepreneurship also opens up job opportunities for the community outside. Therefore, we want to study what factors influence the entrepreneurial intention of this group. In addition, entrepreneurship is not something that requires academic skills. Therefore, everyone can become an entrepreneur as long as they have the interest and courage to take risks.

As an observation, what we can see is that many of the undergraduate students are still unemployed, while there is also a group of 15 to 17-year-olds who do not continue their studies to the ivory tower level. In addition, some groups have lost their jobs due to the pandemic. As a result, the goal of this study is to examine the behavior, perceived behavioral control, self-efficacy, and family entrepreneurial intentions of these youth. The study would be done through the utilization of a questionnaire on the youth as a survey and reference.

## 1.6 SIGNIFICANCE OF THE STUDY

The reason for the considerations was the distinction between the factors that influence the intention of young people to venture into the field of entrepreneurship in Kelantan. This is due to the factors of attitude towards entrepreneurship, perceived behavioral control, self-efficacy, family factor, and entrepreneurial intention among the youth. These factors will influence the society in Kelantan. This will provide insight into the factors that indirectly influence the youth in choosing a career in the future. As a result, this study can provide further information regarding the study that was undertaken. This study will be able to aid in the formulation of lessons on the factors that influence youth intention to venture into the field of entrepreneurship.

Other than that, this study also will give benefit the youth society in Kelantan. According to (Yusuf, 2010) youth entrepreneurs, are unable to express their desire for business support because they have various types of businesses or industries As a result, the government should play a role. Ensure that business support is available to meet the needs of the entrepreneur. A new entrepreneur requires a lot of business support in the early stages of a new business to avoid the risk of failure. Then, Malaysian youth entrepreneurs must be assisted in terms of financing, assistance, and capacity building.

To improve our knowledge and understanding of factors that influence youth intention to venture into the field of entrepreneurship in Kelantan. This research just focuses especially on factors that influence youth intention to venture into the field of entrepreneurship. The result of this consideration should make the youth in Kelantan to be interested in entrepreneurship.

**1.7 DEFINITION OF TERM**

**1.7.1 Attitude**

There is a consensus that attitude has to do with gross evaluations of psychological objects, captured in properties such as good-bad, destructive and valuable, wonderful and repulsive, and enjoyed and loathed (Ajzen & Fishbein 2000, Eagly & Chaiken 1993, Negligible et al 1997). The idea that state of mind might be a tendency to judge the mental question seems to suggest that we take one and only one attitude, so to speak, toward a particular object or subject, especially in this area of entrepreneurship. For illustration, Eagly, and Chaiken (1998) has been mentioned that moreover characterized that attitude is "a psychological tendency communicated by evaluating certain substances with some level of favor or dislike. As a result, when an attitude shifts, the new attitude takes precedence but may not displace the old attitude (Wilson et al 2000). Thus, we are confident that this mindset can play a crucial role in the components that drive youth to become more involved in this area of entrepreneurship from time to time, and indeed, this should be constantly evolving so as not to cause related problems again.

**1.7.2 Perceived Behavior Control**

The perceived difficulty of enforcing a sanctioned behavior is known as perceived behavioral control. It is the most important difference between the regulated behavior hypothesis and the reasoned action hypothesis. Ajzen (1988), for example, included perceived behavioral control in his hypothesis of ordered behavior as a determinant of both intention and behavior. It is additionally a solid reason in this area of entrepreneurship that can drive a person like youth to put himself in it. Be that as it may, control does not influence the youth's intention to execute a specific behavior in commerce, but can furthermore influence them directly in connection with the objective (Ajzen, 2006). Lastly, a clarification of the impact of seen

controllability on the beginning business can offer the view that it acts as a common mediator for the behavior and to some factors that can influence these youth to venture into entrepreneurship. (Baliamoune-Lutz & Garello, 2015).

### 1.7.3 Self-efficacy

Self-efficacy is a person's belief in his or her ability to act as needed to achieve a specific goal. (Bandura, 1986) also said that it is believed to affect the choice of actions, effort undergone, perseverance, etc. The assessment of self-efficacy can be general when it relates to a specific task such as physical exercise or to control specific areas such as well-being, work, and accounting (Gecas 1989). Furthermore, adolescents with high self-efficacy were found to be significantly more likely to adopt entrepreneurial behaviours than their peers with low self-efficacy. According to the study's findings, self-efficacy has a significant impact on an individual's entrepreneurial intentions. This finding is supported by research on the importance of self-efficacy for entrepreneurial zeal conducted by Krueger (2000), Mau (2003), and Baum and Locke (2004). According to these analysts, people with high self-efficacy have greater entrepreneurial zeal. As a result, it is prescribed that the self-efficacy program should be presented in appropriate programs that can encourage these young people to migrate to the field of entrepreneurship and thereby increase the desire for entrepreneurship among them when they have recently graduated, and so we hope that it can reduce the high unemployment rate in society, especially among young people who engage in this type of entrepreneurship. (Adejumo, G., 2001).

### 1.7.4 Family Factors

A family is additionally characterized as "two or more individuals living together and related by blood, marriage, or choice" (U.S. Census, 2000: 20). The impact of the family on the economy has been explored in several writings, "Family Commerce Inquire About" (Koropp

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et al., 2013; Rodriguez et al., 2009), and many others. In any case, there seems to be a "lost interface" given about the relationship between family back within the writing for youth entrepreneurial visionaries and others and also the accomplishment of their entrepreneurial endeavors. (Adams et al., 1996) have expressed that passionate family support involves attunement and compassion, while instrumental family support involves an unambiguous offer of help directed toward coping with problems (Beehr and McGrath, 1992; McIntosh, 1991). A family that furnishes strong, excited backing is what drives youth entrepreneurial visionaries, while others (Cohen and Wills, 1985; Sørensen, 2007) expect it to be the material or instrumental backing they provide to entrepreneurial visionaries. The growing body of literature on the value of family to entrepreneurship seeks to combat these influences (Aldrich and Cliff, 2003; Dunn and Holtz-Eakin, 2000; Eddleston and Kellermanns, 2007; Eddleston et al., 2008), and the significance of social support in the business environment has been was included to increase the eagerness and self-investment of youth in achieving entrepreneurship at certain times. (Powell and Eddleston, 2013).

### 1.7.5 Entrepreneurship Intention

Numerous articles have specified the term entrepreneurial career either as a development or a supporting build for those who do not entirely characterize the term. An entrepreneurial career alludes to 'developing a thought, making and running one's claim little business.' It is since of a processor that chooses to begin or proceed with operations as a business visionary. In expansion, it is exceptionally vital to uncover the determinants of youth business where it purposely sets the intellect to coordinate and lead a person's consideration towards a particular question to a specific objective to attain something with their energy and imagination. Subsequently, different ponders on creativity have been made and revealed that it plays a crucial part in the entrepreneurial handle (Anjum et al., 2021).

## 1.8 ORGANIZATION OF THE PROPOSAL

First of all, this clarifies the background components that influence youth intention to venture into the field of entrepreneurship. And for the articulation of the theme, the moment is part of this chapter. Subsequently, it also addresses the assessment of variables contributing to youth intentions that have not been fully explored. In any case, there are four research questions and research objectives that we found in this study and whose importance we also presented. Finally, the final part of the factors used within the design model.

The discourse in these segments starts with a rundown of the youth's wishes where they think about highlighting a few chosen components that impact entrepreneurial eagerly will be examined in more detail underneath. These components incorporate development, risk-taking affinity, family foundation, strong environment, and obstructions to entrepreneurship. In expansion, the discoveries of this think about state that business enterprise programs in business instruction direct the relationship between a steady environment and entrepreneurial eagerly. This may be clarified by recommending that youthful individuals who take after business programs in their places can progress their great information almost business enterprise programs and approaches sanctioned by the government to create youth who truly need to end up fruitful business people.

In expansion, this chapter presents an arrangement of case thinks about the reaction to variables that impact the youth's intention to enter the field of business. The case considers outlining the application of components in particular focuses in numerous settings. So, the talk is concluded briefly around the most plan standards particularly the components that in a roundabout way impact the youth to wander more into the field of entrepreneurship itself.

# CHAPTER 2: LITERATURE REVIEW

## 2.1 INTRODUCTION

This chapter takes a look at the existing published works as a result of previous researchers, the evaluation of the literature that will be selected is closely related to the issues and variables that will be discussed which aims to facilitate the research process. This chapter discusses the elements that influence the intention of youth in entering the field of entrepreneurship in Kelantan. Based on previous studies, this study examines several factors that influence a person's intention to enter the field. The growth of young entrepreneurs is one of the main concerns regarding entrepreneurship in many countries around the world (Esuh, 2011). It is crucial to understand that young people are the generation of the future and that appropriate youth development results in a better country in the long run (Esuh, 2011). Entrepreneurial activities are also thought to lessen the population's reliance on the government for job possibilities in addition to creating wealth. (Hakimin et. al., 2012). Students who create their businesses enhance not only their quality of life but also the economy as a whole. (Izedonmi & Okafor, 2010).

## 2.2 UNDERPINNING THEORY

### 2.2.1 Theory of Planned Behavioral
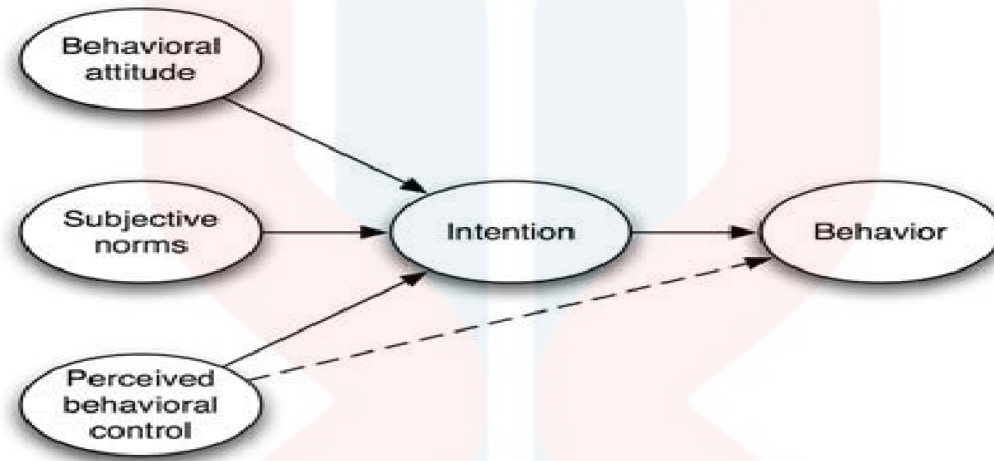


Figure 1: Theory of Planned Behavioral

Based on the theory of planned behavior (BPT), attitudinal factors such as beliefs about a result influence entrepreneurial intention (Ajzen, 1991). However, the TPB makes no explicit mention of this. The motivations for engaging in entrepreneurial activity (Deci and Ryan 1985). This is due to the TPB's inability to distinguish between beliefs about goals that individuals voluntarily and sincerely seek and beliefs about outcomes that individuals need to achieve out of a sense of commitment. While some profitable reflections on entrepreneurial zeal using TPB have been conducted with young people (Almobaireek and Manolova 2012; Autio et al. 2001; T. Kautonen et al. 2013; Lián and Chen 2009; Moriano et al. 2012; Siu and Lo 2011; Tkachev and Kolvereid 1999), no have shown whether individuals are driven to entrepreneurial ventures by nature or externally.

According to the TPB, behavioral intention is influenced by three conceptually distinct antecedents: attitudes behavior, subjective norms, and perceived behavioral control. People's attitude toward a behavior is their general evaluation (positive or negative) of the behavior in question (Ajzen, 1991). Prior to forming an intention, people appear to make assessments in

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favor of or against a behavior. When the consequences of a behavior, such as starting a business, are perceived to be advantageous and desirable, a favorable attitude toward that behavior develops. Even though most studies in various cultural settings have discovered that an attitude toward entrepreneurship has a reliable and solid influence on entrepreneurial goal setting (Almobaireek and Manolova 2012; Douglas and Fitzsimmons 2013; Fitzsimmons and Douglas 2011; Gelderen et al. 2008; Iakovleva et al. 2011; Kolvereid, 1996b; Lián and Chen 2009; Lián, Urbano, et al. 2011 (Siu and Lo 2011).

Subjective norms are the totality of how compelling people in a person's life see them when they do or do not engage in a particular behavior, such as starting a trade. In keeping with some considerations (Almobaireek and Manolova 2012; Autio et al. 2001; Krueger et al. 2000; Lián and Chen 2009), they are the worst conceivable indicator of entrepreneurial intent. Be that as it may, other considerations (Iakovleva et al. 2011, Kautonen et al. 2013, Kolvereid 1996, Siu and Lo 2011, Tkachev and Kolvereid 1999) show that SNs affect intention.

Perceived behavioral control refers to people's assessment of how easy or difficult it is to conduct and how much volitional control they have over it, such as starting a business (Ajzen 1991). According to Ajzen (2002), Chell (2008), and Lián and Chen (2009), the constructs of perceived behavioral control, self-efficacy (Bandura 1977, 1982), and perceived feasibility (Shapero and Sokol 1982) are very similar to one another. Ajzen (2002) contends that perceived behavioral control and self-efficacy do differ in some ways. For instance, perceived behavioral control includes both the perception of controllability of the behavior and the feeling of competence.

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## 2.3 PREVIOUS STUDY

### 2.3.1 Entrepreneurship Intention

Entrepreneurship is an innovative and creative process as described by (Guerrero, Rialp, & Urbano, 2008 have the potential to bring appreciation to an object, create work openings, increase productivity, invigorate and differentiate the storefront, grow the broader economy, and more. To ensure a sustained supply of business people, it is essential to know what the intentions of potential visionaries are in the early stages of a business and what variables animate entrepreneurship.

In a later study, the importance of the intention-based account will be highlighted as it incorporates a theory-based and process-oriented view to clarify Entrepreneurial Eagerly (EI). Entrepreneurial intention (EI) is characterized as "a state of mind that precedes activity and coordinates considerations of entrepreneurial behavior, such as starting a new business and becoming an entrepreneur" (Moriano, Gorgievski, Laguna, Stephan, & Zarafshani, 2012).

Consistent with Krueger, Reilly, and Carsrud (2000) and Almobaireek and Manolova (2012), an intention is considered a noteworthy, essential, and impartial indicator of occupation choice, and intention-based models offer a profound and viable understanding of agreed behavior. By extension, the intention is considered an impartial indicator. One of the best-known intention-based models, the Theory of Planned Behavior (TPB), provides a system for examining and understanding entrepreneurial considerations based on three building blocks: State of Mind (the extent to which people see the appeal of the behavior in addressing), Subjective Norm (the extent to which people see social weight to execute the behavior of critical others; such as family, companions, role models, and peers), and Intention.

### 2.3.2 Attitude

The term "attitude" refers to "a psychological inclination that is exhibited by judging a certain entity with some degree of favor or disfavor," according to one definition (Kinicki and Krietner, 2009). A positive outlook on entrepreneurship could result in a heightened interest in starting one's own business, which would lead to the formation of an intention that could later be turned into action (Schlaegel and Koenig, 2014). According to the findings of several studies, attitudes may have a direct bearing on the decision to start a business (Fini et al., 2009; Leffel, 2008). The influence of attitude on the formation of intention is greater, and as a result, it is of utmost significance in the process of cultivating entrepreneurial intentions (Potishuk and Kratzer, 2017). A person's attitude is highly correlated with his or her propensity to engage in a particular behavior; in this case, the propensity to engage in the behavior of starting a business. According to research on how people feel about their entrepreneurial endeavors, people are more likely to put in the time and effort required if they view such endeavors as personally enriching and professionally rewarding, with the bonus of possibly yielding material and social advancement. The attitude toward entrepreneurship was linked to the intention to start a business. People with a positive view of entrepreneurship are more likely to choose self-employment (Douglas and Shepherd, 2002; Agolla et al., 2019).

### 2.3.3 Perceived Behavioral Control

The term "personal behavioral control" (PBC) is used to describe an individual's estimation of their abilities and options regarding a given behavior. Several studies have shown that PBC can help motivate people to pursue business ownership. The TPB suggests that PBC can be used directly to ascertain behavioral intentions and predict behavioral success (Ajzen, 1991). The results of a Russian study by Tkachev and Kolvereid (1999) corroborated the importance of PBC in explaining the decision to start a business. Ariff et al. (2010) came to a

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similar conclusion, namely that the PBC is the single most influential factor in determining whether or not an individual will pursue entrepreneurship. Gelderen et al. (2008) further examined the TPB's PBC component by testing it with four variables (perseverance, creativity, entrepreneurial awareness, and SE) that all contribute to an entrepreneur's purpose to start a business. Beliefs about control influence perceived behavioral control, which is defined as assessing one's abilities to overcome specific obstacles that may arise while establishing or driving a business. Taking the Polish reality as an example, an individual may see it in bureaucracy or any other obstacles that make it difficult for her to decide to establish a company or to pursue the path of entrepreneurship. The overall assessment of the feasibility of specific behavior, i.e. the perceived behavioral control, is influenced by such a group of perceived obstacles.

### 2.3.4 Self-efficacy

This area of entrepreneurship must be traversed by every class of society, especially the youth, where it can give them little information on how to build their own business, learn compelling and incredible procedures, provide help for their survival, and much more. So, self-efficacy is one of the variables that play a role in creating the reasons for young people to enter this area of business. This self-efficacy is the goal that is central to these beliefs, i.e., the goal of the task or outcome, and the valence of the belief, i.e., the positive or negative control belief. For instance, (Boyd and Vozikis, 1994) have said that promoting self-efficacy is important for effort because by its nature it can be a task-specific development have said that self-efficacy promotion is meaningful for endeavors because by its nature, it can be a task-specific construct that combines the evaluation of certain feelings that individuals have about internal (character) and external (environment) goals and conceivable outcomes, and it is close to the movement and intention of action.

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Separately, Krueger et al. (2000) also found self-efficacy to be an excellent indicator of the vigorous beginning, Markman et al. (2002) posited self-efficacy as a key determinant of unused meander development and individual victory, and Shane et al. (2003, p. 267) cite Baum's (1994) research to highlight that self-efficacy is the "single best marker of the entire cluster of variables" used to view entrepreneurial activity in this industry. Thus, the previous study on self-efficacy is where the research is driven by the recognition that it has been created among entrepreneurs as a fundamental prerequisite for entrepreneurial success, and critical research demonstrates its impact on startup planning and business improvement (Segal et al., 2005).

**2.3.5 Family Factors**

Familiarity is defined as a relationship to or familial traits that are exhibited in people due to heredity. In this scene, the role of the family in directing these youthful individuals or adolescents to choose a job of flexibility or enterprise as the word compelling (Fraccaroli and Vitali, 2001; Odoardi, 2003); the social context is a fundamental intangible resource for promoting one's work (Presutti et al., 2011). For example, recognition of family support has some impact on adolescents when it comes to career choices in general (Henderson and Robertson, 2000) and exchanges in particular (Tuerker et al., 2005; Taormina and Lao, 2007; Zellweger et al., 2011; Laspita et al., 2012). Finally, the previous study on this point where the relationship has been stated between this content and the dependent variable shows that it plays an important role in improving variables that affect young people's intentions to enter the economy over time.

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## 2.4 HYPOTHESES STATEMENT

There are four (4) hypotheses are shown below:

H1: There is a significant relationship between attitude and entrepreneurship intention among the young generation in Kota Bharu, Kelantan.

H2: There is a significant relationship between perceived behavioral control and entrepreneurship intention among the young generation in Kota Bharu, Kelantan.

H3: There is a significant relationship between self-efficacy and entrepreneurship intention among the young generation in Kota Bharu, Kelantan.

H4: There is a significant relationship between family factors and entrepreneurship intention among the young generation in Kota Bharu, Kelantan.

## 2.5 CONCEPTUAL FRAMEWORK

This conceptual framework shows factors that influence youth in Kelantan which is the independent variable and youth intention to venture into the field of entrepreneurship in Kelantan which is the dependent variable.
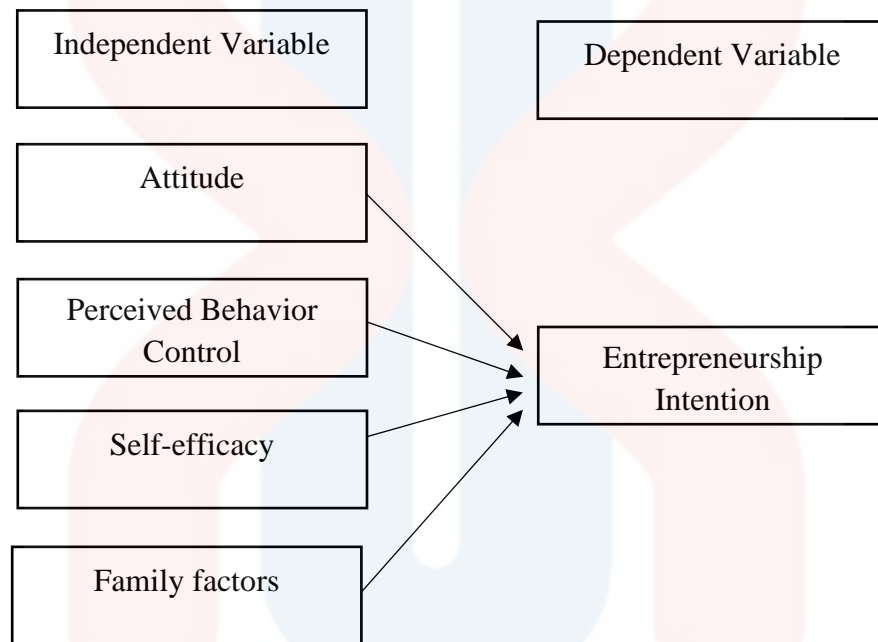


Figure 2.1: The conceptual framework of Factors Influence Entrepreneurship Intentions Among The Young Generation in Kota Bharu, Kelantan.

The figure 2.1 shows the relationship between the independent variable (Attitude, Perceived behavior control, Self-efficacy and Family factors) and the dependent variable (Entrepreneurship Intention). The proposed framework is based on the factors influences entrepreneurship intention among the young generation in Kota Bahru, Kelantan.

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**2.6 CONCLUSION**

All of the independent and dependent variables in this chapter have been discussed by contrasting the web literature with publications that the writers have previously written. The conceptual framework was developed and validated using research based on a literature and journal analysis. It lets me know whether I need to mention any first hypotheses in chapter three. This part reviewed earlier research in the pertinent and targeted areas of this study. Researchers must look into any meaningful relationships between the independent and dependent variables in this study. This chapter shows that the factor of influence youth intention to venture into the field of entrepreneurship is an attitude, perceived behavioral control, self-efficacy, personal competencies, and familial factors. The third chapter describes the methods and procedures used to deal with analysis-related issues.

# CHAPTER 3: RESEARCH METHODS

## 3.1 INTRODUCTION

First of all, the introduction of this chapter clarifies the question of the methodology to be used in this thesis after examining the previous considerations on the points discussed in chapter 2. This can be because the strategy of this consideration is planning to answer the inquiry about the objectives recognized in Chapter 1 and overcome the objectives of the consideration. Subsequently, this chapter explains the plan of consideration, the research method made, all the estimations and procedures, the strategy of conducting surveys, conducting surveys, and so forth, the collection of information from all these data, the information analysis from the data collected, and much more. Subsequently, it is trusted that to some extent there can be the illumination of approximately everything that happened during the creation of this study on it.

## 3.2 RESEARCH DESIGN

In extension, this area was carried out to discover the factors that influence the intention of the youth to migrate to the area of the company. For illustration, the quantitative strategy was utilized by the analyst since the observer's estimation included numerical estimations and investigations, and in fact, essential information was gathered through online surveys. In this way, information is gathered to help the researcher distinguish the relationship between attitudes, perceived behavioral control, self-efficacy, and familial entrepreneurial zeal among youth in Kota Bharu. So, the plan of this thing which is the improvement handle and the organization of the investigation on the design makes the administration of this considered way better and more organized in execution.

This study employs quantitative methodologies. Using this method, the relationship between the variables is evaluated. Using specific procedures and techniques, quantitative analysis quantifies relationships between several variables. This research design aims to create a study plan that closely examines the cause-and-effect relationship between the independent and dependent variables. For illustration, this strategy enables securing the studied information, both the confidence framework and the degree of its significance concerning different test scales, and finally in a coherent measurement system (Mikhail Basimov, 2012). Moreover, the researchers also gathered secondary data from library reference sources, the internet, and social media.

## 3.3 DATA COLLECTION METHODS

Data collection could be an efficient approach to gathering precise data from various sources to provide insights and answers, such as testing theories or evaluating events. The reason is that information gathering aims to collect high-quality information that can be analyzed and used to support decisions or provide evidence. This study uses primary data collection. Data collection is the process of collecting and measuring information on variables of interest in a systematic manner in order to answer specified research questions, test hypotheses, and assess results. One of the selection methods is a survey questionnaire that will interview a large sample population. The questionnaire is an important data source for our analysis.

In order to carry out this research, online questionnaires will be produced and disseminated through the use of Google Forms in order to collect information from the target respondents, who are residents of Kota Bahru, Kelantan. The participant questionnaire for this investigation is broken up into three distinct pieces, labeled respectively as Section A, Section B, and Section C. The information and demographic data of the respondents are covered in Section A of the

questionnaire. Next, we have Section B, which relates to the independent variable, the attitude, perceived behavior control, self-efficacy, and family variables, and Section C, which relates to the dependent variable, the intention to engage in entrepreneurial activity.

## 3.4 STUDY POPULATION

Sekaran and Bougie (2016) state that the term "population" is used to describe a respondent who is part of a relevant group of people. This study's objective is to research the factors that influence youth intention to venture into the field of entrepreneurship in Kelantan. The target population for this study was focused on youth people in the area of Kota Bahru. Due to the large size of the juvenile population, a random sample was necessary for this research. In the context of this study, the population of interest will consist of all people or societies in Kota Bahru, Kelantan, aged 15 to 26 years old and above. There are 30,763 people in this age range. This information was obtained from the Department of Statistics in Kelantan. To fill this informational void, researchers developed a handy table to use as a guide when calculating the optimal sample size for a specific demographic. According to the data in the table, an 80-person sample should be used to generalize about a 100-person population (universe), a 278-person sample should be used for 10,000 people, and so on up to 384-person sample should be used for 1,000,000 people. Krejcie (1970) has also said that to provide more unique and trustworthy data during data analysis, a total of 379 samples were determined.

**3.5 SAMPLE SIZE**

A study's sample size refers to the total number of participants in the investigation. The size of the representative sample that is chosen is an important consideration. To obtain a sample that is representative of a population, it is necessary to make use of sampling methods that are accurate and to receive sufficient replies. The researchers in this study determined the size of the sample population based on the total number of people that participated from the society in Kota Bahru, Kelantan.

Table 3.1: Table for Determining Sample from a Given Population

| N | S | N | S | N | S |
|---|---|---|---|---|---|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 1000000 | 384 |

Note.—N is population size.
S is sample size.

According to Krejcie and Morgan (1970), as displayed in table 3.1 which can be seen above, the sample size for a population size of 30,000 people is 379 people. In light of this, the total population of Kota Bharu, Kelantan was calculated to be 30,763, and the study's sample size was determined to be 379.

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## 3.6 SAMPLING TECHNIQUES

The process of taking a representative sample from a larger population is known as the sampling technique. To get reliable data about the whole population for the study, the sample was picked with great consideration. There are different types of sampling, such as probability sampling and non-probability sampling. This study opted to utilize a non-probability sampling method. According to Sekaran & Bougies (2010), there are four types of non-probability sampling categories which is convenience sampling, quota sampling, snowball sampling, and judgemental sampling. Due to time and financial constraints, as well as the huge sample numbers required for this investigation, convenience sampling is the most effective method. Convenience sampling's primary goal is to collect data from respondents who are easily accessible to the researcher. In most cases, respondents were chosen at the best possible moment because they were present in the best possible place.

## 3.7 RESEARCH INSTRUMENT DEVELOPMENT

The questionnaire is a great tool for gathering information when it comes to specific questions. Many researchers appear to like the questionnaire due to its breadth, high sample size, and less distribution bias in comparison to alternative approaches. It is the best method of inquiry when both the questions to be answered and the expected solutions are crystal clear.

### 7.1.1 Questionnaire Design

There will be a total of 29 questions on each set of questionnaires, and the survey itself will be broken up into three distinct parts. Section A focuses on collecting basic demographic information from respondents, such as their age, gender, race, marital status, and employment situation. The 24 questions in Section B are broken down into five questions each on attitude,

perceived behavioral control, self-efficacy, and family, for a total of 20 possible responses. In contrast, the entrepreneur's goal is the dependent variable for the four questions in section C.

Table 3.2: Instrument of the questionnaire

**SECTION A (DEMOGRAPHICS)**

| | |
|---|---|
| Gender | Male |
| | Female |
| Age | 15-17 Years old |
| | 18-20 Years old |
| | 21-23 Years old |
| | 24-26 Years old |
| Race | Malay |
| | Chinese |
| | Indian |
| | Other |
| Marital status | Single |
| | Married |
| | Other |
| Employment status | Employed |
| | Unemployed |
| | Student |

**SECTION B (INDEPENDENT VARIABLE)**

| | |
|---|---|
| Attitude toward becoming an entrepreneur | 1. Being an entrepreneur implies more advantages than disadvantages to me. |
| | 2. A career as an entrepreneur is totally attractive to me. |
| | 3. If I had the opportunity and resources, I'd like to start a business. |
| | 4. Amongst various options, I would rather be an entrepreneur. |
| | 5. Being an entrepreneur would give me great satisfaction. |
| Perceived behavioral control | 1. To start a business and keep it working would be easy for me. |

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| | |
|---|---|
| | 2. I am able to control the creation process of a new business. |
| | 3. I would have complete control over the situation if I start and run a business. |
| | 4. I am prepared to do anything to be an entrepreneur. |
| | 5. I know all about the necessary practical details needed to start a business. |
| Self-efficacy | 1. Being able to solve a problem. |
| | 2. Managing money. |
| | 3. Being a leader. |
| | 4. Being creative. |
| | 5. Making decision. |
| Family | 1. Did your parents ever start their own business? |
| | 2. If yes, how would you rate their experience of starting their own business? |
| | 3. Family members trusted one another. |
| | 4. Family members worked together as a team. |
| | 5. Family members treated each other as significant. |

**SECTION C (DEPENDENT VARIABLE)**

| | |
|---|---|
| Entrepreneurship Intention | 1. I am ready to do anything to be an entrepreneur. |
| | 2. My professional goal is to be an entrepreneur. |
| | 3. I will make every effort to start and run my own business |
| | 4. I am determined to create a business venture in the future. |

The questionnaire was designed in 2 languages which are English and Malay to make non-

English speakers also can understand the questionnaire.

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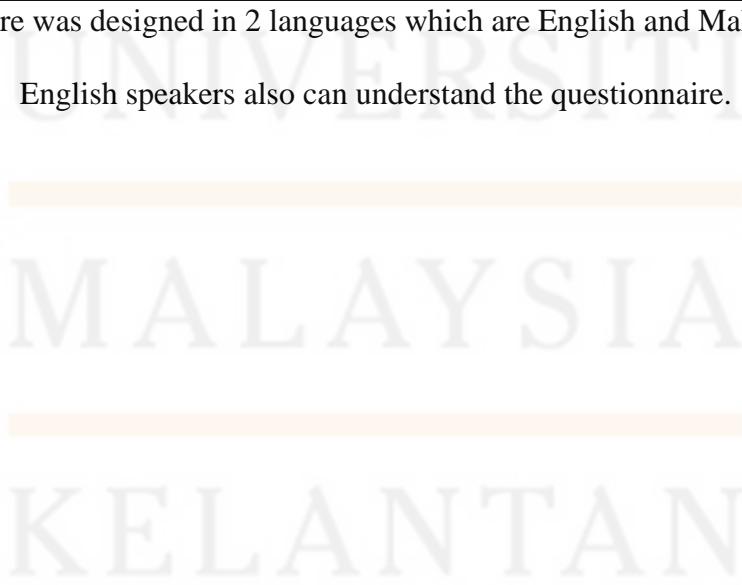
**3.8 MEASUREMENT OF THE VARIABLES**

Data measurement scales are classified into four types: nominal, ordinal, interval, and ratio. This is used to classify various data types, such as an overview of statistical data types. However, in this study, the variables are measured using nominal level and interval level.

**3.8.1 Nominal Scale**

The nominal level is the first level of measurement. The numbers in the variable are only used to sort the measurements at this level. Words, letters, and alpha-numeric symbols can all be used at this level of measurement. Nominal data is used to label variables that do not have a quantitative value. Male/female, age, address, race, person's name, and so on are common examples.

**3.8.2 Interval Scale**

The Interval level is defined as a numerical scale in which both the order and difference between the variables are known. The Interval scale is used to categorise variables whose differences are known, constant, and calculable. The interval measurement level specifies that the lengths between each interval on the scale are comparable from low interval to high interval in addition to categorising and sorting data. Therefore, the Likert scale is one of the often utilised scales in research. The 5-point Likert scale ranging from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5) is intended to measure the degree of agreement or disagreement with a statement.

**3.9 PROCEDURE FOR DATA ANALYSIS**

Data analysis is the process of going over data to look at every aspect of the collected data. Researchers frequently look for patterns in observations over the whole data collection process. (Savenye, Robinson, 2005). The purpose of data analysis is to identify the central tendency and variability, evaluate the validity, and suggest research ideas. Data analysis is essential to preventing judgment mistakes. This process involves breaking down the presented data into its parts utilizing logical and analytical reasoning. The qualitative method used (field study, ethnographic content analysis, oral history, biography, or unobtrusive research) and the kind of material (field notes, documents, audiotapes, and videotapes) determine the type of analysis (field notes, documents, audiotape, video).

A statistical Package for Social Sciences was used to analyze and interpret the data gathered for this study (SPSS). Descriptive analysis, multiple linear regression analysis, and Pearson's correlation were used to analyze the data for this study. This system is used because it provides data analysis for descriptive and bivariate statistics as well as numerical result prediction to identify groups. Frequencies and percentages will be used to present the findings. Additionally, the researcher gathers information for the descriptive, correlational, and reliability analyses of the data used in this study. Additionally, the researcher gathers information for the descriptive, correlational, and reliability analyses of the data used in this study.

**9.1.1  Descriptive Statistics**

According to its definition, descriptive statistics is the study of data that describes or succinctly summarises data. The percentage-based demographics of the respondents are described using descriptive analysis. Before running the statistical test, researchers will be able to assess the data using descriptive analysis. However, provide researchers the ability to

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extrapolate conclusions from the data they have already examined or make opinions about any hypotheses they may have. However, it does not allow researchers to extrapolate conclusions from the data they have already analyzed or generate opinions about any hypotheses they may develop. This is important because if the researcher only delivers raw data, it could be difficult to understand it, especially if there is a lot of data. Descriptive statistics provide for more easy understanding of the data by allowing for the analysis, reorganization, ranking, and modification of the data to offer descriptive information. (William,2003).

The collected data will be analyzed by two methods which are descriptive analysis and inferential analysis. Descriptive analysis will be used to define the demographic characteristics of respondents, including their percentage, frequency, mean, and average mean. As a result, the researchers use descriptive analysis to characterize the degree of agreement in Sections B and C. A straightforward quantitative description of a collection of acquired data is what descriptive analysis entails. (Morrow Guthrie et al.,2015). The chance that respondents will agree or disagree with the questionnaire statements was calculated using the mean table range. In addition to providing everyone with the pertinent information that helps put the data into context, this helps the researcher completely understand the experiment or data being delivered. Researchers may simply display data using descriptive analysis, which also clarifies more complicated findings. (Zohrabi and Mohammad,2013).

Table 3.3: The relationship between Scales and Level of Agree

| Range of scales | Level of categories |
|:---:|:---:|
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neutral |
| 4 | Agree |
| 5 | Strongly Agree |

The scale score ranges from 1 which shows the level of categories of disagreeing is strong. When the range of scale 2 indicates different results, the content of scale 3 is neutral. When the values range from 4, it scales the level of countering as agreed. Finally, it strongly agrees when the range is 5.

### 3.9.2 Reliability Analysis

By calculating the percentage of systematic variance in the specified scale, this reliability analysis was determined. The scale that is displayed will assess the correlation between the results of the administration of several scales. The degree to which these evaluation instruments were stable and consistent was also tested using this reliability analysis. This study tested internal consistency and reliability scale measures using Cronbach's Alpha to determine the instrument's dependability.

This reliability test's main objective is to verify if the data and study are dependable because that affects the analysis's goals. (Chok, N. S, 2010). With Cronbach's alpha, reliability testing gains a common yardstick. Three steps make up the dependability test. The first step is to conduct a pilot test, the second is to assess the outcomes of the pilot test (alpha value), and the third is to examine the linked items to take into account all things.

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Table 3.4: Rules of Thumb about Cronbach's Alpha

| Cronbach's Alpha Coefficient | The Strength of the Association |
|:---:|:---:|
| < 0.6 | Poor |
| 0.6 to < 0.7 | Moderate |
| 0.7 to < 0.8 | Good |
| 0.8 to < 0.9 | Very Good |
| 0.9 | Excellent |

Applying Cronbach's alpha can result in a satisfactory measurement since a strong link and positive correlation are required. (Bohlmeijer et al., 2016). The strong internal consistency reliability used in the conclusion research study must be directly tied to the number 1, which has great reliability according to Cronbach's alpha. Less than or equal to 0.60 indicates that Cronbach's alpha is inadequate. A reliability of 0.60 is considered bad or not well, whereas a reliability of 0.70 is great and suitable for measurement. Cronbach's alpha is often more than or equal to 0.80, which is regarded as a strong dependability level. Not only that, but another reliability test also presumes that performance more than or equal to 0.80 is regarded as exceptional.

### 3.9.3 Correlation Analysis

A non-experimental research methodology is a correlational analysis. Little to no effort is made to take into consideration uncontrolled circumstances while the researcher examines two variables and their statistical relationship, which is a correlation between them. (Carlson et al.,2012). Correlation studies may be used for experiments by researchers interested in statistical correlations between variables for two reasons. The first is that the statistical correlation and the behavior that was seen, in the researchers' opinion, have no causal

relationship. Another reason why researchers could choose a regression test over an experiment is if the statistical link of interest is believed to be causative, in which case it would be impossible, impractical, or unethical for the researcher to change an independent variable. The test statistic known as Pearson correlation analysis is used to determine the statistical association or link between two continuous variables, independent variables (IV), and dependent variables (DV). (Bettany-Saltikov et al.,2015).

This investigation aims to determine whether involvement, novelty, meaning, and refreshment have any bearing on behavior intention. It is the best method for figuring out how two variables relate to one another since it is based on covariance. It includes details on the strength of the connection, or correlation, as well as the association of its direction. If a correlation exists, the researchers must determine the strength with which the independent variable (IV) and dependent variable (DV) are related.

Table 3.5: Pearson's Correlation Coefficient Size

| Correlation Coefficient Size | The Strength of the Relationship |
| --- | --- |
| 1.00 | Perfect Positive Correlation |
| 0.50 to 1.00 | Strong Positive Correlation |
| 0.50 | Moderate Positive Correlation |
| 0 to 0.50 | Weak Positive Correlation |
| 0 | No Correlation |
| 0 to -0.50 | Weak Negative Correlation |
| -0.50 | Moderate Negative Correlation |
| -0.50 to -1.00 | Strong Negative Correlation |
| -1.00 | Perfect Negative Correlation |

The positive correlation coefficient ranges in value from 0 to 1.00. According to Table 3.5 the correlation between the variables is strongly positive if the coefficient of correlation size is 1.00. When the coefficient value is between 0.50 and 1.00, a significant association develops. A generally favorable outcome is indicated when the scale is at 0.50, whereas numbers between 0 and 1 indicate a poor outcome. The value 0 denotes the absence of any association. There is a weakly indirect connection when the dimensions, measured in terms of the strength of the relationship, are between 0 and -0.50. An absolute -0.50 might be viewed as having a somewhat unfavorable correlation.

**3.10 CONCLUSION**

The purpose of this study was to perform descriptive research to characterize and investigate the link between numerous independent variables of the behavioral intention of influence youth intention to venture into the field of entrepreneurship. For this study, quantitative research was used, with the survey method serving as the primary research tool. In terms of data collection methods, a questionnaire was used to gather primary data, and other sorts of relevant information, as well as historical publications and journals, were used to collect secondary data. This study primarily used probability sampling and a basic random sample to pick respondents. The study's target respondents were youth in Kota Bharu. In the following chapter, the findings, results, and interpretation of the analysis and statistical methods mentioned in this chapter will be presented.

# CHAPTER 4: DATA ANALYSIS AND FINDINGS

## 4.1 INTRODUCTION

In this section, we present the findings from our statistical analysis of a cross-sectional survey with 379 participants. SPSS v.26 was used to analyze the data. SPSS is a statistical package designed specifically for the social sciences. Three types of statistical analysis were used to arrive at these findings: reliability, descriptive, and Pearson's correlation.

## 4.2 PRELIMINARY ANALYSIS

The questionnaire was answered by a select group of thirty individuals who participated in the study. After the preliminary test had been completed, the researchers moved on to the reliability test, which allowed them to evaluate the accuracy of the information that had been gathered. The findings of the reliability study are presented in Table 4.1 below. The results of the analysis indicate that each variable's Cronbach's Alpha value is greater than 0.70, which demonstrates the strength of the variables.

Table 4.1: Reliability Test (Pilot Test)

| Number of items | Study variable | Cronbach's Alpha | Remarks |
|:---:|:---:|:---:|:---:|
| 5 | Attitude | 0.874 | Very Good |
| 5 | Perceived Behavioral Control | 0.777 | Good |
| 5 | Self-efficacy | 0.843 | Very Good |
| 5 | Family | 0.771 | Good |
| 4 | Entrepreneurship Intention | 0.752 | Good |

## 4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

4.3.1 Gender

Table 4.2: Gender

| CHOICES | FREQUENCY | PERCENT |
|---------|-----------|---------|
| Male | 175 | 46.2 |
| Female | 204 | 53.8 |
| **TOTAL** | 379 | 100.0 |
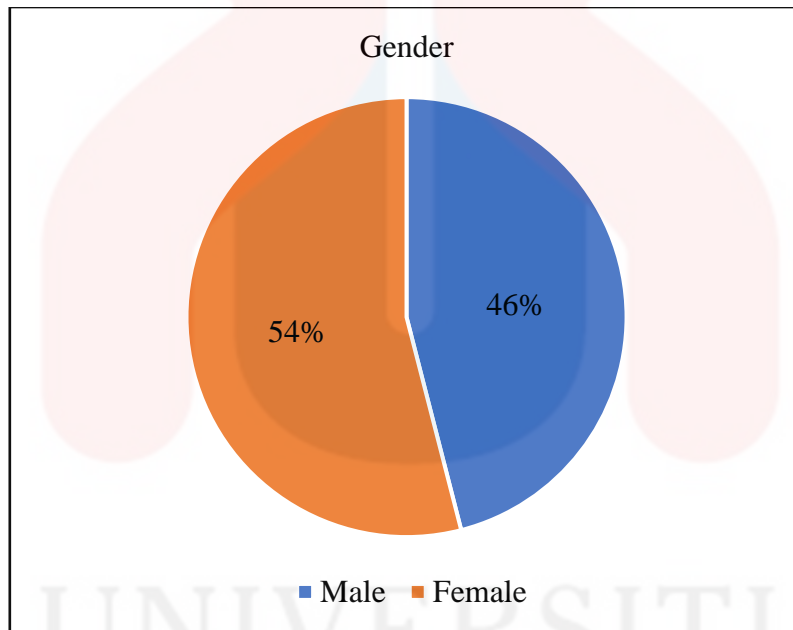


Figure 4.1: Gender

Table 4.2 shows the gender section appearing in frequency numbers and percentages. The total frequency in this study is 379 respondents and also it can tell that the highest gender is females speaking adding up to 204 (53.8%) respondents compared to males who can total 175 (46.2%) respondents. And finally, the whole gives the percentage of the number which is 100%.

4.3.2   Age

Table 4.3: Age

| CHOICES | FREQUENCY | PERCENT |
|---------|-----------|---------|
| 15-17 Years old | 29 | 7.7 |
| 18-20 Years old | 62 | 16.4 |
| 21-23 Years old | 175 | 46.2 |
| 24-26 Years old | 113 | 29.8 |
| **TOTAL** | 379 | 100.0 |
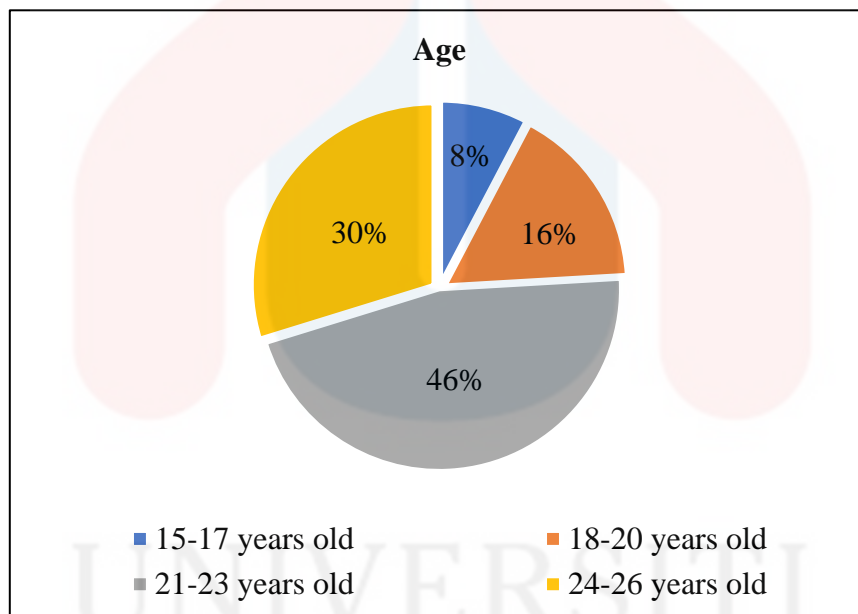


Figure 4.2: Age

Table 4.3 appears the age of the respondents who took part in the study. The most elevated number of 175 (46.2%) respondents were from 21 to 23 years old. Second, the most noteworthy gather was 24 to 26 years old, representing a total of 113 (29.8%) respondents. The third group of age which was 18 to 20 years old spoke to an add up to 62 (16.4%) respondents and the final one where taken by the minority group of 15 to 17 years old had 29 (7.7%) respondents.

4.3.3 Race

Table 4.4: Race

| CHOICES | FREQUENCY | PERCENT |
|---------|-----------|---------|
| Malay | 280 | 73.9 |
| Chinese | 52 | 13.7 |
| Indian | 35 | 9.2 |
| Others | 12 | 3.2 |
| **TOTAL** | 379 | 100.0 |
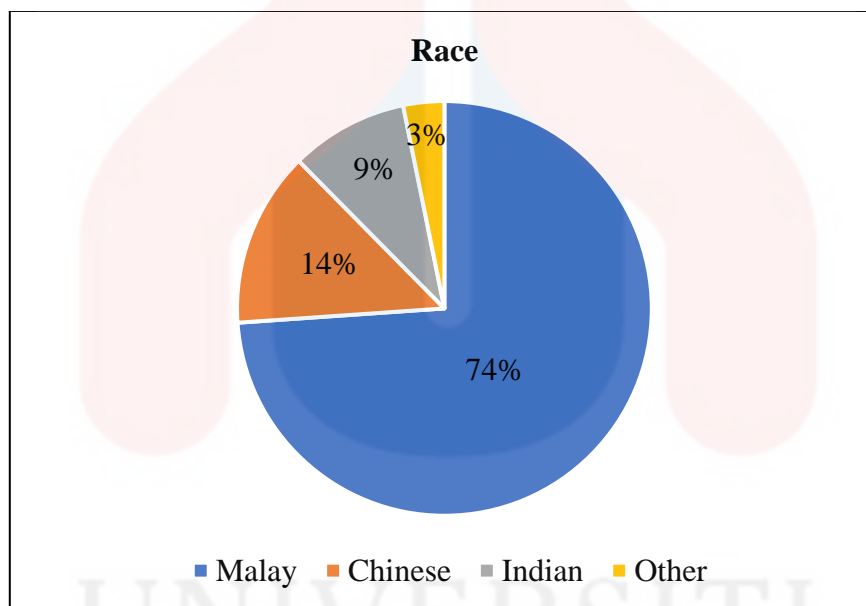


Figure 4.3: Race

Table 4.4 shows the race of the respondents who participated in this study. The highest number is from the Malay race which is 280 (73.9%) respondents. Following, the Chinese represent a total of 52 (13.7%) respondents. The third group of Indians adds up to 35 (9.2%) respondents and the last other races have 12 (3.2%) respondents.

4.3.4 Marital Status

Table 4.5: Marital Status

| CHOICES | FREQUENCY | PERCENT |
|---------|-----------|---------|
| Single | 317 | 83.6 |
| Married | 58 | 15.3 |
| Others | 4 | 1.1 |
| **TOTAL** | 379 | 100.0 |
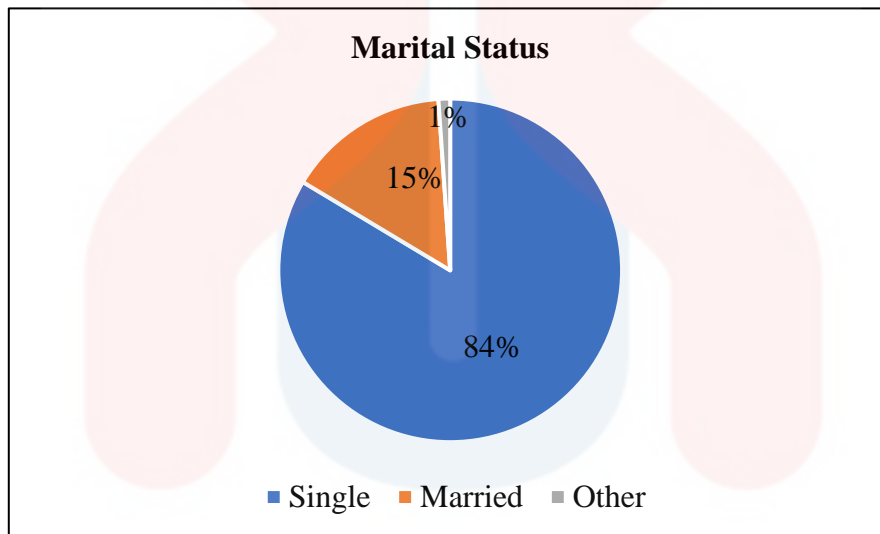


Figure 4.4: Marital Status

Table 4.5 appears the proportion of marital status found in frequency numbers and percentages. The whole number of respondents in this study is 379 respondents and can also be discovered that the most elevated status is the single group which amounts to 317 (83.6%) respondents compared to the married which sums to 58 (15.3%) respondents. And at long last, for others, they recorded as many as 4 (1.1%) respondents and made the entire number provide a rate of 100%.

4.3.5 Employment Status

Table 4.6: Employment Status

| CHOICES | FREQUENCY | PERCENT |
|---------|-----------|---------|
| Employed | 104 | 27.4 |
| Unemployed | 50 | 13.2 |
| Student | 225 | 59.4 |
| **TOTAL** | 379 | 100.0 |
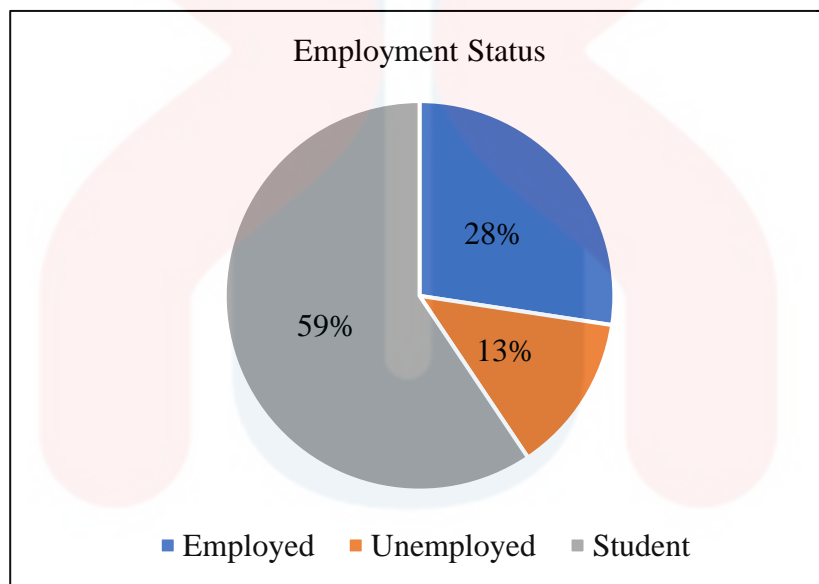


Figure 4.5: Employment Status

Table 4.6 appears the section on employment status comprising frequency numbers and percentages. The full number of respondents in this ponder may total 379 respondents and it can too be found that there are 104 (27.4%) working groups of respondents whereas, for those who are unemployed, there are 50 (13.2%) respondents. Last but not least, the highest status is for students since they recorded an add up to 225 (59.4%) respondents and indirectly make the complete number provide a rate of 100%.

## 4.4 DESCRIPTIVE ANALYSIS

Kept on this area presents the comes about of the descriptive analysis carried out on the items for each such variable which is detailed within the form of mean additionally standard deviation. This can be because all the things are measured using a five-point Likert scale, the values are as takes after: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA).

### 4.4.1 Entrepreneurship Intention Among the Young Generation

Table 4.7: Descriptive analysis of Entrepreneur intentions among the young generation

| No. | Entrepreneur intentions among the young generation | Mean | Std. Deviation |
|---|---|---|---|
| 1. | Attitude | 3.9704 | 0.78273 |
| 2. | Perceived Behavioral Control | 3.5752 | 0.84272 |
| 3. | Self-efficacy | 3.9947 | 0.69478 |
| 4. | Family | 3.8818 | 0.79026 |
| 5. | Entrepreneur Intention | 3.9354 | 0.86092 |
| | **TOTAL** | **3.8715** | **0.79428** |

Table 4.7 shows the mean and standard deviation for the items measuring the general recognition of entrepreneurial intentions among the younger generation. Thus, without sitting idly by, five questions are measured with the highest mean of 3.9947 for the statement "Self-Efficacy", which means that every respondent agrees with the cause. Meanwhile, the story is diverse with the lowest mean of 3.5752 for the item "Perceived Behavioral Control", indicating that respondents exceptionally agree with the item. The mean for the other three items is 3.9704 (Attitude), 3.9354 (Entrepreneurial Intention), and 3.8818 (Family), indicating that the respondents agree with all the items. Thus, the expressed mean is 3.8715, which shows that the respondents also agree with the address as a whole.

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4.4.2 Attitude

Table 4.8: Descriptive analysis of Attitude

| No. | Attitude | Mean | Std. Deviation |
|---|---|---|---|
| 1. | Being an entrepreneur implies more advantages than a disadvantage for me. | 3.88 | 0.970 |
| 2. | A career as an entrepreneur is totally attractive to me. | 3.97 | 0.881 |
| 3. | If had the opportunity and resources, I would like to start a business. | 4.24 | 0.878 |
| 4. | Among various options, I would rather be an entrepreneur. | 3.89 | 0.961 |
| 5. | Being an entrepreneur would give me great satisfaction. | 3.87 | 1.021 |
| | **TOTAL** | **3.97** | **0.9422** |

Table 4.8 shows the mean and standard deviation for the items used to measure attitude. For four questions, the highest mean of 4.24 was obtained for the statement "If there are opportunities and resources, I would like to start a business," indicating that respondents agree with this statement. The lowest mean of 3.87 was obtained for the item "Being an entrepreneur will give me great satisfaction", which shows that respondents almost agree with this item. The mean values of the other three items are 3.97 (A career as an entrepreneur really interests me), 3.89 (Among the different options, I prefer to be an entrepreneur), 3.88 (Being an entrepreneur has more advantages than disadvantages for me), which means that every respondent agrees with the mentioned items. Therefore, the total mean of 3.97 shows that the respondents agree with the question in general.), and 3.88 (Being an entrepreneur implies more advantages than disadvantages for me) which demonstrates that each respondent concurred with the item as said. Thereafter, the complete average of 3.97 seems to indicate that respondents share the same question.

4.4.3 Perceived Behavioral Control

Table 4.9: Descriptive analysis of Perceived Behavioral Control

| No. | Perceived Behavioral Control | Mean | Std. Deviation |
|---|---|---|---|
| 1. | To start a business and keep it working would be easy for me | 3.35 | 1.150 |
| 2. | I am able to control the creation process of a new business | 3.52 | 1.024 |
| 3. | I would have complete control over the situation if I start and run a business. | 3.71 | 0.998 |
| 4. | I am prepared to do anything to be an entrepreneur. | 3.86 | 0.929 |
| 5. | I know all about the necessary practical detail needed to start a business. | 3.44 | 1.161 |
| | **TOTAL** | **3.58** | **1.0524** |

Table 4.9 shows the mean and standard deviation for the items used to measure perceived behavioral control. The highest mean is 3.86 for the statement "I am prepared to do anything to become an entrepreneur," which means that every respondent agrees with this statement. The lowest mean of 3.35 refers to the statement "To start a business and keep it working would be easy for me," which means that respondents roughly agree with this statement. Be that as it may, the mean for the other three items is 3.71 (I would have complete control over the situation when starting and running a business), 3.52 (I am able to control the process of starting a new business), and 3.44 (I know about all the necessary practical details required to start a business), which shows that respondents agree with all items. Lastly, the average amount is therefore 3.58, indicating that respondents agree with the address in its entirety.

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4.4.4 Self-efficacy

Table 4.10: Descriptive analysis of Self-efficacy

| No. | Self-efficacy | Mean | Std. Deviation |
|---|---|---|---|
| 1. | Being able to solve a problem | 4.01 | 0.820 |
| 2. | Managing money | 4.00 | 0.821 |
| 3. | Being a leader | 3.85 | 0.904 |
| 4. | Being creative | 4.03 | 0.918 |
| 5. | Making decision | 4.09 | 0.886 |
| | **TOTAL** | **4.00** | **0.8698** |

Table 4.10 appears the cruel and standard deviation for the things utilized to measure self-efficacy. Where the most elevated mean is 4.09 for the explanation "Making decision," which implies that each respondent concurs with this articulation. The most reduced cruel of 3.85 alludes to the statement "Being a leader," which suggests that respondents generally concur with this statement. Be that because it may, the mean for the other three things is 4.03 (Being creative), 4.01 (Being able to solve a problem), and 4.00 (Managing money), which appears that respondents concur with all things. Lastly, the average amount is therefore 4.00, which shows that respondents agree with the address as a whole.

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4.4.5 Family

Table 4.11: Descriptive analysis of Family

| No. | Family | Mean | Std. Deviation |
|---|---|---|---|
| 1. | Did your parents ever start their own business? | 3.53 | 1.224 |
| 2. | How would you rate their experience of starting their own business? | 3.54 | 1.139 |
| 3. | Family members trusted one another. | 4.18 | 0.810 |
| 4. | Family members worked together as a team | 4.07 | 0.876 |
| 5. | Family members treated each other as significant. | 4.09 | 0.888 |
| | **TOTAL** | **3.882** | **0.987** |

Table 4.11 also shows that the mean and standard deviation for the items used to measure family is given below. In it, five questions are measured with the highest mean of 4.18 for the statement "Family members trusted one another," indicating that every respondent agrees with this statement. The lowest mean of 3.53 was measured for the question "Have your parents ever started their own business?" indicating that respondents exceptionally agree with this statement. In addition, the mean for the other three questions is 4.09 (Family members treated each other as significant), 4.07 (Family members worked together as a group), and 3.54 (How would you rate their experience in starting their own business?), indicating that respondents agree with all questions. Thus, if the average is 3.882, this proves that respondents agree with the overall address.

4.4.6 Entrepreneurship Intention

Table 4.12: Descriptive analysis of Entrepreneur Intention

| No. | Entrepreneur Intention | Mean | Std. Deviation |
|---|---|---|---|
| 1. | I am ready to do anything to be an entrepreneur. | 3.90 | 0.920 |
| 2. | My professional goal is to be an entrepreneur. | 3.78 | 1.114 |
| 3. | I will make every effort to start and run my own business. | 3.95 | 0.953 |
| 4. | I am determined to create a business venture in the future. | 4.11 | 0.910 |
| | **TOTAL** | **3.94** | **0.974** |

Table 4.12 also demonstrates the mean and standard deviation of the measuring instruments entrepreneurial intention are shown below. This is because four questions were measured with the most remarkable mean of 4.11 for the statement "I am determined to create a business venture in the future", which shows that every respondent agrees with this statement. The lowest mean of 3.78 was measured for the statement "My professional goal is to be an entrepreneur," showing that respondents agree with this statement. The mean for the other two questions is 3.95 (I will make every effort to start and run my own business) and 3.90 (I am ready to do anything to be an entrepreneur), indicating that respondents agree with all of the questions. Last but not least, if the total value is 3.94, this indicates that the respondents agree with the address as a whole.

## 4.5 VALIDITY AND RELIABILITY TEST

Table 4.13: Results of reliability Cronbach's Alpha for the variables

| Number of items | Study variable | Cronbach's Alpha | Remarks |
|---|---|---|---|
| 5 | Attitude | 0.886 | Very Good |
| 5 | Perceived Behavioral Control | 0.857 | Very Good |
| 5 | Self-efficacy | 0.857 | Very Good |
| 5 | Family | 0.849 | Very Good |
| 4 | Entrepreneurship intention | 0.903 | Excellent |

The outcome of the reliability analysis for the research variable is provided in Table 4.13. Cronbach's Alpha for entrepreneurship intention is 0.903 (dependent variable), attitude is 0.886 (independent variable), perceived behavioral control and self-efficacy are each 0.857 (independent variables), and family is 0.849 (independent variables) (independent variable). The dependent variable in this study is the entrepreneurial intention, and since the computed value is 0.903, the variables utilized were appropriate and capable of measuring the elements impacting entrepreneurship intention. All independent variables obtained good values, as shown in table 4.11 because the score results were above 0.70. In conclusion, the reliability coefficients for the variables in this study according to Cronbach's Alpha were approximating to good and positively associated with one another.

## 4.6 NORMALITY TEST

A normality test is used to determine if a population's sample data are normally distributed. Scatter plots are a method for mapping one variable relative to another. This is to determine the link between the two existing variables. The interaction can be positive, negative, or null.
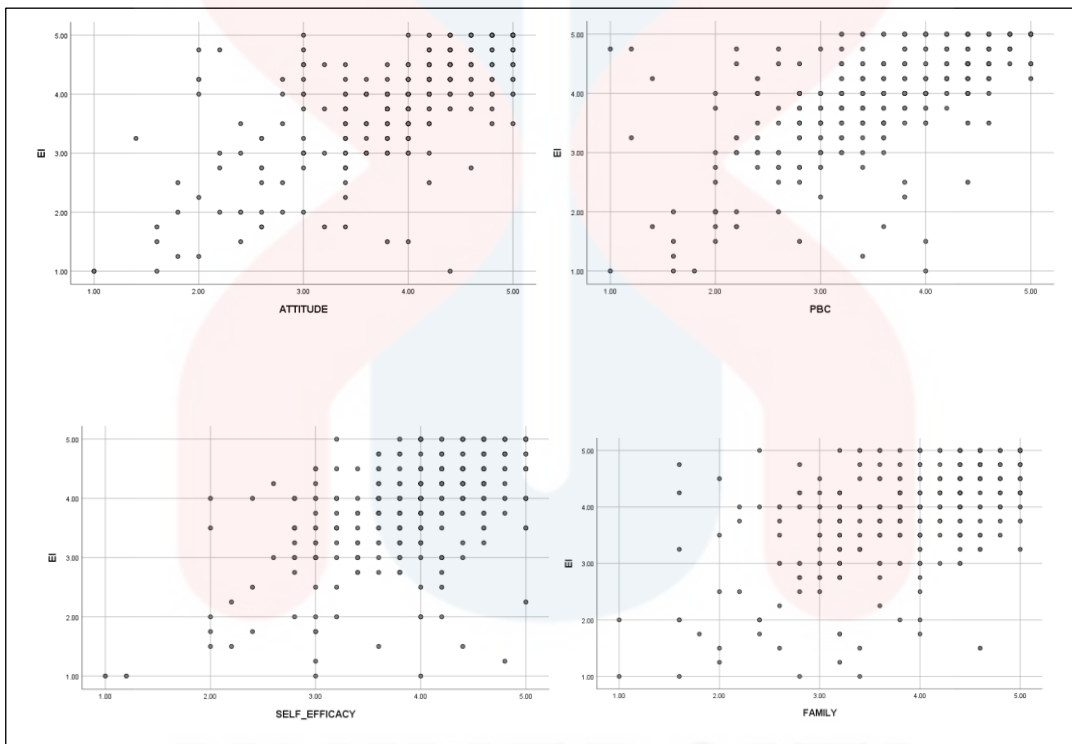


Figure 4.6: Scatter plot

The scatter plot for all variables related to entrepreneurial inclination is shown in Figure 4.6. The relationship between attitude and entrepreneurship intention is represented by a four-scatter plot, as are the relationships between self-efficacy and entrepreneurship intention, perceived behavior control, and, last but not least, the relationship between family and entrepreneurship intention. As shown in the scatter plot above, there is a positive relationship between the x-axis and y-axis for those four scatter plots. It can be concluded that all variables are normally distributed.

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### 4.7 SPEARMAN CORRELATION

### 4.7.1 Attitude

Table 4.14: Spearman correlation for attitude and entrepreneur intention.

**Correlations**

|  |  |  | MEAN_C | MEAN_BA |
|---|---|---|---|---|
| Spearman's rho | MEAN_C | Correlation Coefficient | 1.000 | .714** |
|  |  | Sig. (1-tailed) | . | .000 |
|  |  | N | 379 | 379 |
|  | MEAN_BA | Correlation Coefficient | .714** | 1.000 |
|  |  | Sig. (1-tailed) | .000 | . |
|  |  | N | 379 | 379 |

**. Correlation is significant at the 0.01 level (1-tailed).

From table 4.14 is represent spearman Correlation coefficient analysis. This evaluation will confirm the association between the independent variable (attitude), and the dependent variable (entrepreneurial intention). The finding indicates a positive correlation between attitude and entrepreneurial intention, $r = 0.714$, $n = 0.379$, $p = 0.000$. According to the rule of thumb, this figure represents a high relationship.

### 4.7.2 Perceived Behavioral Control

Table 4.15: Spearman correlation for perceived behavioral control and entrepreneur intention.

**Correlations**

| | | | MEAN_C | MEAN_BB |
|---|---|---|---|---|
| Spearman's rho | MEAN_C | Correlation Coefficient | 1.000 | .653[**] |
| | | Sig. (1-tailed) | . | .000 |
| | | N | 379 | 379 |
| | MEAN_BB | Correlation Coefficient | .653[**] | 1.000 |
| | | Sig. (1-tailed) | .000 | . |
| | | N | 379 | 379 |

**. Correlation is significant at the 0.01 level (1-tailed).

From the table 4.15 is represent spearman Correlation coefficient analysis. This evaluation will confirm association between independent variable (perceived behavioral control), and dependent variable (entrepreneurial intention). The finding indicate a positive correlation between perceived behavioral control and entrepreneurial intention, r = 0.653, n = 0.379, p = 0.000. According to the rule of thumb, this figure represents a moderate relationship.

### 4.7.3 Self-efficacy

Table 4.16: Spearman correlation for self-efficacy and entrepreneur intention.

**Correlations**

| | | | MEAN_C | MEAN_B C |
|---|---|---|---|---|
| Spearman's rho | MEAN_C | Correlation Coefficient | 1.000 | .605[**] |
| | | Sig. (1-tailed) | . | .000 |
| | | N | 379 | 379 |
| | MEAN_B C | Correlation Coefficient | .605[**] | 1.000 |
| | | Sig. (1-tailed) | .000 | . |
| | | N | 379 | 379 |

**. Correlation is significant at the 0.01 level (1-tailed).

From the table 4.16 is evaluation will confirm association between independent variable (self efficacy), and dependent variable (entrepreneurial intention). The finding indicate a positive correlation between self efficacy and entrepreneurial intention, $r = 0.605$, $n = 0.379$, $p = 0.000$. According to the rule of thumb, this figure represents a moderate relationship.

**4.7.4 Family Factor**

Table 4.17: Spearman correlation for family factor and entrepreneur intention.

**Correlations**

| | | | MEAN_C | MEAN_BD |
|---|---|---|---|---|
| Spearman's rho | MEAN_C | Correlation Coefficient | 1.000 | .549[**] |
| | | Sig. (1-tailed) | . | .000 |
| | | N | 379 | 379 |
| | MEAN_BD | Correlation Coefficient | .549[**] | 1.000 |
| | | Sig. (1-tailed) | .000 | . |
| | | N | 379 | 379 |

**. Correlation is significant at the 0.01 level (1-tailed).

From the table 4.17 is evaluation will confirm association between independent variable (family factor), and dependent variable (entrepreneurial intention). The finding indicates a positive correlation between self efficacy and entrepreneurial intention, r = 0.549, n = 0.379, p = 0.000. According to the rule of thumb, this figure represents a moderate relationship.

## 4.8 HYPOTHESIS TESTING

Spearman correlation analysis was used to assess the relationship between the dependent variable and the independent variable, as well as the strength of the relationship between these two variables. The Spearman Correlation (r) is a measure if there have a relationship related to the hypothesis.

Table 4.18: Rule of Thumb of Correlation Coefficient

| Coefficient Range (r) | Interpretation |
| --- | --- |
| 0.90 to 1.00 (-0.90 to -1.00) | Very High Positive (Negative) Correlation |
| 0.70 to 0.90 (-0.70 to -0.90) | High Positive (Negative) Correlation |
| 0.50 to 0.70 (-0.50 to -0.70) | Moderate Positive (Negative) Correlation |
| 0.30 to 0.50 (-0.30 to -0.50) | Low Positive (Negative) Correlation |
| 0.00 to 0.30 (-0.30 to 0.00) | Negligible Correlation |

0.0  Correlation between attitude and entrepreneur intention.

### 4.8.1 Correlation between attitude and entrepreneurship intention.

Table 4.19: Correlation between attitude and entrepreneurship intention.

| CORRELATIONS | | EI | ATT |
| --- | --- | --- | --- |
| EI | Spearman Correlation | 1 | 0.714 |
| | Sig. (1-tailed) | | 0.000 |
| | N | 379 | 379 |
| ATT | Spearman Correlation | 0.714 | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 379 | 379 |

**. Correlation is significant at the $p <$ value 0.05 level (1-tailed).

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**H1: There is a significant relationship between attitude and entrepreneurship intention.**

The result of table 4.19 show that p-value of IV1 is 0.000 which is less than 0.05; this indicate that is a highly significant relationship between attitude and entrepreneurial intention. It also indicates that both variables have high positive correlation. ($r = 0.714$, $p<0.05$). Therefore, hypothesis 1 is accepted. The result shows entrepreneurial intention is supported by the variable of attitude. Due to their personalities and keen interest in this area, youth in Kelantan are more driven to engage in entrepreneurial activities. This is because, youth must first have a keen interest in order to make a more focused effort. This demonstrates how, in Kelantan, entrepreneurial intention is heavily influenced by attitude.

**4.8.2 Correlation between perceived behavioral control and entrepreneurship intention.**

Table 4.20: Correlation between perceived behavioral control and entrepreneurship intention.

| CORRELATIONS | | | |
|---|---|---|---|
| | | EI | PBC |
| EI | Spearman Correlation | 1 | 0.653** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 379 | 379 |
| PBC | Spearman Correlation | 0.653** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 379 | 379 |

**. Correlation is significant at the p<value 0.05 level (1-tailed).

**H2: There is a significant relationship between perceived behavioral control and entrepreneurship intention.**

The result of table 4.20 show that p-value of IV2 is 0.000 which is less than 0.05; this indicate that is a highly significant relationship between perceived behavioral control and entrepreneurial intention. It also indicates that both variables have moderate positive correlation. ($r = 0.653$, $p<0.05$). Therefore, hypothesis 2 is accepted. The result shows

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entrepreneurial intention is supported by the variable of perceived behavioral control. In order to guarantee that a business works effectively, self-awareness is crucial. The ability of youth in Kelantan to discriminate between bad and good aspects of a business means they won't face problems operating one in the future, and in fact, it will encourage them to starting a business. However, some young people launch their businesses without any prior planning. However, youth in Kelantan have a perceived behavioral control in order to launch a business.

### 4.8.3 Correlation between self-efficacy and entrepreneurship intention.

Table 4.21: Correlation between self-efficacy and entrepreneurship intention.

| CORRELATIONS | | | |
|---|---|---|---|
| | | EI | SE |
| EI | Spearman Correlation | 1 | 0.605** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 379 | 379 |
| SE | Spearman Correlation | 0.605** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 379 | 379 |

**. Correlation is significant at the p<value 0.05 level (1-tailed).

**H3: There is a significant relationship between self-efficacy and entrepreneurship intention.**

The result of table 4.21 show that p-value of IV3 is 0.000 which is less than 0.05; this indicate that is a highly significant relationship between self-efficacy and entrepreneurial intention. It also indicates that both variables have moderate positive correlation. (r = 0.605, p<0.05). Therefore, hypothesis 3 is accepted. The result shows entrepreneurial intention is supported by the variable of self-efficacy. It is crucial for a person to have a high level of self-efficacy since this state will affect how they act in order to achieve their goals. Additionally, they exude optimism and self-assurance and have a strong will to succeed. They will

undoubtedly put all of their effort and conduct into achieving their goals. According to this survey, youth in Kelantan have a high sense of self-efficacy, which motivates them to prefer starting their own business.

### 4.8.4 Correlation between family and entrepreneurship intention.

Table 4.22: Correlation between family and entrepreneurship intention.

| CORRELATIONS | | EI | FAM |
|---|---|---|---|
| EI | Spearman Correlation | 1 | 0.549** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 379 | 379 |
| FAM | Spearman Correlation | 0.549** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 379 | 379 |

**. Correlation is significant at the p<value 0.05 level (1-tailed).

### H4: There is a significant relationship between family and entrepreneurship intention.

The result of table 4.22 show that p-value of IV4 is 0.000 which is less than 0.05; this indicate that is a highly significant relationship between family and entrepreneurial intention. It also indicates that both variables have moderate positive correlation. ($r = 0.549$, $p<0.05$). Therefore, hypothesis 4 is accepted. The result shows entrepreneurial intention is supported by the variable of family. Family background plays a significant role in a person's entrepreneurial orientation. This family background factor does not have a deep impact on the youth in Kelantan other than themselves and shows that family background elements do not motivate youth to form their entrepreneurial intentions. This point can be concluded that the family's background will not necessarily influence the youth's intentions, rather they are the ones who will evaluate their own abilities.

**4.9 CONCLUSION**

In this chapter, the data analysis and results, preliminary analysis, demographic profile of respondents, descriptive analysis, validity and reliability test, normality test, and hypothesis test were discussed in detail. The initial study discusses the pilot test, which had 30 participants. Following that, all of the data was tested for validity and reliability. The descriptive analysis aims to determine the mean and standard deviation of each variable. The demographic response rate is also included in this chapter. The scatter plot was used for the normality test. The Spearman Correlation analysis was used to taste the hypothesis testing. The next chapter summarizes the whole study and offers some recommendations for further research.

# CHAPTER 5: DISCUSSION AND CONCLUSION

## 5.1 INTRODUCTION

Discussions on the most important findings, their consequences, the limits of the research, and ideas for further research will be included in this chapter. In this part (5.1), an explanation is given at the beginning of chapter 5. The most important conclusions from the research are discussed in Section 5.2. The findings of the experiment that tested the hypothesis are presented below. This line of inquiry is based on three different hypotheses. Following that is part 5.3, which consists of the findings. It provided an additional explanation of the findings of the theory. The previous study lends credence to this theory. After that comes section 5.4, in which the consequences of this research are broken down and discussed. This research does have some implications for the various people and organizations that are associated with it. In section 5.5, we discuss the restrictions imposed by this research. During conducting this research, there are a few constraints that come up. The recommendations pertaining to this research are discussed in the following section, which is numbered 5.6. There are some suggestions offered to the researcher, as well as to potential future researchers who are interested in pursuing this subject. Last but not least is section 5.7, in which a summary of this research is presented and discussed.

## 5.2 KEY FINDINGS

Table 5.1: Summary of Hypotheses Testing Result

| Research Question | Hypotheses Result | Finding |
|---|---|---|
| RQ 1: What is the relationship between the attitude toward becoming an entrepreneur and entrepreneurial intention among the youth? | p = 0.00 (p<0.01) r = 0.714 | There is a positive relationship between attitude toward becoming an entrepreneur and entrepreneurial intention among the youth. |
| RQ 2: What is the relationship between perceived behavioral control and entrepreneurial intention among the youth? | p = 0.00 (p<0.01) r = 0.653 | There is a positive relationship between perceived behavioral control and entrepreneurial intention among the youth. |
| RQ 3: What is the relationship between self-efficacy and entrepreneurial intention among the youth? | p = 0.00 (p<0.01) r = 0.605 | There is a positive relationship between self-efficacy and entrepreneurial intention among the youth. |
| RQ 4: What is the relation between family factors and entrepreneurial intention among the youth? | p = 0.00 (p<0.01) r = 0.549 | There is a positive relationship between family factors and entrepreneurial intention among the youth. |

## 5.3 DISCUSSION

This chapter will go over the theory used in this study in greater detail. The hypothesis is used as a statistical test to determine whether the hypothesis adopted for a sample of data is correct for the entire population. In short, a hypothesis was tested to determine the relationship between two sets of data. The hypothesis can also be tested using observations of a mechanism modeled by a set of random variables. Statistical hypothesis testing is a statistical inference method.

### 5.3.1 Hypotheses 1: There is a significant relationship between attitude and entrepreneurial intention among the young generation in Kota Bharu, Kelantan.

Based on table 5.1, the result shows that there is a relationship between attitude and entrepreneurial intention among the young generation in Kota Bharu, Kelantan in this study. Regarding hypothesis 1, there is a positive relationship between attitude and entrepreneurial intention among youth in Kota Bharu and Kelantan. According to Zaidatol (2007), attitude and entrepreneurial intention are quite important for the young generations in choosing entrepreneurship as their career. Youth who have the knowledge and entrepreneurial skills are more likely to venture into entrepreneurship and pursue it as a profession. Surprisingly, Sudipa and Damodharan (2012) present attitude as the most important factor influencing the entrepreneurial processing person. Previous research has also found a lack of logic and weaknesses in personality traits and demographic factors. So, this study shows that there is a positive effect on attitude and entrepreneurial intention among the young generation in Kota Bharu, Kelantan.

### 5.3.2 Hypotheses 2: There is a significant relationship between perceived behavioral control and entrepreneurial intention among the young generation in Kota Bharu, Kelantan.

Based on Table 5.1 the results show **the** relationship between perceived behavioral control and entrepreneurial intention. For hypothesis 2, the study can conclude that there is a positive relationship between the relationship between perceived behavioral control and entrepreneurial intention among the young generation in Kota Bharu, Kelantan. The perception or belief of an individual about the ease or difficulty of performing a specific behavior is referred to as perceived behavioral control. Control beliefs direct behavioral control and address the availability or lack of necessary means and opportunities (Veciana et al., 2005).

These control beliefs can be based on previous experiences as well as other variables that can raise or lower the perceived difficulty of performing a required behavior (Krueger and Brazzal, 1994; Shapero, 1975; Veciana et al. 2005). The apparent ability and ease of entrepreneurial actions are represented by perceived behavioral control (Linan et al., 2013). It is also the apparent ease with which behavioral actions are carried out (Ajzen, 1991). Those who believe they are competent enough to pursue entrepreneurial endeavors are more likely to proclaim the entrepreneurial process to be feasible (Krueger et al., 2000). For this study, The data analysis for this study shows that there is a positive relationship between perceived behavioral control and entrepreneurial intention among the young generation in Kota Bharu, Kelantan.

### 5.3.3 Hypotheses 3: There is a significant relationship between self-efficacy and entrepreneurial intention among the young generation in Kota Bharu, Kelantan.

Based on Table 5.1 indicates that there is a relationship between self-efficacy and entrepreneurial intention. Regarding hypothesis 3, the study finds a favorable correlation between self-efficacy and entrepreneurial intention. According to Krueger et al.'s (2000) research, perceived self-efficacy influences feasibility and ultimately leads to intention. Individuals who have a higher sense of self-efficacy, on average, choose professions that will allow them to develop new opportunities and be proactive due to their greater ambitions and success expectations, tenacity in resolving problems, and combating threats (Pinquart et al. 2004; Forbes 2005). This is to say that self-efficacy encompasses both beliefs about individual competencies that affect work and beliefs about activities that, if successfully completed, will result in specific outcomes (Bandura 1977; Tsang 2001). If these beliefs are positive, the individual will plan activities that will be successful. For this study, data analysis shows that there is a positive relationship between self-efficacy and entrepreneurial intention among the young generation in Kota Bharu, Kelantan.

### 5.3.4 Hypotheses 4: There is a significant relationship between family and entrepreneurial intention.

Based on Table 5.1 the results show **a** relationship between family and entrepreneurial intention. For hypothesis 4, the study can conclude that there is a positive relationship between family and entrepreneurial intention among the young generation in Kota Bharu, Kelantan. According to (Bae et al. 2014) people with a business background are those whose family members are entrepreneurs. Several empirical studies have found that experience as a parent influences children's entrepreneurial intent (Van Auken, Fry, and Stephens 2006). Parents who own businesses can influence their children's entrepreneurial careers because they have access

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to the social capital of the family, which includes customer interactions, suppliers, and business partners. Growing up in an entrepreneurial environment facilitates business learning and fosters positive attitudes toward an entrepreneurial career (Chlosta et al. 2012). Additionally, it is typical for families to give their children some financial support (Dunn and Holtz-Eakin 2000).

A person's entrepreneurial orientation is heavily influenced by their family background. This family background factor has no significant impact on Kelantan youth other than themselves, demonstrating that family background elements do not motivate youth to form entrepreneurial intentions. This signifies that the youth's intentions are not necessarily influenced by their family's background; rather, they are the ones who evaluate their own abilities.

### 5.4 IMPLICATION OF THE STUDY

#### 5.4.1 Practical Implications

This study suggests that the influence of entrepreneurial intentions is much better understood among the younger generation. This consideration also has some implications for the generation itself and the community surrounding it. For example, unemployed youth may benefit from such an entrepreneurial application that allows them to run a business and earn a living by making a difference, to some extent, to those around them. The government or related parties can use this business to prepare organizational steps. A higher level of entrepreneurship can cultivate a more profitable intelligence in the younger generation, especially those who are unemployed or something else. Finally, having things like this, in addition, makes a difference in the smoothness of entrepreneurial efforts and more in passing them on to the community to be organized in the future.

#### 5.4.2 Theoretical Implications

Theoretically, our study extends the entrepreneurial intention and corresponds to the study in terms of the components that influence it in the recent era. Through the study of the four variables of intention, most of the objectives of this investigation can be achieved, where it can be furthermore concluded that although numerous components can give their intention to the field of enterprise, it is still behavior and others will directly affect the time. Therefore, the proper management of entrepreneurs is purposeful to make them make their lives working in a business environment more enjoyable and provide support to help them achieve victory.

## 5.5 LIMITATION OF THE STUDY

There are some limitations to consider when conducting the study. These limitations provide a basis for future study and therefore do not detract from the significance of the results. First of all, these limitation relates to the race of the target respondents. In general, since this consider, the test is not so to speak almost the Malay race but is centered on all races within the state. In extension, it includes that other races like Indians, Chinese, and others may also be respondents to accumulate entrepreneurial intention among the young generation. So, in a roundabout way, this study includes all the races that exist which can highlight the respondents an alternative to making it effective in deciding on the one against it.

Another limitation of this study is the variables. This is because it focused on four autonomous factors, namely attitude, self-efficacy, perceived behavioral control, and family. Extending the consideration, the variables that influence the entrepreneurial zeal of the young generation are analyzed. However, the results of this study are limited to young people who are not employed, and it is assumed that they have a motivating soul to lead a better life in the future.

In a nutshell, one of the limitations of this study is the data collection strategy. In addition, this study focuses on youth who do not work in the study area in Kota Bharu, Kelantan. As a result, the study cannot reflect the opinion of most of the youth because there are a number of them who are working and are students. Finally, the analysts need to expand the sample area to include the young generation in some zones, which helps to make the surveys about the results with high precision.

## 5.6 RECOMMENDATION/ SUGGESTION FOR FUTURE RESEARCH

The results of this research can be utilized as an information source and direction for future studies on learning in essay writing by other scholars. However, there is no denying that this study contains several flaws. The researcher thus believes that these shortcomings can be strengthened in further studies. Some suggestions for future investigations are made in light of the study's findings and conclusions. The selection of 379 respondents for the study's focus on youth has yielded very few findings, according to the recommendations. In order to obtain a thorough result and be able to demonstrate variations in opinion among these age disparities, research that includes people of all ages is advised.

Additionally, by choosing a study site that is restricted to a single state, the results can only be gathered from respondents with comparable achievements. To acquire results that can be applied to all stages of learning, it is advised that the study contain some additional states and a variety of respondents.

The study also has to be done over a longer length of time. The investigation ought to be carried out over a longer time frame. The results of the study are affected by time. It is undeniably true that the passage of time has a significant impact on the study's findings. It is very beneficial if the study is conducted over a long time, as this allows the researcher to get to know the study participants better and provides a longer window of time to observe their responses.

It is highly beneficial if the study is conducted over a long time since it will enable the researcher to better learn and get to know the study participants as well as have a longer window of time to monitor their responses.

## 5.7 OVERALL CONCLUSION OF THE STUDY

Examining the variables that influence young people's entrepreneurial ambition in Kelantan is the major goal of this study. Three variables attitude, perceived behavioral control, self-efficacy, and family factor have been employed as the factors. The chosen population was given a total of 379 questionnaires, which were used for this study. Using descriptive analysis and spearman correlation analysis, all of the research data was examined. The goal of this study is to look at the independent variables associated with entrepreneurial ambition, such as attitude, perceived behavioral control, self-efficacy, and family factor. The research focused on youth since, according to earlier studies, they are the generation that will lead the nation's development in terms of a variety of areas, including entrepreneurship. As a researcher, this study was done to determine the intents of the young to discover if this group has strong entrepreneurial ambitions because this group has significant potential for influencing economic stability. As a result, the demographic of this study was decided upon as being young people.

The difficulty of the study demonstrates the importance of assessing the factors influencing entrepreneurial desire in the younger generation. This delicate situation had been handled carefully. This study therefore required to examine the concerns that influenced the factors that affected the youth generation's ambition to establish their own business. It is well recognized that young people's entrepreneurial intention make a considerable contribution to economic expansion, the generation of new jobs, and the alleviation of poverty. Although young people's entrepreneurialism has been considered as a significant component in the solution to this problem, the rate of youth unemployment has been viewed as alarming, particularly in developing nations.

According to the research's findings, there is a link between the dependent variable, which is an entrepreneurial intention, and four of the components that were included in the study. Because of their attitude, perceived behavioral control, self-efficacy, and familial support for their entrepreneurial intentions, young people in Kelantan were interested in starting their businesses. The study also demonstrates that the hypothesis was correct. The variables are closely related to entrepreneurial desire.

In a nutshell, this study benefits all parties involved in a big way. To demonstrate that the decision was the right one, your awareness of the passion you want to pursue in the future has to be more evident. The findings of this study are encouraging and provide several advantages to everybody. Studies with such names need to keep producing more illuminating findings.

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**APPENDIX A – DRAFT OF QUESTIONNAIRE**



UNIVERSITI MALAYSIA KELANTAN
FACULTY OF BUSINESS AND ENTREPRENEURSHIP
BACHELOR OF COMMERCE WITH HONOURS

**FACTORS INFLUENCE THE ENTREPRENEURSHIP
INTENTIONS AMONG THE YOUNG GENERATION**
*Faktor-Faktor Mempengaruhi Niat Keusahawanan Di Kalangan
Generasi Muda*

To the dearest respondents,

We are Bachelor of Entrepreneurship (Commerce) students at Honors under the Faculty of Entrepreneurship and Business at the University Malaysia Kelantan (UMK). We are currently working on our last year's entrepreneurship survey and hope you will help us fill it out. The reason for this survey is that we are concerned about how factors influence the entrepreneurial intentions of the young generation. Be that as it may, it would be great if you answered all of the questions, and we appreciate your participation and the time you take to do so. Furthermore, the information provided is secret and is for academic research, so to speak, and will be kept confidential.

- Thank you.

*Kepada responden yang dikasihi,*

*Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Perdagangan) di Kepujian di bawah Fakulti Keusahawanan dan Perniagaan di Universiti Malaysia Kelantan (UMK). Kami sedang menjalankan tinjauan keusahawanan tahun lepas dan berharap anda akan membantu kami mengisinya. Sebab untuk tinjauan ini ialah kami bimbang tentang bagaimana faktor mempengaruhi niat keusahawanan generasi muda. Walau apa pun, adalah bagus jika anda menjawab semua soalan, dan kami menghargai penyertaan anda serta masa yang diuangkan untuk berbuat demikian. Tambahan pula, maklumat yang diberikan adalah rahsia dan ia untuk penyelidikan akademik, dan akan dirahsiakan.*

*- Terima Kasih.*

| Program | SAK |
|---|---|
| **Name of Supervisor** | EN. MUHAMMAD NAQIB BIN MAT YUNOH |
| **Number of Group** | **(SAK 39 )**<br>Prepared by:<br>1. SUPADLY BIN LAHIDU (A19A0907)<br>2. MUHAMMAD AFNAN BIN AZHARI (A19A0322)<br>3. NUR FATIHAH BINTI MOHD (A19A0556)<br>4. QAMAR AINIAH BINTI AHMAD KAMAL (A19A0798) |

**QUESTIONNAIRES**

**SECTION A / BAHAGIAN A**: DEMOGRAPHIC PROFILE / LATAR BELAKANG DEMOGRAFI

Please tick (/) on the appropriate answer / *Sila tandakan (/) pada jawapan yang sesuai*

1. **Gender /** *Jantina*

   Male / *Lelaki*

   Female / *Perempuan*

2. **Age/***Umur*

   15-17 Years old/*Tahun*

   18-20 Years old/*Tahun*

   21-23 Years old/*Tahun*

   24-26 Years old/*Tahun*

3. **Race/***Bangsa*

   Malay / Melayu

   Chinese / Cina

   Indian / India

   Others / Lain-lain: _____

4. **Marital status**/*Status perkahwinan*

   Single/*Bujang*

   Married/*Berkahwin*

   Other/*lain-lain*

5. *Employment status*/*Status pekerjaan*

   Employed/ *Bekerja*

   Unemployed/*Tidak bekerja*

   Student*/Pelajar*

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**SECTION B (INDEPENDENT VARIABLES)**

Please answer all the questions answer as follows as follows / Sila jawab semua soalan seperti berikut:

Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1
Sangat Setuju = 5, Setuju = 4, Berkecuali = 3, Tidak Setuju = 2, Sangat Tidak Setuju = 1

### A. ATTITUDE / *SIKAP*

| | | | | | | |
|---|---|---|---|---|---|---|
| 1 | Being an entrepreneur implies more advantages than a disadvantage to me. *Menjadi seorang usahawan membayangkan lebih banyak kelebihan daripada keburukan kepada saya.* | 1 | 2 | 3 | 4 | 5 |
| 2 | A career as an entrepreneur is totally attractive to me. *Kerjaya sebagaiusahawan sememangnya menarik minat saya.* | 1 | 2 | 3 | 4 | 5 |
| 3 | If had the opportunity and resources, I would like to start a business. *Jika saya mempunyai peluang dan sumber, saya ingin memulakan perniagaaan.* | 1 | 2 | 3 | 4 | 5 |
| 4 | Amongst various options, I would rather be an entrepreneur. *Di antara pelbagai pilihan, saya suka menjadi seorang usahawan.* | 1 | 2 | 3 | 4 | 5 |
| 5 | Being an entrepreneur would give me great satisfaction. *Menjadi seorangusahawan akan memberikan sayakepuasan yang besar.* | 1 | 2 | 3 | 4 | 5 |

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## B. PERCEIVED BEHAVIORAL CONTROL / *KAWALAN TINGKAH LAKU YANG DIRASAKAN*

| 1 | To start a business and keep it working would be easy for me. *Untuk memulakan perniagaan dan memastikan ia berfungsi adalah mudah bagi saya.* | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| 2 | I am able to control the creation process of a new business. *Saya dapat mengawal proses penciptaan perniagaan baharu.* | 1 | 2 | 3 | 4 | 5 |
| 3 | I would have complete control over the situation if I start and run a business. *Saya akan mempunyai kawalan sepenuhnya ke atas keadaan jika saya memulakan dan menjalankan perniagaan.* | 1 | 2 | 3 | 4 | 5 |
| 4 | I am prepared to do anything to be an entrepreneur. *Saya bersedia melakukan apa sahaja untuk menjadi seorang usahawan.* | 1 | 2 | 3 | 4 | 5 |
| 5 | I know all about necessary practical detail needed to start a business. *Saya tahu semua tentang butiran praktikal yang diperlukan untuk memulakan perniagaan.* | 1 | 2 | 3 | 4 | 5 |

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## C. SELF-EFFICACY / *EFIKASI DIRI*

| 1 | Being able to solve a problem. *Mampu menyelesaikan masalah.* | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| 2 | Managing money. *Menguruskan wang.* | 1 | 2 | 3 | 4 | 5 |
| 3 | Being a leader. *Menjadi pemimpin.* | 1 | 2 | 3 | 4 | 5 |
| 4 | Being creative. *Menjadi kreatif.* | 1 | 2 | 3 | 4 | 5 |
| 5 | Making decision. *Membuat keputusan.* | 1 | 2 | 3 | 4 | 5 |

## D. FAMILY / *KELUARGA*

| 1 | Did your parents ever start their own business. *Adakah ibu bapa andapernah memulakan perniagaan mereka sendiri.* | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| 2 | How would you rate their experience of starting their own business. *Bagaimanakah anda menilai pengalaman mereka memulakan perniagaan mereka sendiri.* | 1 | 2 | 3 | 4 | 5 |
| 3 | Family members trusted one another. *Ahli keluarga saling mempercayai antara satu sama lain.* | 1 | 2 | 3 | 4 | 5 |
| 4 | Family members worked together as a team. *Ahli keluarga bekerjasama sebagai satu pasukan.* | 1 | 2 | 3 | 4 | 5 |
| 5 | Family members treated each other as significant. *Ahli keluarga menganggap satu sama lain sebagai penting.* | 1 | 2 | 3 | 4 | 5 |

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**SECTION C (DEPENDENT VARIABLES)**

**ENTREPRENEURSHIP INTENTION /** *NIAT KEUSAHAWANAN*

| 1 | I am ready to do anything to be an entrepreneur. *Saya bersedia melakukan apa sahaja untuk menjadi seorang usahawan.* | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| 2 | My professional goal is to be an entrepreneur. *Matlamat profesional saya adalah untuk menjadi seorang usahawan.* | 1 | 2 | 3 | 4 | 5 |
| 3 | I will make every effort to start and run my own business. *Saya akan berusaha sedaya upaya untuk memulakan dan menjalankan perniagaan saya sendiri.* | 1 | 2 | 3 | 4 | 5 |
| 4 | I am determined to create a business venture in the future. *Saya berazam untuk mencipta usaha niaga pada masa hadapan.* | 1 | 2 | 3 | 4 | 5 |

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**APPENDIX B - GANTT CHART**

| WEEK / ITEM | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Determine the title of the study. | ▓ | ▓ | | | | | | | | | | | | |
| Ecomm access to information and rubrics related to PPTA 1 after PPTA briefing with our coordinator: En. Muhammad Naqib B. Mat Yunoh. | | | ▓ | | | | | | | | | | | |
| Start writing Proposal PPTA 1 Chapter 1 | | | ▓ | ▓ | | | | | | | | | | |
| Make correction in Proposal PPTA 1 Chapter 1 | | | | ▓ | ▓ | | | | | | | | | |
| Start writing Proposal PPTA 1 Chapter 2 | | | | | ▓ | ▓ | | | | | | | | |
| Proceed doing PPTA 1 Chapter 3 | | | | | | ▓ | | | | | | | | |
| Make corrections in Proposal PPTA 1 for Chapter 2 and Chapter 3 | | | | | | ▓ | | | | | | | | |
| Prepare for proposal presentation | | | | | | | ▓ | | | | | | | |
| Collecting data | | | | | | | | � | ▒ | ▒ | | | | |
| Analyze and discussion | | | | | | | | | | ▒ | ▒ | ▒ | | |
| Conclusion and summary | | | | | | | | | | | | ▒ | ▒ | |
| Submission of a final report | | | | | | | | | | | | | | ▒ |