

**EXPLORING PREDICTIVE FACTORS INFLUENCING  
ENTREPRENEURIAL PERFORMANCE AMONG  
UNDERGRADUATE OF UNIVERSITI MALAYSIA  
KELANTAN**

FKPP

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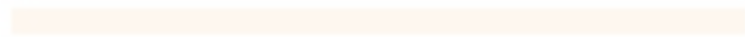
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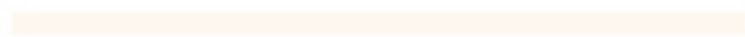
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by

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A thesis submitted in fulfillment of the requirements for the degree of  
entrepreneurship (commerce) with honours

**Faculty of Entrepreneurship and Business  
UNIVERSITI MALAYSIA KELANTAN**

2024


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		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)
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5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
<b>TOTAL (20 MARKS)</b>							/20



## ABSTRACT

The paper aims to investigate the factors that have an impact on the entrepreneurial performance of undergraduate students. The Theory of Planned Behavior suggests that a person's attitude, perceived behavioral control, and subjective norms can influence their behavior and purpose. Those factors imply that a combination of internal and behavioral factors can determine the predictive factors that impact entrepreneurial performance. Internal factors, such as an entrepreneur's willingness, ability, and traits, combine with positive entrepreneurial behaviors to influence performance. The study collected primary data from a sample of two hundred undergraduate students of Universiti Malaysia Kelantan who were studying business in any field or period. SPSS tools were used for descriptive analysis, reliability and validity analysis, normality analysis, and Spearman correlation analysis to investigate the relationship between each factor and entrepreneurial performance. The findings revealed that there were significant relationships between the predictive factors and the entrepreneurial performance of undergraduate students at Universiti Malaysia Kelantan. However, these relationships varied in terms of their degree of influence.

**Keywords:** ability, entrepreneurial performance, traits, undergraduate students, willingness

## ABSTRAK

Kertas kerja mengenal pasti faktor ramalan yang mempengaruhi prestasi keusahawanan pelajar sarjana muda. Teori Tingkah Laku Terancang menyatakan bahawa tujuan seseorang serta tingkah laku yang terhasil boleh dipengaruhi oleh sikap, kawalan tingkah laku yang ditanggapi, dan subjektif. Oleh itu, itu menunjukkan faktor ramalan menggabungkan faktor dalaman dan tingkah laku yang boleh mempengaruhi prestasi keusahawanan. Faktor dalaman termasuk kesanggupan, kebolehan dan sifat usahawan, manakala faktor tingkah laku tertumpu pada tingkah laku keusahawanan yang positif. Saiz sampel sebanyak dua ratus pelajar sarjana muda Universiti Malaysia Kelantan telah diperolehi sebagai data primer. Saiz sampel dipilih berdasarkan pelajar sarjana muda yang menjalankan perniagaan dalam apa jua bidang atau tempoh. Kajian ini menggunakan alat SPSS yang mengandungi analisis deskriptif, analisis kebolehpercayaan dan kesahan, analisis normaliti, dan analisis korelasi Spearman untuk menganalisis hubungan antara setiap faktor dengan prestasi keusahawanan. Dapatan ini mengesahkan bahawa terdapat hubungan yang signifikan antara faktor ramalan dan prestasi keusahawanan pelajar sarjana muda di Universiti Malaysia Kelantan, tetapi mereka mempunyai tahap pengaruh yang berbeza-beza.

Kata kunci: keupayaan, prestasi keusahawanan, sifat, pelajar sarjana muda, kesanggupan

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Our research, titled "Exploring Predictive Factors Influencing Entrepreneurial Performance among Undergraduates of Universiti Malaysia Kelantan," is a testament to Dr. Muhammad Jaffri's invaluable assistance. His meticulous guidance and detailed input allowed us to uncover new insights and contribute significantly to our project.

We owe our fellow members of the group an enormous amount of gratitude for the remarkable effort, dedication, and collaboration that they have demonstrated. Every single person has contributed their own distinct viewpoints, abilities, and strengths, which have collectively enriched our research project. Our frequent discussions, brainstorming sessions, and mutual support have been critical in overcoming obstacles and reaching our objectives.

We would also want to thank the participants and respondents who kindly contributed their time and idea, allowing us to collect essential data for our research. Their participation and willingness to participate were critical in giving significant information and enhancing the validity of our findings.

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## LIST OF ABBREVIATIONS

SPSS	Statistical package for the social sciences
UMK	Universiti Malaysia Kelantan
TPB	Theory of planned behaviour
IV	Independent variable
DV	Dependent variable
Et al.	Et Alia (And others)
P-value	Probability value
SD	Strongly Disagree
D	Disagree
N	Neutral
A	Agree
SA	Strongly Agree
DF	Degree of freedom
Sig	Significant
H	Hypothesis
SD	Standard deviation
DO	Diffusion of innovation

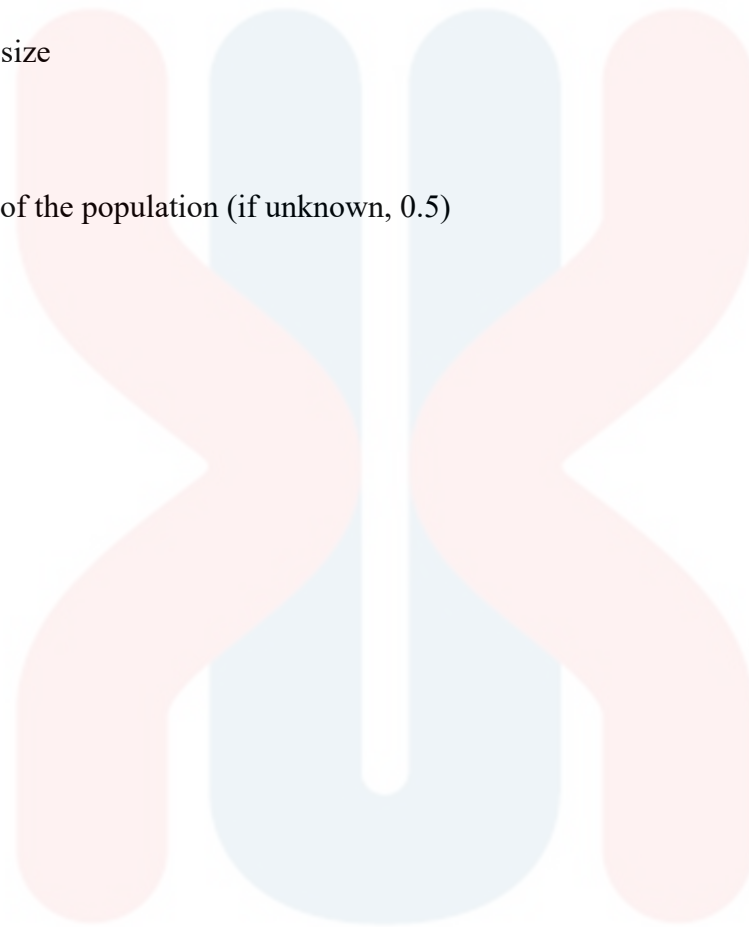
## LIST OF SYMBOLS

$n$  = Sample size

$N$  = Population size

$f^2$  = Effect size

$p$  = Proportion of the population (if unknown, 0.5)



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CHAPTER 1

INTRODUCTION

**1.1 Background of The Study**

During a period of global economic gloom and unpredictability (Iyiola et al., 2023), empirical research that explain why start-ups succeed are critical. Entrepreneurship is increasingly acknowledged globally as a vital generator of economic growth, productivity, innovation, and employment, accepted as a crucial component of economic development (Sharma, 2022). Governments and communities worldwide recognize entrepreneurship as a key factor in promoting prosperity and regional growth, especially among young people. Undergraduate entrepreneurship has garnered significant attention from researchers and has become a global concern (Jan et al., 2016). Entrepreneurship has long been accepted by Malaysian decision-makers and national governments as a vital development driver due to its positive impact on innovation, job creation, and economic growth, as underlined by Al Mamun et al. (2018) and Cai et al. (2018).

This is particularly evident in the development agenda of Malaysia, where youth entrepreneurial figures stand out. Undergraduates in Malaysia, as in many developing countries, are considered an asset that can contribute to the country's development. The ability to harness their potential will play a crucial role in determining Malaysia's strength and stability in social, economic, and political efforts. The current employment situation for students in Malaysia has worsened due to the widespread epidemic and increased enrolment. This raises concerns about the quality of employment opportunities for university students in Malaysian society.

Predicting entrepreneurial performance is vital for businesses, enabling better job options and preventing costly misallocations. Various individual and business-related

variables have been tested to understand their impact on subsequent business outcomes, driving entrepreneurs to the next stage of development (Caliendo et al., 2022). The importance of this topic is particularly relevant to undergraduate students because economic growth is driven by entrepreneurship. Entrepreneurial performance can be recognized using Efficiency ratios are assessed over a span of not more than 5 years, offering further understanding of aspects such as collection, finances, and operational outcomes. (Jan et al., 2016).

Recently, the quality of employment opportunities for university students has become a significant concern, highlighting the need to promote economic prosperity via university student. The creativity and innovation of the university student entrepreneurship can stimulate economic growth. Next, to help reduce job-related stress, strive to promote economic vitality by fostering undergraduate entrepreneurship as a significant and attainable objective (Qu et al., 2022). It is evident that innovation and entrepreneurship will undoubtedly be crucial for enhancing the quality of Malaysia's future economy.

## 1.2 Problem Statement

Objective of this research are to elucidate concept of entrepreneurial willingness, drawing on the insights of Zhuo Zellin et al. (2023), is based on psychology and is the outcome of combined entrepreneurial and psychological studies. Entrepreneurial willingness is described as a mental state that can motivate entrepreneurs to achieve their goals and influence their behaviour. Some researchers argue that the desire for entrepreneurship is important for practicing entrepreneurial behaviour, involving subjective attitudes towards involvement in entrepreneurial activities. In addition, entrepreneurial willingness is seen as a subjective expectation among potential entrepreneurs, serving as a predictor of behaviour and an important element in understanding the entrepreneurial process. Some researchers suggest that individual personality factors significantly shape entrepreneurial willingness before the behaviour manifests. However, in the growing environment of government-led innovation and entrepreneurship, issues arise regarding the extent to which college students contribute and the role of colleges and universities as key sources of innovation and entrepreneurship. This prompts a discussion about challenges and opportunities related to student motivation and teaching in this context, as highlighted by Muhammad Tayyab Sohail (2022).

Aside from that, certain limitations identified in earlier research were addressed in the study conducted by Braunerhjelm and Lappi (2023) by including ability as an independent variable in subsequent research. Internal factors such as a person's ability are also important in influencing entrepreneurial performance. Thus, gradually taking on a range of entrepreneurial endeavors tends to enhance a person's capacity for recognizing and understanding business prospects, further identifying top performers. According to a study by Somwethee et al. (2023), innovation aptitude improves long-term organizational

performance, which lends credence to this. Additionally, there is a degree of mediation by innovation in the relationship between long-term organizational success and entrepreneurial capability. Entrepreneurial capability is influenced by key factors such as leadership and management skills, active learning and analysis abilities, and a strong passion for self-achievement. These factors influence a person's capacity to spot and seize opportunities, spur creativity, and provide value to their endeavors. Additionally, there is currently insufficient data to support the investigation of the connection between ability and entrepreneurial performance. This can be seen as a higher endowment of knowledge, measured as the level of education and work experience of employees, is classified as an ability that is impossible for someone to have all at once to improve firm performance.

In addition, this study aimed to address this earlier deficiency by expanding upon the research conducted by Nunez et al (2020) to examine how personality impacts entrepreneurial performance. The entrepreneur must have a trait such as need for achievement and large social network to drive the entrepreneur. This could be proven by the studies of Fernandez et al. (2022) that stated that the entrepreneur that have traits need for achievement is a crucial factor to boost entrepreneurship. Other than that, different gender also has the influence on the personality traits. This study has been conducted by Laouiti et al (2022). Futher investigation is necessary to get a more profound comprehension of the correlations between gender, characteristics, and entrepreneurial intent. This research aims to develop targeted programmes that might address the gender gap and enhance female entrepreneurship. Furthermore, there is currently a dearth of information about the correlation between characteristics and entrepreneurial achievement (López-Núñez et al, 2020). Therefore, in this research, by using the the groundwork of previous study, the answer or evidence for that question can shed the light in this research.



### 1.3 Research Questions

- I. What is the relationship between willingness and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan?
- II. What is the relationship between ability and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan?
- III. What is the relationship between traits and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan?

### 1.4 Research Objectives

- I. To determine the relationship between entrepreneurial willingness that influences entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan.
- II. To determine the relationship between entrepreneurial ability that influence entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan.
- III. To determine the relationship between entrepreneurial traits that influence entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan.



### 1.5 Scope of The Study

This study investigated the predictive factors that impact Universiti Malaysia Kelantan students' entrepreneurial performance. The willingness, ability, and traits that are typical of entrepreneurial performance will all be examined in this study.

Furthermore, this study only involved respondents of students Universiti Malaysia Kelantan who continue their studies in entrepreneurship education and learning how to manage a business. This study focuses on entrepreneurship students who run businesses in various ways whether online, delivery charges, opening stalls, part-time and so on.

This study will use a quantitative method by distributing related questions via google form. This study was also carried out to provide answers to the research questions and objectives. Quantitative analysis will provide a comprehensive understanding of predictive factors that affect entrepreneurial performance among undergraduates in Universiti Malaysia Kelantan by aggregating responses and conducting statistical analysis to identify patterns and correlation.

### 1.6 Significance of The Study

The research focused on the predictive factors which influence entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. Undergraduate entrepreneurship has become a very interesting topic for researchers and of great concern because it will bring many benefits to young entrepreneurs.

Furthermore, the study's findings would benefit entrepreneurs at Universiti Malaysia Kelantan by providing insight into the elements that can influence their performance. Many factors can influence university students' entrepreneurial performance, Both on an individual

and behavioural level. Personality traits, entrepreneurial ability, the skill of seizing chances, and daring decision-making behaviour are examples of individual characteristics. whereas behavioural components mostly pertain to positive entrepreneurial behaviours that might influence entrepreneurial performance (Qu et al., 2022).

Moreover, this study also aims to share knowledge and add experience when doing research. Future research on entrepreneurial performance among undergraduate students can explore several areas to further research understanding of this study. The researcher wants to do a related study long-term performance analysis. Investigate the long-term outcomes of undergraduate entrepreneurs by tracking their ventures over an extended period. This research can examine factors that contribute to sustained success or failure, such as entrepreneurial skills, access to resources, and market conditions.

Other than that, explore the psychological factors that influence entrepreneurial performance among undergraduate students. This can include studying the impact of traits like self-efficacy, risk-taking propensity, passion, and resilience on venture success. This line of study can help researchers better understand entrepreneurial success in undergraduate students and give insights to educators, policymakers, and aspiring entrepreneurs.

### 1.7 Definition of Term

- **Willingness** - According Dragan Sutevski (2023), Willingness to act entrepreneurially is one of the basic characteristics of a successful entrepreneur. This is because a person can only become an entrepreneur if he first takes action. Willingness to engage in entrepreneurial activities is one of the basic aspects in the hierarchy of characteristics that make entrepreneurs successful as entrepreneurs. As an entrepreneur, individuals constantly need to act. It will most likely be daily. As a result, the job of an entrepreneur will include a variety of entrepreneurial tasks and actions that must be carried out daily.
- **Ability** - Hisrich and Peters (2012) state that ability is defined as someone's ability to create something new, putting time and effort in while considering economic, psychological, and social risks, but also gaining economic and personal satisfaction and independence. Individual's entrepreneurial abilities do not come naturally; instead, they are developed through education and practice. As Camposano (2004) noted, entrepreneurs are frequently referred to as risk-takers and are recognized for their expertise in managing high-risk businesses. Students' levels of creativity and ability to accept risk are indicators of their likelihood to engage in entrepreneurship.
- **Traits** - According Lucas and Diener (2023), personality traits are manifestations of individuals' distinctive patterns of cognition, emotion, and conduct. Personality traits indicate a person's consistent and stable characteristics. For example, someone who scores high on the attribute of Extraversion is predicted to consistently display friendly behaviour in many contexts and over a period. Therefore, trait psychology is based on the concept that individuals vary in their position along a set of

fundamental trait characteristics that are consistent throughout time and in various circumstances.

- **Entrepreneurial performance** - Entrepreneurial performance pertains to the evaluation of an entrepreneur's capacity to attain their objectives and goals when initiating and managing a business. This is a multifaceted notion that offers various methods for assessment, encompassing financial outcomes, innovativeness, expansion, and societal influence (Xie et al., 2021). The efficacy of entrepreneurial performance can be shaped by a range of elements, encompassing individual qualities like tenacity, leadership, inventiveness, and self-assurance, in addition to external variables such as market dynamics, rivalries, and resource accessibility (Zhao et al., 2021).

### **1.8 Organizational proposal**

The present work is structured into five distinct chapters. The initial chapter encompasses the study's contextual framework, the identification of the problem encountered, the research query, the study's purpose, the significance of the study, the definition of operational words, the extent and constraints of the research paper, and the arrangement of the proposal. In addition, the second chapter focuses on conducting a literature analysis, which involves examining the existing literature related to the prior study and the theoretical framework. Additionally, the document includes a summary of the pertinent literature, the primary premise of the investigation, and a concise overview.

Furthermore, chapter three addresses the methodology section, which comprises methods and procedures including research design, data collection method, sampling, data analysis methods, research instrument, measurement, and data analysis procedure. Data analysis and tests, defines statistical analysis in relation to research objectives, hypotheses,

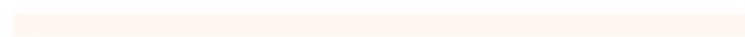
and the structuring of tables and figures will be covered in chapter 4. The most significant discoveries, some limitations, and suggestions for further study are covered in the last chapter.



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CHAPTER 2

LITERATURE REVIEW

**2.1 Introduction**

Chapter 2 start with the literature review, beginning with Section 2.2 underpinning theory that can help and support our study's purpose. Next, is Section 2.3 that will briefly discuss the overview of previous involving willingness, ability, traits, and entrepreneurial performance variable. Section 2.4 and 2.5 discuss the hypothesis statement and conceptual framework. Lastly, Section 2.6 provides a chapter-wide summary.

**2.2 Underpinning Theory**

**2.2.1 Theory of Planned Behaviour**

Theory is a framework of observation and understanding that influences what and how we see. Theories are constructed with the purpose of explaining, predicting, and governing phenomena such as related events or behaviours. A theory can combine facts, laws, and tested hypotheses. Theory can be defined as a structured intellectual framework that describes the overall connection between variables.

The Theory of Planned Behaviour (TPB) is a psychological theory that connects beliefs and behaviours. It was first proposed by Ajzen in 1985 and expanded in 1991. According to the theory, a person's behaviour is dictated by their desire to conduct it, which is impacted by their attitude toward the behaviour, subjective norms, and perceived behavioural control. Subjective norms are the perceived societal pressures to perform or refrain from completing an activity, whereas perceived behavioural control is the individual's sense of the ease or difficulty of carrying out the behaviour (Ajzen, 2020).

This theory provides a solid and fundamental foundation for our research efforts at Universiti Malaysia Kelantan aimed at discovering predictive elements that significantly

influence entrepreneurial performance among undergraduates. This framework's three primary components, which are willingness, ability, and traits, contribute to a thorough understanding of the processes that create entrepreneurship in academic contexts.

## 2.3 Previous Study

### 2.3.1 Willingness

Based on previous study that conducted by Sohail (2022), willingness is a person's subjective attitude towards a specific behaviour. It aids in the prediction of real behaviour and demonstrates commitment to future activities. Entrepreneurs must be willing to learn, and this drive should not be overlooked. In addition to curiosity, entrepreneurs should acquire systematic experimental methods like design thinking. It is essential for an entrepreneur to carry out evaluations on every fresh opportunity to determine its viability. For instance, if entrepreneur have a notion for a novel product or service that addresses an unfulfilled demand, must ensure that individuals are willing to pay for it and that it aligns with their desires. To accomplish so, entrepreneurs must perform extensive market research and run tests (Miller, 2020).

Beyond that, as state by (Fei Ma, 2022) willingness aids in the prediction of real behaviour and demonstrates commitment to future activities. Green entrepreneurship emerged at the end of the twentieth century as a combined function of commercial and ecological focus. The conceptual examination of entrepreneurial will and green



entrepreneurship, The present research defines green entrepreneurial willingness of college graduates as an individual college graduate's subjective attitude on whether to engage in green entrepreneurship in the future. This subjective attitude can foretell whether they would engage in green business in the future.

### 2.3.2 Ability

According to Luan & Li (2019), entrepreneurial ability is finding new entrepreneurial areas, understanding new entrepreneurial causes, and problem-solving. With an analogy to a computer system, they emphasize entrepreneurial ability possessing hardware which controlling entrepreneurship market resources and software which intense reaction ability to market changes, including network capacity, public relation ability, and communication ability.

On the other hand, Bamey et al., (1991) contributes by asserting that entrepreneurial ability serves as the source for enterprise entrepreneurship, leading to excess profits and a sustained competitive edge. Bamey emphasizes the potential implications of economic considerations on entrepreneurial success, as well as the function of entrepreneurial aptitude in altering the motivation-performance connection.

Besides, Luan & Li (2019) complements by emphasizing the importance of appropriate entrepreneurial ability, suggesting that only such ability can efficiently meet market demands and address industrial profitability challenges. They specifically focus on relations and network abilities, asserting that they contribute to steady corporate performance, aligning entrepreneurial skills with market needs for optimal performance. Collectively, these perspectives underscore the critical role of entrepreneurial ability in shaping and sustaining entrepreneurial performance, emphasizing adaptability, strategic alignment, and efficiency in addressing market dynamics.

### 2.3.3 Traits

According to Laouiti et al (2022), Within the realm of entrepreneurship, there is a widely accepted belief that the entrepreneurial intentions of students may be predicted based on their distinct personalities. Personality has a crucial role in determining one's choice of employment. Zhao (2006) demonstrated how differences in the personality qualities of entrepreneurs can indicate an individual's inclination towards self-employment. In addition, Lucas and Diener (2023) state that it remains uncertain if individuals with specific personality traits actively choose to become entrepreneurs, or if these attributes are naturally acquired by individuals after they have already become entrepreneurs. Individuals hailing from affluent backgrounds may exhibit elevated levels of risk tolerance due to the financial security provided by their families. It is plausible that the presence of adequate financial resources, rather than risk tolerance itself, serves as the primary catalyst for entrepreneurial pursuits.

### 2.3.4 Entrepreneurial Performance

Entrepreneurial performance is an important aspect in a company's success and can be used to assess the effectiveness of an entrepreneur's plans and decisions. Previous research on entrepreneurial performance has looked at a variety of characteristics that influence entrepreneur success. Personal characteristics such as entrepreneurial willingness, attitude, and talent, as well as behavioural features such as entrepreneurial education, psychological capital, and risk propensity, are examples of these factors (Qu et al., 2022). It is critical to gain a full understanding of the factors that underlie behind the relationship of entrepreneurial performance and the quality and behaviour of the entrepreneur.

Furthermore, research has been done to know the relationship between entrepreneurial incentives and business performance, particularly among female internet microbusiness owners (Li & Sanusi, 2023). The findings suggest that pull-driven

entrepreneurs, who are often young and single, make a conscious decision not to seek development or financial performance beyond a certain point. It is possible that when women have an equity partner and employ personnel, they are more inclined to choose a high-growth strategy for their organization. This means that authorities may encourage higher ambition among female entrepreneurs by making it easier to establish legal entities other than sole proprietorships and enacting less onerous laws for hiring personnel. These policies could help female entrepreneurs scale their enterprises and achieve greater levels of growth and financial success.

Furthermore, in higher education, universal and required innovation and entrepreneurship education exerts a substantial beneficial influence on undergraduate students desire to become entrepreneurs along with opportunity identification, and undergraduates' students make better selections when presented with crucial options. According to Karimi et al. (2014), entrepreneurship education and nurturing have a direct impact on entrepreneurial success, which improves society's sustainability.

## 2.4 Hypotheses Statement

Based on the theory and previous studies, several hypotheses have been developed that influence entrepreneurial performance among undergraduate of Universiti Malaysia Kelantan.

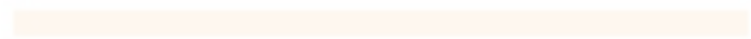
$H^1$ : There is a positive relationship between willingness and entrepreneurial performance among undergraduate of Universiti Malaysia Kelantan.

$H^2$ : There is a positive relationship between entrepreneurial ability and entrepreneurial performance among undergraduate of Universiti Malaysia Kelantan.

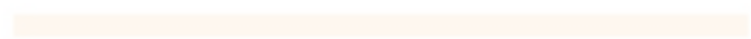
$H^3$ : There is a positive relationship between entrepreneurial traits and entrepreneurial performance among undergraduate of Unviversiti Malaysia Kelantan.



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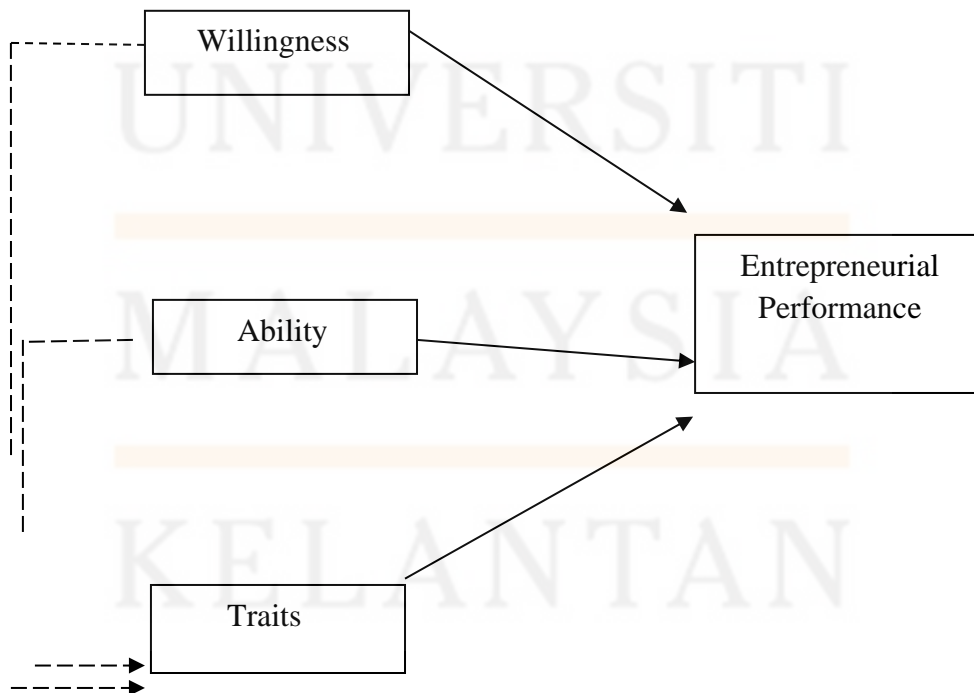
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## 2.5 Conceptual Framework

A conceptual framework depicts the relationship between independent factors, including willingness, ability, and traits, and the dependent variable, entrepreneurial performance. Figure 2.1 provides a visual representation of this relationship.

To better understand the factors influencing entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan, the Theory of Planned Behaviour can be combined with the Entrepreneurial Trait Approach. This can be achieved by considering willingness as a component of attitude, ability as a component of perceived behavioural control, and traits as influencing factors on attitude and perceived behavioural control. Ultimately, results of this of these factors would determine the entrepreneurial performance of the students.

Figure 0.1: Conceptual Framework



## 2.6 Summary

In conclusion, this part examines the research literature on the factors that impact entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. Researchers commonly aggregate all dependent and independent variables in order to derive research findings. Furthermore, a theoretical framework is constructed based on the literature that has been examined. Prior research is often employed to enhance the analysis.

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**CHAPTER 3**

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**RESEARCH METHOD**

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**3.1 Introduction**

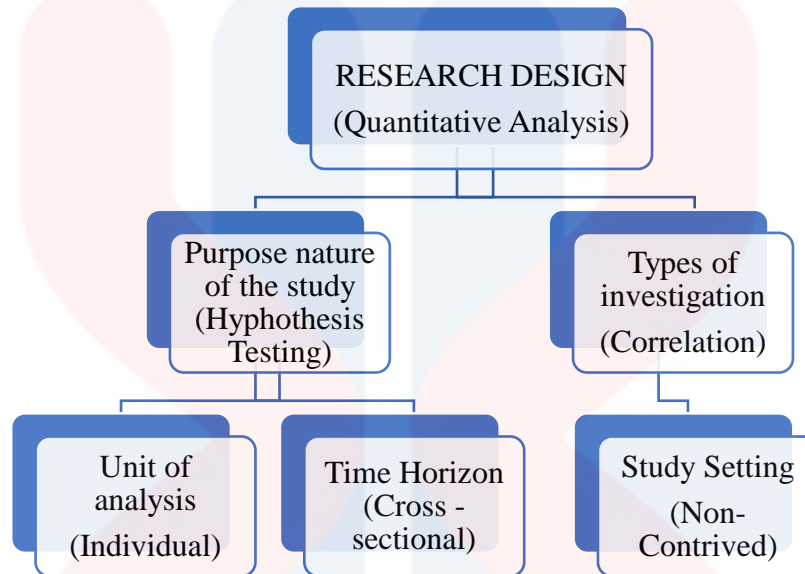
Chapter 3 is about the research method to make sure success of this investigation will be obtained. It is also a framework and approach that is going to be implemented in a methodical manner to tackle the research questions and objectives. This study will used quantitative methodology to explore and understand the predictive factors that influence

entrepreneurial performance among undergraduate of Universiti Malaysia Kelantan. This chapter contains the following sections. Section 3.2 describes research design on how the researcher will collect and analyze data to answer the research question or test the hypothesis. The data collection method in section 3.3 followed by which are study population, and sample size in section 3.4 and 3.5 respectively. In section 3.6 sampling techniques that we used are explained followed by Section 3.7 and 3.8 which are research instrument development and procedure data analysis. Section 3.10 concludes with a summary of the study's methods.



### 3.2 Research Design

Figure 3.1: Aspect of Research Design



Source: Jamaluddin, (2020)

A research design is a dependable and methodical methodology employed to tackle a research inquiry. The study's research strategy was selected to effectively accomplish the research objectives and assess the hypotheses put forth. The research design is shown in Figure 3.1. This study employed quantitative techniques for the investigation. Quantitative research design refers to the process of formulating a plan for a research project that effectively utilizes a range of quantitative research methods. Various methods were employed, including phone and in-person interviews, as well as online surveys (Ball, 2019). The objective of organizing a study utilizing quantitative research methodologies is to determine the prevalence of specific thoughts, behaviors, or emotions among individuals. Quantitative research uses extensive samples and focuses on the quantity of responses it obtains.

This study uses hypothesis testing to elucidate the characteristics of a specific relationship between two variables in the solution. This purposed research is correlational

in nature since the to determine the entrepreneurial willingness, ability, and traits that influences entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan. Correlation analysis can be a method of statistical method to determine the correlation between two variables. When two variables are highly correlated, it means they are strongly related to one another; when they are weakly correlated, it means they are not very related. In its simplest form, it entails utilizing preexisting statistical data to assess the strength of that association (Franzese & Juliano, 2018). The research was conducted in a non-contrived setting because it's conducted in the natural environment where work proceeds normally (Marsh, 2021). Most of the correlational studies are operated using non-contrived settings.

The study focuses on analyzing individual students at Universiti Malaysia Kelantan as the units of analysis. In addition, cross-sectional design was undertaken where all the data are gathered just in a single time, in duration of two or three weeks to answer these questions. This study adopted a cross-sectional study because there is no time dimension. This research instrument is a questionnaire survey administered to the sample population. Researchers often employ questionnaires, which consist of inquiries or other forms of prompts intended to generate responses from the participant (Sekaran & Boogie, 2016).

### **3.3 Data Collection Method**

In order to obtain primary data for this study, the researchers distributed a series of questionnaires to the individuals who participated in the course. Primary data are those that are gathered or retrieved by the researcher themselves straight from the data source. Genuine data is another name for primary data. Direct collection of primary data is required for researchers to access primary data. The key advantage of using primary data is that it brings the elements of the study much closer to the point of origin of the research being studied.

In this questionnaire, there are 4 sections and arrange it use an alphabet A, B, C, D, and E. A section is about demographics, which asks the respondent about their age, gender, race, education level and occupation. Section, B, C, D are questions three independent variables which are willingness, ability, and traits respectively. Meanwhile, Section E is a question dependent variable which is entrepreneurial performance. This study uses a 5-point level of scale for the respondent to choose.

Table 3.1: Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Jamieson (2004)

### 3.4 Study Population

A research study or statistical analysis will have a particular focus on a particular set of people or things, which is referred to as a study population. It refers to the total group of persons or items evaluated for the study. The population of this research are entrepreneurial students from the Universiti Malaysia Kelantan, who were selected based on their involvement in business. According to the UMK Academic Administration Division, there are 12699 undergraduate enrollments for all three campuses from semester 1 to semester 8.

In Universiti Malaysia Kelantan all students take the basic cost of entrepreneurship however this study focuses on students who have their own business. By focusing on students who run businesses, this study aims to gain valuable insight into the challenges, motivations, and experiences unique to this subgroup. The broader student population at UMK provides a rich and varied backdrop against which the entrepreneurial endeavours of this specific cohort can be analysed. This approach not only contributes to the depth and

specificity of the research findings but also ensures that the outcomes are relevant and applicable to the context of Universiti Malaysia Kelantan.

### 3.5 Sample Size

Either an observation being made or a direct count of the number of samples being measured can be used to define sample size. (Zamboni et al., 2018). A larger-than-necessary sample will be more representative of the population and hence yield more accurate results. Selecting an appropriate sample size is crucial in order to obtain dependable conclusions from research findings. However, it is often regarded as a difficult stage in the process of designing an empirical study. (Dattalo, 2008). Past literature has identified sample size as one of the major limits of empirical studies published in prestigious journals. (Green et al., 2016).

The GPower is used in this study to compute sample sizes from a given population. GPower was applied in the study since it is a basic and uncomplicated software that can be used to compute sample size depending on the purpose and magnitude of the investigation. Researcher used medium effect sizes measured by  $f^2=0.5$ , by convention,  $f^2$  effect size of 0.02, 0.15, and 0.35 are taken into consideration small, medium, large respectively (Cohen, 1988). The overall count is four, as there are four variables included in this study. The study required a minimum sample size of 85 respondents.

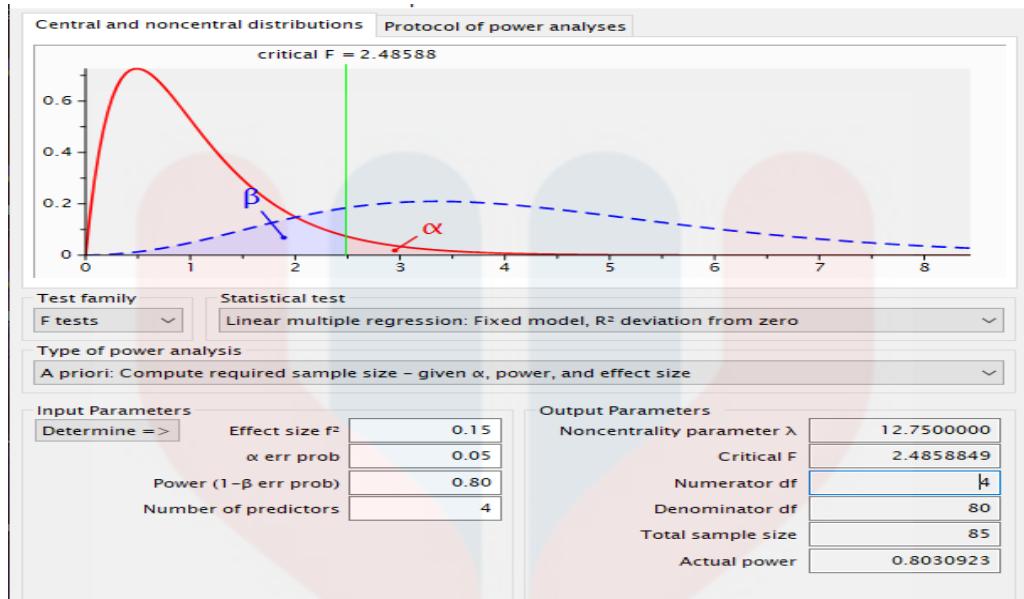


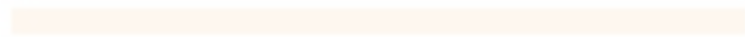
Figure 3.2: GPower Sample Size Calculations

### 3.6 Sampling Techniques

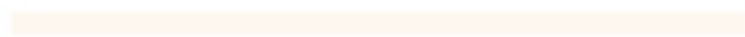
The term "sampling technique" pertains to a specific method or approach utilized to identify the selected entities for inclusion in the sample. This means that probability sampling and non-probability sampling are the two different categories that could be applied to the sampling technique. The current study used non-probability sampling methods, with purposive sampling being the most suitable approach, due to the huge sample size, time restrictions, and budgetary limits. As this study requires respondents who are involved in the business life, as well as the researchers must choose participants who they believe are the most relevant or informed about the subject matter. These kinds of sampling strategies will help the researchers find the right responders.



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### 3.7 Research Instrument Development

Quantitative methodology has been used to analyze the collected data for this research. The researcher can determine the hypothesis of this study by analyzing numerical and statistical data. Online distribution of the questionnaire is going to be carried out among the student at Universiti Malaysia Kelantan.

The researcher utilizes an online questionnaire as a research tool in this study. Questionnaires are usually recognized as the most efficient research tool when a researcher is contacted by a large number of individuals (Sekaran & Boogie, 2016). The questionnaire is divided into five discrete sections, specifically Section A, Section B, Section C, Section D, and Section E. Section A is specifically designed to collect demographic information by employing a format that offers several choices. Sections B, C, D, and E correspond to the independent variables, which are the variables being manipulated, and the dependent variables, which are the variables being measured. Both utilize a 5-point Likert scale, where a rating of 1 indicates strong disagreement, 2 indicates disagreement, 3 indicates neutrality, 4 indicates agreement, and 5 indicates strong agreement. The 5-point Likert scale is easily comprehensible for individuals. It gives enough choices to express different opinions but keeps things simple and doesn't confuse the respondent. It strikes a balance between being detailed and not making the survey too complicated for the participants.

Table 3.2: Number of questions

Section	Dimension	Number of Question	Sources
A	Demographic Data	5	Shaowei Q. et al (2022)
B	Willingness	6	Shaowei Q. et al (2022) Yurtkoru S, E. et al (2014)

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C	Ability	5	Shaowei Q. et al (2022)
D	Traits	7	Shaowei Q. et al (2022)
E	Entrepreneurial Performance	5	Shaowei Q. et al (2022) Zelin Z. et al (2021) Ma, L. et al (2020)

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### **3.8 Measurement of The Variables**

The process of collecting data in the form of number is what measurement is about. It contains a wide range of properties that can be categorized into four distinct categories of measures. For this study, the researcher used nominal and ordinal scale. Each of these sorts represents a distinct level of measurement, which influences the precision with which data is recorded and then analyzed. The level of measurement of a variable determines how precisely it is recorded and analysed (Bhandari, 2020).

#### **3.8.1 Nominal Scale**

In Section A, researcher will use nominal scale as measurement because it is a level of measurement in which numbers are solely used as "tags" or "labels" to identify or classify an object. Section A is about demographic information about the respondents such as age, gender, race, and marital status. The respondents were chosen from a variety demographic segmentation and will be group based on their labels.

#### **3.8.2 Ordinal Scale**

Ordinal Scale occurs in Sections C, D and E, with the Likert Scale being applied to get the opinion from the respondent whether they strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The variables under ordinal data can be arranged into a few categories according to its level or also known as rank order (Bhandari. P, 2020).

### **3.9 Procedure for Data Analysis**

#### **3.9.1 Data Processes and Data Analysis**

According to Calzon (2023) Data analysis is the organised process of collecting, modelling, and scrutinising data using various statistical and logical methods and techniques. This crucial process enables businesses to utilize analytics techniques and technologies to acquire valuable insights, aiding both strategic and operational decision-making.

#### **3.9.2 Descriptive analysis**

Descriptive analysis means a fundamental method of data analysis, involving all the process of describing and examining a dataset using statistical techniques. It is widely recognized for its ability to extract actionable insights from raw data that would otherwise remain uninterpreted. Unlike other forms of analysis, such as predictive analysis, descriptive analysis solely relies on historical data to derive insights, manipulating it to enhance its relevance (Bush, 2020).

It has been decided that IBM SPSS Statistics 23 will be the data analysis tool that will be utilised for the purpose of this research project. This software fulfills two crucial requirements: editing and coding. Through the data analysis procedure, raw data collected from the target respondents will be transformed into meaningful and informative results for the study. The analysis will encompass three types: reliability analysis, descriptive analysis, and Pearson correlation coefficient. The researcher will utilize the SPSS technique in two specific ways: descriptive analysis and inferential analysis.

#### **3.9.3 Inferential Analysis**

Inferential statistics are statistical processes used to draw inferences about the relationships between independent variables (willingness, ability, and traits) and dependent

variables (entrepreneurial performance). They differ from descriptive statistics as they are designed specifically to examine hypotheses. This classification encompasses a broad array of statistical methods, most of which are facilitated by contemporary statistical software like SPSS. The particular analysis employed in this research is Pearson Correlation.

#### **3.9.4 Pilot Test**

The pilot test will be conducted first by distributing the research questions to several people before distributing them to the respondents. In software testing, pilot testing examines system components or entire systems under real-time operating conditions, with the aim of evaluating the effectiveness, time, cost, risk, and effectiveness of the test operation (Hamilton,2023). Pilot studies can be of assistance to researchers in determining actual and possible issues that they possess the ability to resolve prior to beginning the expected future investigation (Fraser et al., 2018). This is to test whether the question asked is easy to understand and reasonable.

For this research, distribution of questionnaires will take place. using google form and distributed in advance to 24 respondents in the process to test and analyse the instrument for better quality performance. This test will be carried out over the course of a few days in order to provide an accurate assessment of its level of effectiveness. Respondents will be selected from the study population from among students of Universiti Malaysia Kelantan, especially those who are running a business. The selected students are prospective graduates who will be looking for a career after graduation. Most of them already have a small business that will either continue or stop.

In addition, the results of the pilot test will be scrutinised for their dependability at a later time by the application of Cronbach's alpha reliability test. It will allow the researcher

to assess the internal its consistency and reliability between various items, measures or assessments using Cronbach's alpha scale.

**3.9.5 Reliability Analysis**

A procedure employed to assess the consistency and dependability of a measure, test, or scale is a reliability analysis. While validity refers to measurements, reliability analysis focuses on whether measurements can be consistently reproduced. A good test or statistic should have both high reliability and validity (Zach, 2021). The research will utilise the Cronbach's alpha measuring method to assess the accuracy and validity of the content, as shown in the table below:

Table 3.3: Cronbach's Alpha Measurement

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Questionable
$0.6 \geq \alpha \geq 0.5$	Poor
$0.5 \geq \alpha$	Unacceptable

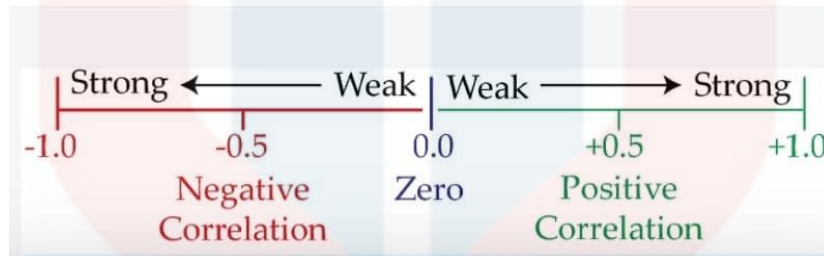
Source: Habidin et.al (2015)

**3.9.6 Spearman Correlation**

The Spearman correlation coefficient, a nonparametric counterpart to the Pearson correlation coefficient, is appropriate when there is no linear relationship between the variables and the variables are measured on an ordinal scale (Gupta, 2021). The Spearman correlation coefficient, used in statistical analysis, varies between +1 and -1, covering the whole range of possibilities. A correlation coefficient of 1 signifies a flawless positive

association, while a coefficient of -1 suggests a robust negative correlation. It is frequently used as a method to evaluate the degree of linear correlation among two variables.

*Figure 3.3: The spectrum of the correlation coefficient (-1 to 1)*



Source: Thatte, (2017)

### 3.10 Summary

In Chapter 3, the study approach shows how raw data is transformed into more understandable data with the help of diverse data collection methods. This section contains the research design, data collection techniques, study population, sample size, sampling methods, development of research instruments, measurement of variables, and data analysis. This part assists the analyst in comprehending how to gather and evaluate information to advance the investigation and achieve the study's objective. A more in-depth analysis and discussion of the findings of the study will be presented in Chapter 4.

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CHAPTER 4

DATA ANALYSIS AND FINDINGS

**4.1 Introduction**

Following the presentation of the techniques for data analysis in the prior chapter, this chapter will explain the results of those procedures. Our analysis of the data was carried out with the assistance of a group of tools known as the Statistical Package for Social Science (SPSS). It is necessary for the findings to include preliminary analysis, demographics of the respondents, descriptive analysis, tests of validity and reliability, tests of normality, and the Spearman correlation coefficient. The method of Cronbach's alpha was utilized in order to evaluate reliability. For the purpose of evaluating the data obtained from the respondent's demographic profile, descriptive analysis was utilized. Finally, Spearman correlation utilized in order to ascertain the importance of the link between the factors' willingness, ability, and qualities that influence students' entrepreneurial performance.

**4.2 Preliminary Analysis**

To make sure the questionnaire is easy for respondents to understand, a pilot test is required. Additionally, during the pilot test, the survey's effectiveness and practicality are evaluated before its deployment to gather data in the real world. The pilot test results enable us to determine whether our independent and dependent variables can be relied upon to support the research. The pilot test data can be utilized to assess any aspect of the more extensive study, saving researchers and volunteers time and effort while conserving scarce resources. Furthermore, it can aid in determining sample sizes.

Table 4.1: Results on reliability Cronbach's Alpha for the variables

Variables	Numbers of items	Cronbach's Alpha	Remarks
Willingness (IV)	6	0.955	Excellent
Ability (IV)	5	0.923	Excellent
Traits (IV)	6	0.967	Excellent
Entrepreneurial Performance (DV)	6	0.958	Excellent

Within the scope of this investigation, Table 4.1 offers a summary of the precision of the data analysis for both variable. Notably, data with Cronbach Alpha that is more significant than 0.7 is considered reliable. The first independent variable, willingness, was discovered to be excellent reliability (6 items;  $\alpha = 0.955$ ). The second independent variable, ability, had excellent reliability (5 items;  $\alpha = 0.923$ ). The third independent variable, traits, showed excellent reliability (6 items;  $\alpha = 0.967$ ), and the dependent variable, entrepreneurial performance, was also shown to be excellent reliability (6 items;  $\alpha = 0.958$ ).

4.3 Demographic Profile of Respondents

4.3.1 Gender

Table 4.2: Gender group of respondents

	Frequency	Percent %	Cumulative Percent %
Male	59	29.5	29.5
Female	141	70.5	100.0
Total	200	100.0	

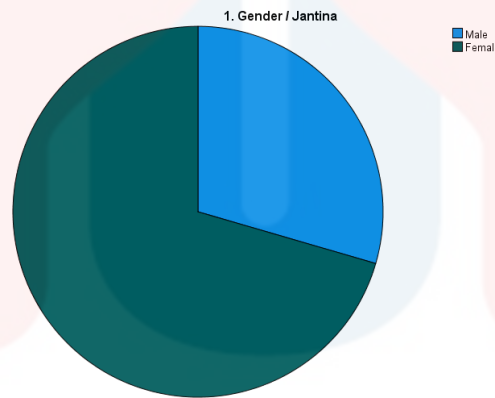


Figure 4.1: Gender

Table 4.2 presents the percentage of the gender in Universiti Malaysia Kelantan respondents, accompanied by an illustrative pie chart. For the female gender 141 individuals (consisting of 70.5% of the total) were documented, for contrast to 59 individuals (29.5%) in the male category.



4.3.2 Race

Table 4.3: Race group of respondents

	<b>Frequency</b>	<b>Percent %</b>	<b>Cumulative Percent %</b>
Malay	175	87.5	87.5
Chinese	5	2.5	90.0
Indian	15	7.5	97.5
Others	5	2.5	100.0
Total	200	100.0	

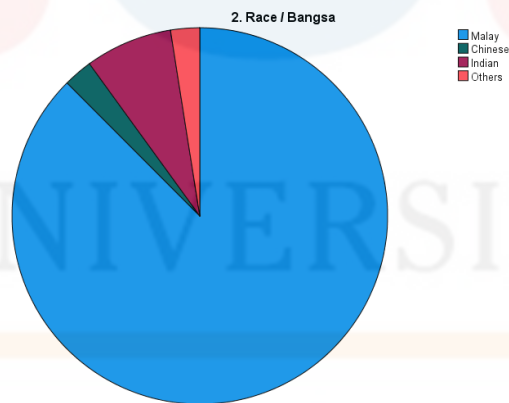


Figure 4.2: Race

Table 4.3 summarizes the percentages for the "Race" variable. The table divides participants into separate groups based on their race, such as Malay, Chinese, Indian, and

others, and shows the frequency and percentage of respondents for each category in a concise manner. Notably, the table shows that 87.5% of individuals identified as Malay, 7.5% as Indian, 2.5% as Chinese, and 2.5% as others.

4.3.3 Marital Status

Table 4.4: Marital status group of respondents

	Frequency	Percent %	Cumulative Percent %
Single	197	98.5	98.5
Married	3	1.5	100.0
Total	200	100.0	

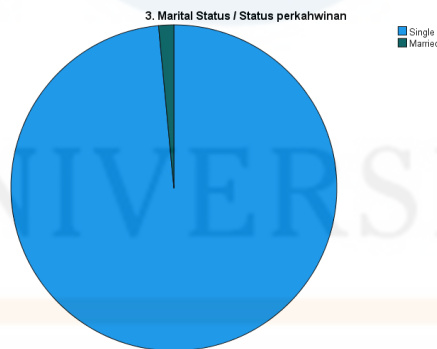


Figure 4.3: Marital Status

Table 4.4 summarizes the response rate and percentages distribution for the "Marital Status" variable based on 200 respondents. For instance, 197 respondents (98.5%) identified as single, whereas 3 respondents (1.5%) reported being married.

4.3.4 Age

Table 4.5: Age group of respondents

	Frequency	Percent %	Cumulative Percent %
19 - 21	27	13.5	13.5
22 - 24	160	80.0	93.5
25 - 27	11	5.5	99.0
28 - 30	2	1.0	100.0
Total	200	100.0	

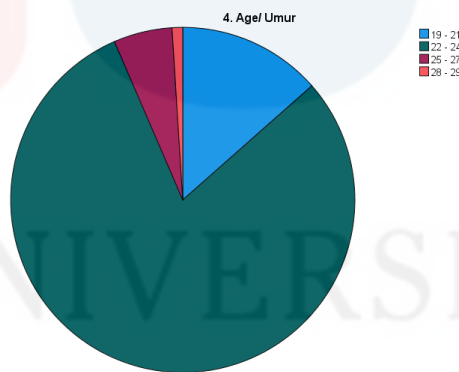


Figure 4.4: Age

Table 4.5 illustrates the distribution of respondent ages, with the highest representation in the 22–24 age encompassing 160 individuals (80.0%). The second-highest group comprises respondents aged 19–21, totalling 27 individuals (13.5%). Furthermore, the 25–27 and 28–30 age groups recorded 11 people (5.5%) and 2 people (1.0%), respectively.

4.3.5 What stage is your business in?

Table 4.6: Stage business group of respondents

	Frequency	Percent %	Cumulative Percent %
Early Stage	161	80.5	80.5
Growth Stage	33	16.5	97.0
Expansion Stage	5	2.5	99.5
Mature Stage	1	.5	100.0
Total	200	100.0	

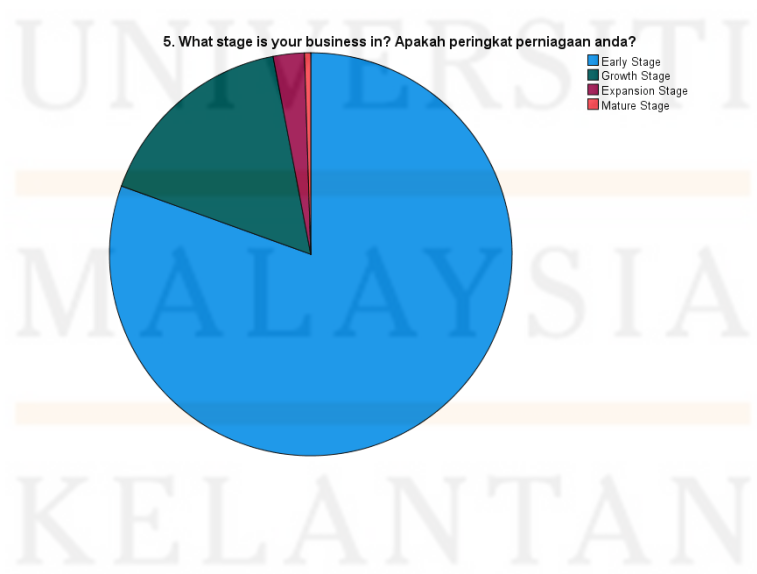


Figure 4.5: Stage Business

Table 4.6 shows the percentage list of business stages. The early stage is the most frequent category, with 161 entities, or 80.5% of the total. Following that, 33 individuals (16.5%) represent the growth stage, 5 people (2.5%), and 1 entity (0.5%) represent the expansion stage. As a result, among all the business stages, the early stage has the highest presence.

4.3.6 Do you attend any entrepreneur workshop?

Table 4.7: Entrepreneur workshop group of respondents

	Frequency	Percent %	Cumulative Percent %
Yes	171	85.5	85.5
No	29	14.5	100.0
Total	200	100.0	

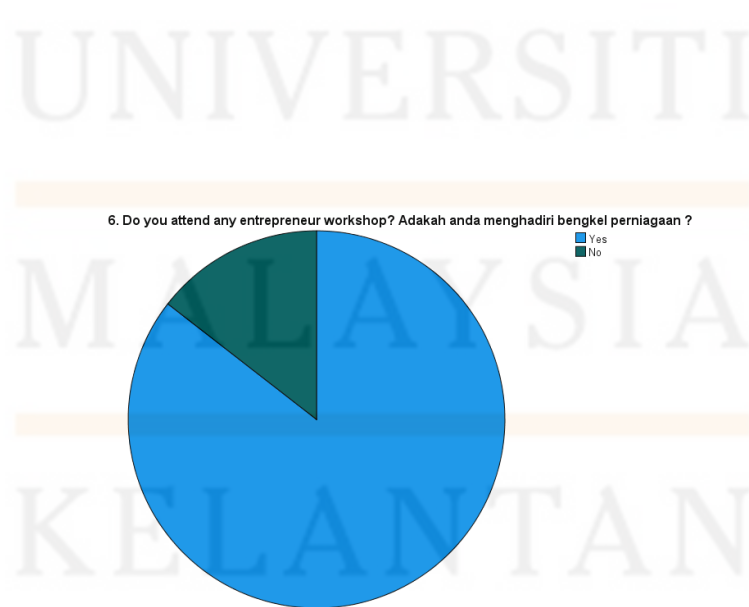


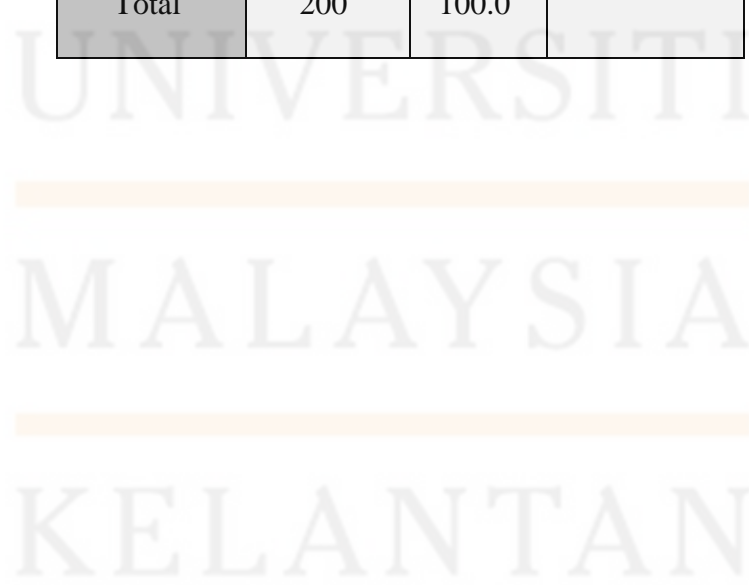
Figure 4.6: Entrepreneur Workshop

Based on table 4.7, there are 171 people (85.5%) attended entrepreneur workshop meanwhile 29 people (14.5%) do not attend the workshop.

4.3.7 How long has the business been in operation?

Table 4.8: Business operation group of respondents

	Frequency	Percent %	Cumulative Percent %
Within 1 Year	163	81.5	81.5
1 – 3 Years	31	15.5	97.0
3 – 5 Years	6	3.0	100.0
Total	200	100.0	



7. How long has the business been in operation? Berapa lamakah perniagaan anda dijalankan?

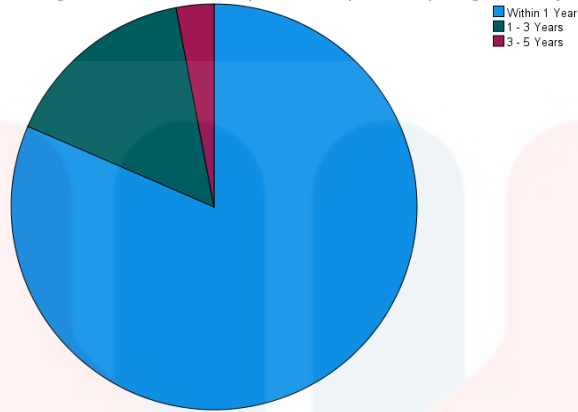


Figure 4.7: Business Operation

Table 4.8 shows how long has the businesses have been operation. The most frequent group is "Within 1 year," which has a highest frequency of 163 people, accounting for 81.5%. There were 31 responses, representing 15.5% of respondents open the business up to one to three years. Meanwhile, the 3–5-year age group had 6 respondents, which represented 3.0% of the total.

4.3.8 If profitable, your monthly gross profit is?

Table 4.9: Monthly gross profit group of respondents

	Frequency	Percent %	Cumulative Percent %
Less than RM 1,000	153	76.5	76.5
RM 1,000 – RM 3,000	37	18.5	95.0
RM 3,000 – RM 5,000	8	4.0	99.0

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More than RM 5,000	2	1.0	100.0
Total	200	100.0	

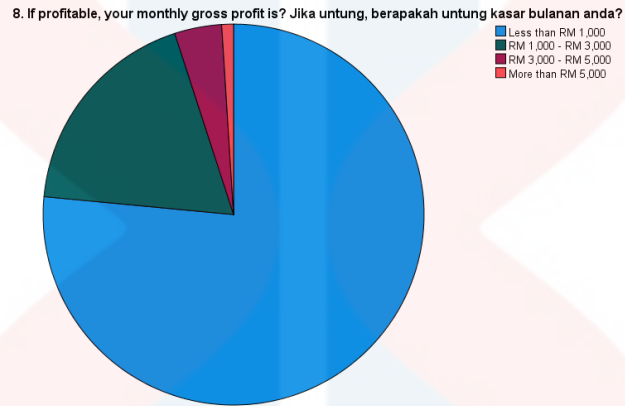


Figure 4.8: Monthly gross profit

The monthly gross profit can be seen in Table 4.9, where the most frequently category is less than RM 1,000, with a frequency of 153 (76.5%). There are 37 frequencies (18.5%) for the RM 1,000 to RM 3,000 range, and 8 occurrences (4.0%) for the RM 3,000 to RM 5,000 range. The category with the largest profit, greater than RM 5,000, is stated only 2 people.

4.3.9 What is the motivation of your entrepreneurship?

Table 4.10: Motivation entrepreneurship group of respondents



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	Frequency	Percent %	Cumulative Percent %
Improve living quality	50	25.0	25.0
Realize personal ideals	26	13.0	38.0
Conform to the trend	7	3.5	41.5
Side Income	117	58.5	100.0
Total	200	100.0	

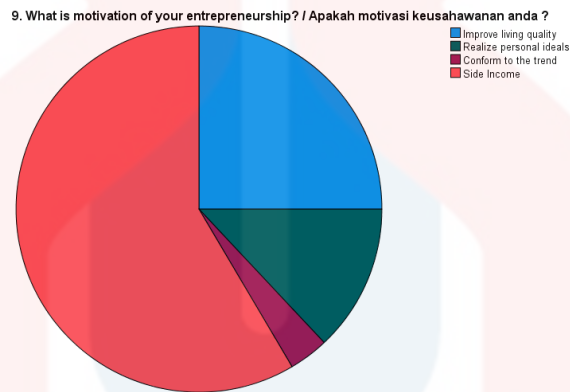


Figure 4.9: Motivation entrepreneurship

Table 4.10 shows the motivations for starting a business, with “side income” showing as most significant motivation in 117 frequency (58.5%). The motivation to “improve living quality” is close behind, representing for the second-highest category with 50 occurrences (25.0%). “Realizing personal ideals” is the third most frequently mentioned motivation, appearing in 26 cases (13.0%). “Conforming to social development trends” is the least common motivation, accounting for 7 instances (3.5%)

**4.4 Descriptive Analysis**

This study utilized one dependent variable, Entrepreneurial Performance, and three independent factors: Willingness, Ability, and Traits. The descriptive analysis of the

variables included mean and standard deviation (SD) values, also presented below. The assessment of all statements was conducted using a Five-Point Likert Scale. This scale ranged from Strongly Disagree (SD) with values falling between 1.00 and 1.80, Disagree (D) with values ranging from 1.81 to 2.60, Neutral (N) with values between 2.61 and 3.40, Agree (A) with values ranging from 3.41 to 4.20, and Strongly Agree (SA) with values ranging from 4.21 to 5.00.

Table 4.11: Five-point Likert scale

<b>Likert-Scale Description</b>	<b>Likert-Scale</b>	<b>Likert-Scale Interval</b>
Strongly Disagree	1	1.00 – 1.80
Disagree	2	1.81 – 2.60
Neutral	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly Agree	5	4.21 – 5.00

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### 4.4.1 Dependent Variables: Entrepreneurial Performance

Table 4.12: Descriptive Analysis of Entrepreneurial Performance

No.	Entrepreneurial Performance	Mean	SD	N
1.	Customers are complimenting my business more often.	4.59	0.636	200
2.	My business can quickly recover from the shock of market changes to its previous level.	4.55	0.742	200
3.	My business sales are booming.	4.56	0.720	200
4.	The company's financial situation is improving over time.	4.60	0.666	200
5.	My business has a positive public image.	4.62	0.615	200
6.	My business's loyal customers are growing.	4.66	0.598	200

Table 4.12 presents a descriptive analysis of Entrepreneurial Performance based on six statements that serve as dependent variables. The results show that respondents strongly agreed with the statement indicating the growth of their business's loyal customers, with the highest mean value of 4.66 (SD = 0.598) and a mean value of 4.62 (SD = 0.615) when their business had a positive public image. Additionally, respondents agreed that their company's financial situation was improving, with a mean value of 4.60 (SD = 0.666). Furthermore, customers compliment their business more often, with a mean value of 4.59 (SD = 0.636) and 4.56 (SD = 0.720), indicating that their business sales are booming. Lastly, the lowest mean value was 4.55 (SD = 0.742), which suggests that their business can quickly recover from the impact of market changes to its previous level.

4.4.2 Independent Variables 1: Willingness

Table 4.13: Descriptive Analysis of Entrepreneurial Willingness

No.	Entrepreneurial Willingness	Mean	SD	N
1.	I have a great entrepreneurial enthusiasm.	4.61	0.624	200
2.	Entrepreneurship can help me realize my self-worth.	4.63	0.621	200
3.	Entrepreneurship is an effective means to prove one's own ability.	4.67	0.612	200
4.	My professional goal is to become an entrepreneur.	4.60	0.672	200
5.	I have the firm intention to start a firm someday.	4.60	0.702	200
6.	I will make every effort to start and run own firm.	4.61	0.678	200

In Table 4.13, the variable for willingness is presented, and the results show that respondents strongly agreed with the effectiveness of entrepreneurship in proving one's ability, with the highest mean value of 4.67 (SD = 0.612). They also decided that entrepreneurship can help them realize their self-worth, with a mean value of 4.63 (SD = 0.621). Furthermore, respondents expressed great entrepreneurial enthusiasm, with a mean value of 4.61 (SD = 0.624), and a firm intention to start and run their own firm, as demonstrated by a mean value of 4.61 (SD = 0.678). Lastly, with a mean value of 4.60 (SD = 0.672), respondents agreed that their professional goal is to become an entrepreneur, as evidenced by the lowest mean value of 4.60 (SD = 0.702).

4.4.3 Independent Variables 2: Entrepreneurial Ability

Table 4.14: Descriptive Analysis of Entrepreneurial Ability

No.	Entrepreneurial Ability	Mean	SD	N
1.	I am able to be a creative person and drive innovation for my business.	4.57	0.726	200
2.	I have strong management ability to lead the team effectively in achieving the organization's goals.	4.60	0.641	200
3.	I have proven foreign collaboration capabilities, adapt at building and maintaining successful partnership across international borders.	4.54	0.729	200
4.	I am able to identify and capitalize on growth opportunities to expand business reach and have market development capabilities.	4.64	0.610	200
5.	I have the ability in product development and showcase it through the concept, design and launch of innovative products that successfully meet market demand.	4.59	0.674	200

Table 4.14 displays the variable for entrepreneurial ability, and the data indicates that respondents possess various capabilities that can help them succeed in entrepreneurship. The results show that respondents can identify and take advantage of growth opportunities to expand their business reach, with the highest mean value of 4.64 (SD = 0.610). They also

firmly believe that they have strong management ability to lead their team effectively in achieving organizational goals, with a mean value of 4.60 (SD = 0.641). Furthermore, respondents possess the ability to develop innovative products that cater to market demand, with a mean value of 4.59 (SD = 0.674). The data also suggests that respondents are creative individuals who can drive innovation for their business, as evidenced by the mean value of 4.57 (SD = 0.726). Lastly, respondents have proven their foreign collaboration capabilities, showing they are skilled at building and maintaining successful partnerships across international borders, with the lowest mean value of 4.54 (SD = 0.729).

4.4.4 Independent Variables 3: Entrepreneurial Traits

Table 4.15: Descriptive Analysis of Entrepreneurial Traits

No.	Traits	Mean	SD	N
1.	I have a leadership charisma that allows me inspire and influence team members in fostering a positive, and motivated work environment.	4.60	0.673	200
2.	I am responsible, honest and very consistent in my professional interactions, even when faced with challenging situations.	4.63	0.629	200
3.	I embrace diversity a foster tolerance in the workplace, value different perspectives and foster an inclusive environment that encourages collaboration.	4.63	0.611	200

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4.	I am resilient in the face of challenges, as evidenced by my ability to overcome obstacle both personally and professionally.	4.65	0.592	200
5.	I actively integrate social responsibility into my professional activities, believing that business should contribute positively to society for the greater good.	4.63	0.612	200
6.	I am adapting at fostering mutually beneficial relationship in a business context, ensuring collaboration produces value for all parties involved, be it colleagues, clients, or partners.	4.66	0.597	200

The entrepreneurial traits variable is presented in Table 4.15, and the data indicates that respondents possess various qualities that can help them succeed in a business context. The highest mean value of 4.66 (SD = 0.597) suggests that respondents strongly agree that they are skilled at fostering mutually beneficial relationships, ensuring collaboration produces value for all parties involved. Additionally, with a mean score of 4.65 (SD = 0.592), respondents show resilience in the face of challenges, as demonstrated by their ability to overcome obstacles in their personal and professional lives. The respondents also value diversity and foster an inclusive environment that encourages collaboration, with a mean value of 4.63 (SD = 0.611). They actively integrate social responsibility into their professional activities, believing that business should contribute positively to society for the greater good, with a mean value of 4.63 (SD = 0.612). They are responsible, honest, and consistent in their professional interactions, even when faced with challenging situations,

with a mean value of 4.63 (SD = 0.629). Lastly, respondents believed they possess leadership charisma that allows them to inspire and influence team members in fostering a positive and motivated work environment, as evidenced by the lowest mean value of 4.60 (SD = 0.673) observed.

**4.5 Validity and Reliability Test**

In order to conduct this research, the distribution of questionnaires was facilitated through the use of Google Forms. These questionnaires are distributed in advance to a total of 24 respondents, who will be carefully selected from the study population. Specifically, the respondents will be students of Universiti Malaysia Kelantan, with a particular focus on those who are currently engaged in running their own businesses. These students are considered prospective graduates who will soon be seeking employment opportunities after completing their studies. It is worth noting that most of these students already possess small businesses, which they may choose to either continue or discontinue in the future. The distribution of the questionnaires will span over several days, allowing for a comprehensive evaluation of the instrument's effectiveness and ensuring a reliable assessment of its quality performance.

Table 4.16: Results of the pilot test entrepreneurial willingness

<b>Reliability Statistics</b>	
Cronbach's Alpha	Number of Items
0.934	6

Table 4.17: Results of the pilot test entrepreneurial ability



Reliability Statistics	
Cronbach's Alpha	Number of Items
0.874	5

Table 4.18: Results of the pilot test entrepreneurial traits

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.942	7

Table 4.19: Results of the pilot test entrepreneurial performance

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.947	6

#### 4.6 Normality Test

The researcher utilised SPSS software to evaluate the outcomes of the normality test. Using the Kolmogorov-Smirnov and Shapiro-Wilk tests, researchers checked if the data was normally distributed. Due to the sample size is 200 (N=200), the researcher will specifically examine the p-value of the Kolmogorov-Smirnov test because of the sample size exceeding 50 (Mishra, 2019). Variables with a p-value less than 0.05 were considered to have a non-

normal distribution. The normality of all variables in the study was evaluated using the Kolmogorov-Smirnov and Shapiro-Wilk tests. Table 4.17 demonstrates that all test results in this study indicate that the p-values are less than 0.05, indicating that the data does not conform to a normal distribution. According to the test results, it is advisable to utilise Spearman Correlation analysis rather than Pearson Correlation analysis to characterise the connection between two variables in this study.

Table 4.20: Normality Analysis

	Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	df	Sig.
Entrepreneurial Performance	.344	200	<.001
Willingness	.351	200	<.001
Ability	.351	200	<.001
Traits	.354	200	200

a. Lilliefors Significance Correction

#### 4.7 Spearman Correlation

Spearman's rank coefficient is a nonparametric measure of rank correlation that evaluates the strength and directionality of the association between two variables under assessment. Unlike Pearson's coefficient, which relies on a linear relationship, Spearman's coefficient allows for a more flexible monotonic connection. While monotonicity is not an absolute prerequisite for the Spearman correlation coefficient, it becomes crucial in determining the strength and direction of a monotonic relationship when the variables' relationship is already known to be non-monotonic (Bhat, 2023). Spearman correlation was used by the researcher to identify significant relationships between two variables namely entrepreneurial performance (dependent variables) and willingness, ability, and traits (independent variables).

Table 4.21: The Magnitude Relationship of Spearman Correlation Value

Spearman ( $\rho$ )	Correlation Value
> 0.70	Very Strong
0.40 – 0.69	Strong
0.30 – 0.39	Moderate
0.20 – 0.19	Weak
0.01 – 0.19	Negligible

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Table 4.22: Spearman Correlation Coefficient Result

		Entrepreneurial Performance	Willingness	Ability	Traits
Entrepreneurial Performance	Correlation Coefficient	1	.861**	.868**	.898**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	200	200	200	200
Willingness	Correlation Coefficient	.861**	1	.928**	.945**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
	N	200	200	200	200
Ability	Correlation Coefficient	.868**	.928**	1	.923**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	200	200	200	200
Traits	Correlation Coefficient	.898**	.945**	.923**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
	N	200	200	200	200

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

**4.8 Hypothesis Testing**

This research use Spearman's rho correlation analysis to measure the strength and nature of the relationship between the dependent and independent variables. The study aimed to assess the entrepreneurial performance of Undergraduate students at Universiti Malaysia Kelantan. This research also examined the aspects of willingness, ability, and traits as independent variables.

**4.8.1 Relationship Between Entrepreneurial Performance and Willingness Correlation**

Table 4.23: Relationship between entrepreneurial performance and willingness

			Entrepreneurial Performance	Willingness
Spearman's rho	Entrepreneurial Performance	Correlation Coefficient	1.000	.815**
		Sig. (2-tailed)		<.001
		N	200	200
	Willingness	Pearson Correlation	.815**	1.000
		Sig. (2-tailed)	<.001	
		N	200	200

\*\* Correlations is significant at the 0.01 level (2-tailed)

Based on subsequent hypothesis, this study elucidates the correlation between entrepreneurial performance and willingness in response to research question number one.

H1: There is a positive relationship between willingness and entrepreneurial performance among Undergraduate of Universiti Malaysia Kelantan.

According to Table 4.23, there is a strong correlation between entrepreneurial performance and willingness among undergraduates of Universiti Malaysia Kelantan. This is supported by the p-value being less than 0.001, which is lower than the significance level of 0.05. The Spearman's rho coefficient value between entrepreneurial performance and willingness was 0.815. Therefore, there was a direct and significant association between entrepreneurial performance which shows a strong correlation value. Therefore, H1 hypothesis is accepted.

#### 4.8.2 Relationship Between Entrepreneurial Performance and Ability Correlation

Table 4.24: Relationship between entrepreneurial performance and ability

		Entrepreneurial Performance	Ability	
Spearman's rho	Entrepreneurial Performance	Correlation Coefficient	1.000	
		Sig. (2-tailed)	<.001	
		N	200	
	Ability	Pearson Correlation	.835**	1.000
		Sig. (2-tailed)	<.001	
		N	200	200

\*\* Correlations is significant at the 0.01 level (2-tailed)

Based on subsequent hypothesis, this study elucidates the correlation between entrepreneurial performance and ability and in response to research question number 2.

H2: There is a positive relationship between entrepreneurial ability and entrepreneurial performance among Undergraduate of Universiti Malaysia Kelantan.

According to Table 4.24, there is strong correlation between entrepreneurial performance and ability among undergraduates of Universiti Malaysia Kelantan. This is supported by the p-value being less than 0.001, which is lower than the significance level 0.05. The Spearman's rho coefficient value between entrepreneurial performance and ability was 0.835. Therefore, there was a direct and significant association between entrepreneurial performance which shows a strong correlation value. Therefore, H2 hypothesis is accepted.

4.8.3 Relationship Between Entrepreneurial Performance and Traits Correlation

Table 4.25: Relationship between entrepreneurial performance and traits

		Entrepreneurial Performance	Traits	
Spearman's rho	Entrepreneurial Performance	Correlation Coefficient	1.000	
		Sig. (2-tailed)	.875**	
		N	200	
	Traits	Pearson Correlation	200	200
		Sig. (2-tailed)	.875**	1.000
		N	<.001	200

\*\* Correlations is significant at the 0.01 level (2-tailed)

In response to the third research question, this study emphasise the correlation between entrepreneurial performance and traits, according to the following hypothesis.

H3: There is a positive relationship between entrepreneurial traits and entrepreneurial performance among undergraduate of Universiti Malaysia Kelantan.

According to Table 4.25, there is strong correlation between entrepreneurial performance and traits among undergraduates of Universiti Malaysia Kelantan. This is supported by the p-value being less than 0.001, which is lower than the significance level 0.05. The Spearman's rho coefficient value between entrepreneurial performance and traits was 0.875. Therefore, there was a direct and significant association between entrepreneurial performance which shows a strong correlation value. Therefore, the H3 hypothesis is accepted.



#### 4.9 Summary

This chapter offers a thorough explanation of the data analysis tests employed for verifying the objectives of the research to its inquiries. This chapter provides an exposition of the findings derived from a comprehensive survey that aimed to gather information about the elements that could be considered predictive factors influencing entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan. The Statistical Package for the Social Sciences (SPSS) was utilized to analyze data from a sample of 200 respondents. SPSS generates a variety of outputs, such as preliminary analysis, descriptive analysis, assessments of validity and reliability, tests for normality, and Spearman's rho correlation coefficient, among other measures. To get the answers to all of the study questions, hypothesis testing is also utilized. The outcome was that the researcher's research hypotheses were supported. This discovery elucidates the robust correlation between the two variables.

CHAPTER 5

DISCUSSION AND CONCLUSION

**5.1 Introduction**

The research results from the preceding chapter are analyzed in Chapter 5. The provided themes include the most important findings, the discussion of hypotheses, implications, the limitations of the research, and any suggestions or proposals regarding future scholarly exploration. There are three hypotheses that have been manufactured, and they will be addressed further while being backed by prior research investigations. The results of this study result in multiple implications which may serve as a point of reference for a number of parties who are connected. The researcher will also make a statement regarding the limits of this research as they are doing the study. In addition, the researcher offered some recommendations for further research on the subject that was investigated. These recommendations could serve as a reference or fundamental Summary of the methodology for conducting research assignment. At the end of this chapter, a thorough summary of the entire research will be provided.

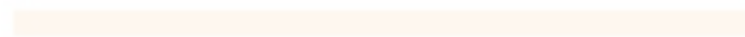
**5.2 Key Findings**

The principal aim of this research study is to examine the potential impact of traits ability, and willingness on the entrepreneurial performance of Universiti Malaysia Kelantan undergraduate students. The researcher's hypothesis is supported by the results in Chapter 4, which also demonstrate a substantial correlation between the independent and dependent variables. The study indicates that the entrepreneurial performance of undergraduate students at Universiti Malaysia Kelantan is determined by their willingness, ability, and traits. The main conclusions about the research topic, which sought to

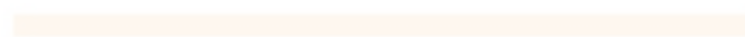
determine how traits, ability, and willingness affected undergraduate students' preferences for entrepreneurial performance, are given in Table 5.1.



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Table 5.1: Summary of Hypotheses Testing Result

Research Question	Hypotheses Result	Finding
i. What is the relationship between willingness and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan?	$p = 0.0000$ $(p < 0.01)$ $r = 0.815$	There is a positive relationship between willingness and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan.
ii. What is the relationship between ability and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan?	$p = 0.0000$ $(p < 0.01)$ $r = 0.835$	There is a positive relationship between ability and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan.
iii. What is the relationship between traits and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan?	$p = 0.0000$ $(p < 0.01)$ $r = 0.875$	There is a positive relationship between traits and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan.

### 5.3 Discussion

#### 5.3.1 Hypothesis 1

**H1: There is a positive relationship between entrepreneurial willingness and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan.**

According to Table 5.1, there is a relationship between entrepreneurial willingness and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. For hypothesis 1, the study may conclude that there is a positive relationship between willingness and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. The hypothesis result shows that entrepreneurial willingness has a great impact, with a coefficient value of 0.815.

Our research shows that entrepreneurship is an effective means to prove one's own ability. Individual entrepreneurial orientation and entrepreneurial intention links were found to be significantly mediated by perceived behavioral control and subjective norms (Awang et al., 2016). Entrepreneurship is a complex and risky endeavor with difficult goals to achieve. Personal entrepreneurial willingness plays a limited part in increasing corporate performance in today's entrepreneurial behavior of college students, and it is important to have sufficient ability and determination to contribute to the development of entrepreneurship.

Furthermore, most of the respondents agreed that "entrepreneurship can help me realize my self-worth". Muñoz et al (2023) found that self-worth is a self-evaluation construct that represents one's overall sense of worth as a human being. Thus, it refers to those thoughts, attitudes, and behaviors that have a fundamental connection to how one regards their own worth and value as a human being as measured through the prism of our

accomplishments. Thus, our self-evaluated abilities and success in one or more categories that we value define our self-worth.

Finally, H1 is supported by the significant positive quality relationship between the variables, and there is a strong correlation between entrepreneurial willingness and entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan.

### 5.3.2 Hypothesis 2

**H2: There is a positive relationship between entrepreneurial ability and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan.**

According to Table 5.1, there is a relationship between entrepreneurial ability and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. For hypothesis 2, the study may conclude that there is a positive relationship between entrepreneurial ability and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. The hypothesis result shows that entrepreneurial ability has a great impact, with a coefficient value of 0.835.

Qu et al (2022) found that effective market development can provide new performance growth opportunities for businesses. Entrepreneurs' managerial abilities are also critical to boosting organizational performance. In the information economy, the level of talent management competence of enterprise managers has a direct impact on firm competitiveness. Our research shows that most of the respondents agreed that they can identify and capitalize on growth opportunities to expand business reach and have market development capabilities.

Entrepreneurs' external collaboration and communication skills are equally critical for the continual improvement of organizational performance. Entrepreneurs' exceptional talent outreach qualities allow them to identify possibilities, attract investment through external exchanges and cooperation, and assist startup companies in growing consistently (Huang and Liang, 2021). The enhancement of entrepreneurial success is inextricably linked to the leadership of exceptional entrepreneurs.

Therefore, H2 is supported by the significant positive quality relationship between the variables and there is a strong correlation between entrepreneurial ability and entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan.

### 5.3.3 Hypothesis 3

**H3: There is a positive relationship between entrepreneurial traits and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan.**

According to Table 5.1, there is a relationship between entrepreneurial traits and entrepreneurial performance among undergraduate students of Universiti Malaysia Kelantan. For hypothesis 3, the study may conclude that there is a positive relationship between entrepreneurial traits and entrepreneurial performance among undergraduates of Universiti Malaysia Kelantan. The hypothesis result shows that entrepreneurial ability has a great impact, with a coefficient value of 0.875.

As a result, the entrepreneurial traits among undergraduates had a considerable impact on their performances. Most of the respondents agreed that “I am adapting at fostering mutually beneficial relationships in a business context, ensuring collaboration produces value for all parties involved, be it colleagues, clients, or partners”. According to Sharma (2022), building character in students would result in better attitude formation, which would likely encourage entrepreneurship.

A high need for achievement, fostering a greater need for innovation, creating own business opportunities, and developing a high level of self-esteem among undergrads are just a few of the attitude components that can be improved by entrepreneurial traits like facing stress and cultivating resistance, autonomy for actions, locus of control, a higher initiative for risk, planning and organizing own deeds, and building a high level of networking, according to prior research (Sharma, 2022).

In conclusion, H3 is supported by a significant positive quality correlation between the variables, and there is a strong correlation between entrepreneurial traits and entrepreneurial performance among Universiti Malaysia Kelantan undergraduates.

### **5.4 Implication of The Study**

The results of this study may lead to more understanding and higher social awareness among all entrepreneurs at Universiti Malaysia Kelantan. The results of this study have significant implications for the entrepreneur, the university, the government, and the customer.

This research has provided the entrepreneur with insights on their limitations and their position in terms of willingness, ability, and traits. They recognize the need to achieve a higher score in all areas in order to sustain their business and enhance their prospects of becoming a successful entrepreneur at the university and in the real market after graduation. Entrepreneurs who are aware of their willingness, ability, and traits can make more informed decisions aligned with their strengths and goals. Understanding personal willingness ensures that the business goals align with the entrepreneur's values and long-term vision, increasing the likelihood of sustained commitment. In summary, entrepreneurs who have a clear understanding of their willingness, ability, and traits can navigate the complexities of



entrepreneurship more effectively, increasing their chances of success and personal fulfillment.

Other than that, this study had implications for the university itself. A university stands to gain substantial benefits when it cultivates a community of entrepreneurs who possess a clear understanding of their willingness, ability, and traits. Firstly, such an environment fosters innovation and creativity, providing fertile ground for the development of groundbreaking ideas and solutions. Entrepreneurial students contribute to a dynamic academic atmosphere, infusing real-world insights into the learning experience. By highlighting the significance of comprehending one's willingness, ability, and traits, the university encourages students to embark on entrepreneurial endeavors that align with their passions and strengths. This strategic alignment increases the likelihood of success and the creation of sustainable ventures. Additionally, university becomes a catalyst for personal development as students refine their skills, enhance their leadership qualities, and cultivate a problem-solving mindset.

The entrepreneurial performance of universities has substantial ramifications for the government, because it provided a crucial function in facilitating economic development, innovation, and societal progress. Universities that excel in nurturing entrepreneurial endeavors contribute to the government's broader goals in several ways. Firstly, a vibrant entrepreneurial ecosystem within universities can act as an accelerator for the promotion of economic growth. Startups and spin-off companies emerging from university initiatives often lead to job creation, attract investment, and drive local and regional economic development. Moreover, successful entrepreneurial ventures originating from universities contribute to technological advancements and innovation. These innovations not only enhance the country's global competitiveness but also address pressing societal challenges, such as healthcare, environment, and education. By supporting universities in cultivating a

culture of entrepreneurship, the government can tap into a valuable source of ideas, technologies, and a skilled workforce that can drive the nation's progress in various sectors.

Entrepreneurs that have good entrepreneurial performance at university has important consequences for customers, leading to many good results. Initially, customers derive advantages from the cutting-edge products and services that frequently arise from entrepreneurial endeavors at universities. These endeavors are motivated by a dedication to resolving practical issues and requirements, leading to innovations that can improve the standard of living, effectiveness, or convenience for customers. Furthermore, as entrepreneurial ventures at universities focus on social and environmental responsibility, customers may benefit from products and services that align with ethical and sustainable practices. This reflects a growing awareness and demand among consumers for businesses that prioritize social and environmental impact, contributing to a more responsible and conscious marketplace.

### **5.5 Limitations of the Study**

During the study, the researcher uncovered a few parts that require improvement and may reinforce those areas. These are some of the limitations highlighted by this research. To begin, the Universiti Malaysia Kelantan is the focus of this research. Because the researcher does not have enough time to collect data from students, they hurry to approach respondents instead. Respondents also utilize Google Forms to obtain data via online surveys. The researcher faces a challenge in determining the accuracy of the information provided by respondents, which requires overcoming this obstacle. This is primarily due to the fact that a majority of respondents did not carefully read the question. It will therefore take a lot of time to conduct an online survey and gather data from

respondents, and the researcher will have to find interested individuals to fill out the questionnaire.

However, due to certain respondent's lack of participation and support for this study, the data acquired from them needed to be corrected. It is difficult for the researcher to gain their cooperation to complete the survey. Only instant messaging applications such as WhatsApp, Telegram, Facebook, and other internet platforms can be used to contact the respondents.

Moreover, this study only examined the three independent variables which were willingness, ability, and traits. In terms of what else they could look that the research had a restricted reach. As a result, the researcher's ability to study other aspects is limited.

The researcher made a deliberate choice to focus solely on undergraduate students from Universiti Malaysia Kelantan in order to facilitate the research process and data collection. The sample size is relatively small due to time constraints, and it would have been challenging for the researcher to include all Malaysian groups in the study and collect data effectively. To obtain more comprehensive results, future research could consider surveying a more diverse sample of social network users, not limited to university students. Additionally, providing incentives to participants to encourage survey participation or testing the proposed framework across different demographic segments could yield findings that are applicable to a larger population. These alternative approaches would contribute to obtaining more generalized results from this study.

Lastly, the study's geographical location is another limitation. Students at the Universiti Malaysia Kelantan took part in the research through social networking sites. As a result, the findings must be more trustworthy and pertinent to reflect general feedback on

factors students. As a result, the researcher could only partially rely on a certain goal size and location because these factors might produce a more significant outcome.

### **5.6 Recommendation / Suggestion for Future**

The landscape of entrepreneurship among undergraduate students at Universiti Malaysia Kelantan is dynamic and multifaceted, influenced by a myriad of internal and external factors. While recent research has provided valuable insights into the success factors for entrepreneurs in this context, it is imperative to recognize the ever-evolving nature of entrepreneurship. This acknowledgement sets the stage for a forward-thinking approach for the forthcoming research initiative, which aims to delve into the predictive factors shaping entrepreneurial performance among undergraduates.

First, the future research initiative should focus on adopting innovative methodologies to explore predictive factors influencing entrepreneurial performance among undergraduates at Universiti Malaysia Kelantan. This could involve a combination of quantitative and qualitative approaches, including surveys, interviews, case studies, and perhaps even experimental designs. By employing diverse research methods, the study can uncover nuanced insights and provide a more comprehensive understanding of the dynamic entrepreneurial landscape within the university setting.

Second, the future research should aim for a holistic examination of entrepreneurial performance, going beyond traditional metrics such as financial success. Exploring various dimensions of performance, including innovation, resilience, adaptability, and ethical considerations, will contribute to a more nuanced understanding of what drives success in entrepreneurship among undergraduates. This comprehensive approach will be essential for developing a well-rounded framework that can guide both academic discourse and practical strategies for fostering entrepreneurship within the university.

Third, the future research should not only contribute to academic literature but also emphasize practical implications for cultivating an entrepreneurial culture within Universiti Malaysia Kelantan. This involves translating research findings into actionable strategies and policies that can be implemented by educators, administrators, and policymakers. By bridging the gap between theory and application, the research aims to have a tangible impact on the university's ecosystem, fostering an environment that nurtures the development of entrepreneurial skills, mindset, and behaviors among undergraduate students.

In summary, this research represents a crucial undertaking in enhancing our understanding of entrepreneurship among undergraduates at Universiti Malaysia Kelantan. Through the exploration of predictive factors, we aspire to provide a more comprehensive and nuanced understanding that can guide educators, policymakers, and aspiring entrepreneurs. This research not only contributes to academic discourse but also holds the potential to shape the entrepreneurial ecosystem within the university, fostering an environment conducive to the development of entrepreneurial skills and mindset among undergraduate students.

### **5.7 Overall Conclusion of The Study**

The main objective of this research was to identify the factors contributing to entrepreneurial performance in undergraduate students at Universiti Malaysia Kelantan. The study explored the relationship between willingness, ability, and traits as independent variables and entrepreneurial performance as the dependent variable. Two hundred students who satisfied the study's conditions received questionnaires from the researchers, who also used social media networks including Instagram, Telegram, and WhatsApp in addition to Google Forms surveys and in-person meetings to collect data.

The researchers employed a model based on the Theory of Planned Behavior to support the data. It suggests that a person's attitude (traits), perceived behavioral control, and subjectivity can influence their intention and final actions. Three hypotheses were generated for the study in order to examine the link between the independent and dependent variables, and all three hypotheses were accepted. The study found that traits significantly influenced entrepreneurial performance, followed by ability and willingness.

The data were analyzed by the researchers using SPSS methods including descriptive analysis, reliability and validity analysis, normality analysis, and Spearman correlation analysis. The Spearman correlation method was chosen since the data from the Google Form questionnaire was analyzed on an ordinal scale.

Lastly, the study identified some limitations encountered during the research process and provided recommendations for future research. Since Universiti Malaysia Kelantan is Malaysia's top entrepreneurial university, the study is expected to serve as a future reference. Overall, this research provides an overview of how internal and behavioral factors influence undergraduate entrepreneurial performance at Universiti Malaysia Kelantan.

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APPENDIX A  
RESEARCH QUESTIONNAIRE



Assalamualaikum & Salam Sejahtera

Dear Respondent,

We are final year students from Universiti Malaysia Kelantan (UMK) pursuing Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We'd like to invite all the participants to answer the questions in the survey. We are currently conducting a research survey regarding ***"Exploring Predictive Factors Influencing Entrepreneurial Performance Among Undergraduates at Universiti Malaysia Kelantan"***. We appreciate your time and cooperation in answering and providing us with information on this survey. All information will be kept strictly confidential and used for academic research purposes only. Thank you for taking the time and completing this questionnaire, your cooperation would be highly appreciated.

Assalamualaikum & Salam Sejahtera

Responden yang dihormati,

Kami merupakan pelajar tahun akhir dari Universiti Malaysia Kelantan (UMK) yang mengikuti Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian. Kami ingin menjemput semua peserta untuk menjawab soalan dalam tinjauan. Kami sedang menjalankan tinjauan penyelidikan berkenaan ***"Meneroka Faktor Ramalan Yang Mempengaruhi Prestasi Keusahawanan Dalam Kalangan Sarjana Muda Di Universiti Malaysia Kelantan"***. Kami menghargai masa dan kerjasama anda dalam menjawab dan memberikan kami maklumat mengenai tinjauan ini. Semua maklumat akan dirahsiakan dan digunakan untuk tujuan penyelidikan akademik sahaja. Terima kasih kerana meluangkan masa dan mengisi borang soal selidik ini, kerjasama anda amatlah dihargai.

Sincerely,  
Yang Ikhlas,

MUHAMMAD TAUFIQ BIN MOH SUHDI A20A1566

AIMAN BALQIS BINTI MD ZAIN A20A1246

NUR HANIS BINTI JAMIL A20A1732

RANIA MAISARAH BINTI MOHAMAD FAROK A20A1923

SECTION A: DEMOGRAPHIC

1. Gender/ Jantina

- Male/ Lelaki
- Female/ Perempuan

2. Race/ Bangsa

- Malay/ Melayu
- Chinese/ Cina
- Indian/ India
- Others/ Lain-lain.

3. Marital Status / Status Perkahwinan

- Single/ Bujang
- Married/ Berkahwin

4. Age/ Umur

- 19 – 21
- 22 – 24
- 25 – 27
- 28 - 30

5. What stage is your business in? / Apakah peringkat perniagaan anda?

- Early Stage/ Peringkat Awal
- Growth Stage/ Peringkat pertumbuhan
- Expansion Stage/ Peringkat Pengembangan
- Mature Stage/ Peringkat Matang

6. Do you attend any entrepreneur workshops? / Adakah anda menghadiri bengkel perniagaan?

- Yes
- No

7. How long has the business been in operation? Berapa lamakah perniagaan anda dijalankan

- Within 1 year/ Dalam masa setahun
- 1-3 years/ 1-3 tahun
- 3-5 years/ 3.5 tahun
- More than 5 years/ Lebih 5 tahun

8. If profitable, your monthly gross profit is? / Jika untung, berapakah untung kasar bulanan anda?

- Less than RM 1,000/ Kurang daripada RM 1,000
- RM 1,000 – RM 3,000
- RM 3,000 – RM 5,000
- More than RM 5,000/ Lebih dari RM 5,000

9. The motivation of Entrepreneurship? / Motivasi Keusahawanan?

- Improve living quality/ Meningkatkan kualiti hidup
- Realize personal ideals/ Realisasikan cita-cita peribadi
- Conform to the trend of social development/ Sesuai dengan aliran pembangunan social
- Side income/ Menambah pendapatan sampingan

**SECTION B: INDEPENDENT VARIABLE**

**WILLINGNESS**

In this section, please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly Disagree
- (2) Relatively Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly Agree

ITEMS	1	2	3	4	5
1. I have a great entrepreneurial enthusiasm. Saya mempunyai semangat keusahawanan yang hebat.					
2. Entrepreneurship can help me realize my self-worth. Keusahawanan boleh membantu saya menyedari nilai diri saya.					
3. Entrepreneurship is an effective means to prove one's own ability. Keusahawanan adalah cara yang berkesan untuk membuktikan keupayaan diri.					
4. My professional goal is to become an entrepreneur. Matlamat profesional saya adalah untuk menjadi seorang usahawan.					
5. I have the firm intention to start a firm someday. Saya mempunyai niat yang kukuh untuk memulakan firma suatu hari nanti.					
6. I will make every effort to start and run my own firm. Saya akan berusaha sedaya upaya untuk memulakan dan menjalankan firma saya sendiri.					

KELANTAN

**SECTION C: INDEPENDENT VARIABLE**

**ABILITY**

In this section, please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly Disagree
- (2) Relatively Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly Agree

ITEMS	1	2	3	4	5
1. I am able to be a creative person and drive innovation for my business. Saya mampu menjadi seorang yang kreatif dan memacu inovasi untuk perniagaan saya.					
2. I have strong management ability to lead the team effectively in achieving the organization's goals. Saya mempunyai keupayaan pengurusan yang kukuh untuk memimpin pasukan dengan berkesan dalam mencapai matlamat organisasi.					
3. I have proven foreign collaboration capabilities, adept at building and maintaining successful partnerships across international borders. Saya telah membuktikan keupayaan kerjasama asing, mahir membina dan mengekalkan perkongsian yang berjaya merentasi sempadan antarabangsa.					
4. I am able to identify and capitalize on growth opportunities to expand business reach and have market development capabilities. Saya dapat mengenal pasti dan memanfaatkan peluang pertumbuhan untuk meluaskan jangkauan perniagaan dan					

mempunyai keupayaan pembangunan pasaran.					
5. I have the ability in product development and showcase it through the concept, design and launch of innovative products that successfully meet market demand. Saya mempunyai kebolehan dalam pembangunan produk dan mempamerkannya melalui konsep, reka bentuk dan pelancaran produk inovatif yang berjaya memenuhi permintaan pasaran.					



SECTION D: INDEPENDENT VARIABLE

TRAITS

In this section, please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly Disagree
- (2) Relatively Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly Agree

ITEMS	1	2	3	4	5
<p>1. I have a leadership charisma that allows me to inspire and influence team members in fostering a positive, and motivated work environment. Saya mempunyai karisma kepimpinan yang membolehkan saya memberi inspirasi dan mempengaruhi ahli pasukan dalam memupuk persekitaran kerja yang positif dan bermotivasi.</p>					
<p>2. I am responsible, honest and very consistent in my professional interactions, even when faced with challenging situations. Saya bertanggungjawab, jujur dan sangat konsisten dalam interaksi profesional saya, walaupun ketika berhadapan dengan situasi yang mencabar.</p>					
<p>3. I embrace diversity and foster tolerance in the workplace, value different perspectives and foster an inclusive environment that encourages collaboration. Saya menerima kepelbagaian dan memupuk toleransi di tempat kerja, menghargai perspektif yang berbeza dan memupuk persekitaran inklusif yang menggalakkan kerjasama.</p>					
<p>4. I am resilient in the face of challenges, as evidenced by</p>					



<p>my ability to overcome obstacles both personally and professionally.                  Saya tabah menghadapi cabaran, terbukti dengan kebolehan saya mengatasi halangan secara peribadi dan profesional.</p>					
<p>5. I actively integrate social responsibility into my professional activities, believing that business should contribute positively to society for the greater good.                  Saya secara aktif menyepadukan tanggungjawab sosial ke dalam aktiviti profesional saya, percaya bahawa perniagaan harus menyumbang secara positif kepada masyarakat untuk kebaikan yang lebih besar.</p>					
<p>6. I am adapting at fostering mutually beneficial relationships in a business context, ensuring collaboration produces value for all parties involved, be it colleagues, clients, or partners.                  Saya mahir dalam memupuk hubungan yang saling menguntungkan dalam konteks perniagaan, memastikan kerjasama menghasilkan nilai untuk semua pihak yang terlibat, sama ada rakan sekerja, pelanggan atau rakan kongsi.</p>					

SECTION E: DEPENDENT VARIABLE

ENTREPRENEURIAL PERFORMANCE

In this section, please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly Disagree
- (2) Relatively Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly Agree

5	ITEMS	1	2	3	4
	1. Customers are complimenting my business more often. Pelanggan lebih kerap memuji perniagaan saya.				
	2. My business can quickly recover from the shock of market changes to its previous level. Perniagaan saya boleh pulih dengan cepat daripada kejutan perubahan pasaran ke tahap sebelumnya.				
	3. My business sales are booming. Jualan perniagaan saya berkembang pesat.				
	4. The company's financial situation is improving over time. Keadaan kewangan syarikat bertambah baik dari semasa ke semasa.				
	5. My business has a positive public image. Perniagaan saya mempunyai imej awam yang positif.				

6. My business's loyal customers are growing.  Pelanggan setia perniagaan saya semakin berkembang.					
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**APPENDIX B  
GANTT CHART**

Task \ Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14
First meeting with supervisor														
Suggestion on proposal topic and draft														
Chapter 1: Introduction														
1.1 Background of the Study														
1.2 Problem Statement														
1.3 Research Questions														
1.4 Research Objectives														
1.5 Scope of the Study														
1.6 Significance of the Study														
1.7 Definition of the Term														
1.8 Organization of the Proposal														
Chapter 2: Literature														
2.1 Introduction														
2.2 Previous Studies														
2.3 Underpinning Theory														
2.4 Hypotheses Statement														
2.5 Conceptual Framework														
2.6 Summary/ Conclusion														
Chapter 3:														
Research Method														
3.1 Introduction														
3.2 Research Design														
3.3 Data Collection Methods														
3.4 Study Population														
3.5 Sample Size														
3.6 Sampling Techniques														
3.7 Research Instrument Development														
3.8 Pilot Test														
3.9 Procedure for Data Analysis														
3.10 Summary/ Conclusion														
Submission full report and presentation PPTA 1														
Make a research question and send it to the supervisor for review.														
Blast questionnaire														

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Code/ Course Name: ACS 4113

Sesi/Session: 2023/2024

Semester: 7

Nama Program/Name of Programme: SAK

Fakulti/Pusat/Faculty/Centre: Fakulti Keusahawanan Dan Perniagaan/  
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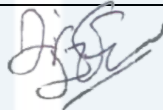
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