

Entrepreneurial Intention Among MBA Graduates in UTHM

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Abstract: Throughout the year, despite the fact that entrepreneurial intention had been widely studied and discussed by researchers around the world, numerous categories of studies, such as entrepreneurial intention among women, the youth generation, the educated individual, and others, had been conducted, the question of their applicability in the local context had remained. There had been a lack of study in this area done especially for the cohort of MBA graduates. Therefore, this study focused on the MBA graduates in UTHM. Although MBA graduates were generally thought to be well-educated, the debate remains as to what variables influence their desire to pursue entrepreneurship. Therefore, the purpose of this study was to identify entrepreneurial intention among MBA graduates in UTHM by expanding Ajzen's (1991) Theory of Planned Behaviour (TPB). Entrepreneurial intention was the dependent variable in this study. Attitude, subjective norm (SN), perceived behavioural control (PBC) and entrepreneurial knowledge (EK), on the other hand, serve as independent variables. 44 respondents had involved in this study and the Statistical Packages for Social Science (SPSS) software was used to analyse data. The analysis consisted of descriptive analysis and correlational analysis. The result demonstrated that attitude and perceived behaviour control were the major factors affecting entrepreneurial intention among MBA graduates in UTHM. However, subjective norm, and entrepreneurial knowledge had no significant relationship with entrepreneurial intention among MBA graduates in UTHM. Finally, future research needs to concentrate on a broader scope of research from area coverage that encompasses all MBA graduates in Johor in order to investigate a more comprehensive Johor context. Allowing for a longer duration, not only to reach more respondents but also to provide ample time for participants to react rightly without feeling rushed and ultimately provide more meaningful findings, is the second most important thing that needs to be considered.

Keywords: Attitude, Subjective norm, Perceived behavioural control, Entrepreneurial intention, MBA graduates

1. Introduction

Recently, entrepreneurship has grown in popularity as a professional option (van Gelderen *et al.*, 2008). The Malaysian government, particularly in the last decade, has launched a slew of initiatives to promote more entrepreneurs by offering a variety of resources such as financial assistance, training, infrastructure, and coaching (Mohamad *et al.*, 2014).

The major goal of this study was to determine if MBA graduates at UTHM have the entrepreneurial intention. There were several components to this chapter that had been covered based on the research. The first component is the study's context, in which the researcher would go through the study's history and ideas in precise detail. The researcher would then specify the study's problem statement, which contained all the problems related to dependent (DV) and independent variables (IV). Entrepreneurial intention (EI), attitude, subjective norm (SN), perceived behavioural control (PBC), and entrepreneurial knowledge (EK) were the variables in this study. Following that, researchers identified the research questions and objectives in order to elucidate the study's emphasis. Lastly, the researcher discussed the study's scope, significance, and definitions of key terms.

2. Literature Review

Throughout this chapter, the researcher examined previous literature using the theoretical framework that has been proposed for this research. All of the variables applied in this research were included, encompassing attitude, subjective norm (SN), perceived behavioural control (PBC), entrepreneurial knowledge (EK), and entrepreneurial intention (EI). Furthermore, the researcher looked into the previous literatures to see if there were correlations between all of the independent variables (IV) and entrepreneurial intention (EI). Last but not least, the researcher provided a gap research table that to compare the independent variables across several investigations. This review of the literature helped the researcher understand the theory and the results of previous studies that were relevant to the current study.

2.1 The Theory of Planned Behaviour ('TPB')

Theory of planned behaviour (TPB) is an extended form of the Theory of Reasoned Action (TRA) with the addition of a new variable, perceived behavioural control (PBC) (Ajzen, 1991). TPB is widely used in fields other than entrepreneurship research, and it continues to hold great promise for the field (Sommer & Haug, 2011).

The TPB's theoretical design is more comprehensive and coherent, and much research has gone into testing, advancing, and criticising the TPB in a variety of fields (Fayolle *et al.*, 2006; Shook *et al.*, 2003). The TPB is the most widely accepted theory for explaining the causes and effects of entrepreneurial purpose (Iakovlera *et al.*, 2011). We follow the advice of psychologists (Read *et al.*, 2013; Yazdanpanah & Farouzani, 2015), who advocate the addition of extra constructs to improve the prediction potential of TPB models. Furthermore, entrepreneurship is a planned behaviour that cannot be developed without enough preparation (Jena, 2020). According to Ajzen (1991), attitudes toward the behaviour, subjective norms, and perceived behavioural control may all be used to predict intentions to conduct various types of behaviours with great accuracy.

According to previous studies (Krueger *et al.*, 2000), entrepreneurial intention is the key predictor of future entrepreneurs. According to Krueger *et al.* (2000), investigating purpose rather than personality characteristics or environmental circumstances can better predict entrepreneurial activity. The Theory of Entrepreneurial Events, Institutional Economic Theory, and Theory of Planned Behavior are all intention-based theories, though the latter has greater analytical capabilities (Diaz-Casero *et al.*, 2012).

TPB is particularly well suited for this purpose since it is highly trained in explaining intentional, "high stakes" decision-making, such as job choices, where decisions have significant repercussions for individuals (Armitage & Conner, 2001). Importantly, TPB's validity for predicting entrepreneurial career aspirations and behaviour has been supported by a recent meta-analysis (Schlaegel & Koenig, 2014). Recent longitudinal studies employing TPB to predict entrepreneurial activity support this finding (e.g., Kautonen, Van Gelderen, & Fink, 2015).

Figure 1 shows a research framework based on a previous research model constructed by Yee Thean Pau and his team in 2018. They studied the determinants of entrepreneurial intention of MBA graduates in Malaysia, where the framework was also adopted from the original framework called the Theory of Planned Behaviour (TPB).

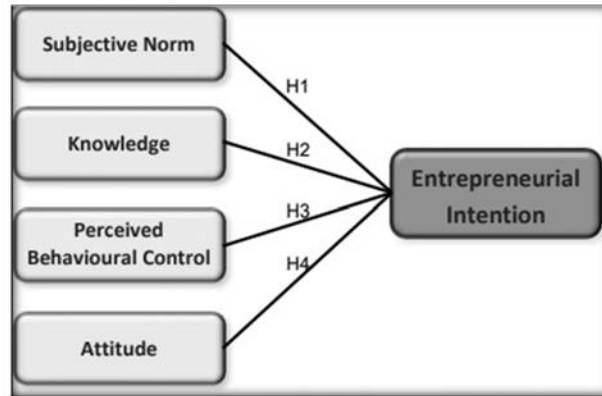


Figure 1: The Theory of Planned Behaviour (Yee *et al.*, 2018)

Figure 2 shows a research framework based on a previous research model constructed by Raazi Ahmad and his team in 2019. They studied on Entrepreneurial Intentions Among University's Students in Malaysia which the framework integrating the Theory of Planned Behaviour ('TPB') and Model of Entrepreneurial Event ('SEE') theories.

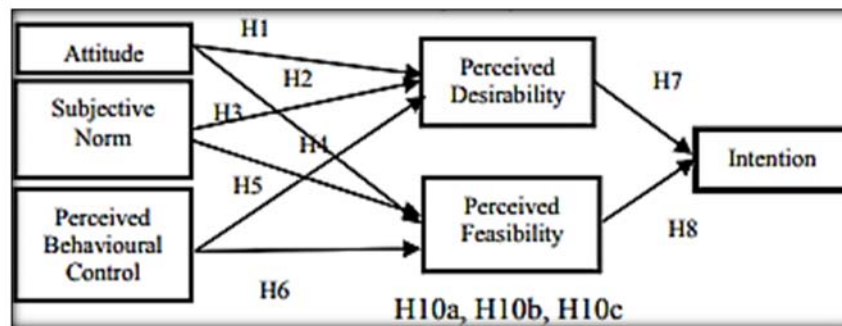


Figure 2: The Integrated Theory of Planned Behaviour and Model of Entrepreneurial Event theories (Ahmad *et al.*, 2019)

In conclusion, according to the TPB theory, the primary objective is to investigate the factors that influence an individual's intention to engage in entrepreneurial activity. This variable might be one's attitude, subjective norms, perceived behavioural control, or entrepreneurial knowledge. In regard to these factors, the Theory of Planned Behavior has been applied in a variety of research projects, and it gives information that is fundamentally employed in the process of evaluating the entrepreneurial intention (Ajzen, 1991). Not only does the Theory of Planned Behavior supply the knowledge, but it also assists the researcher in comprehending the behaviour of MBA graduates. Overall, theory provides the researcher with the tools necessary to better explain behaviour in connection to attitude, subjective

norms, perceived behavioural control, or entrepreneurial knowledge. It is also helpful for the researcher to investigate the impact of each variable (such as attitude, subjective norms, perceived behavioural control, or entrepreneurial knowledge) on the intention to engage in entrepreneurial activity (Ajzen, 1991).

2.2 Proposed Theoretical Framework

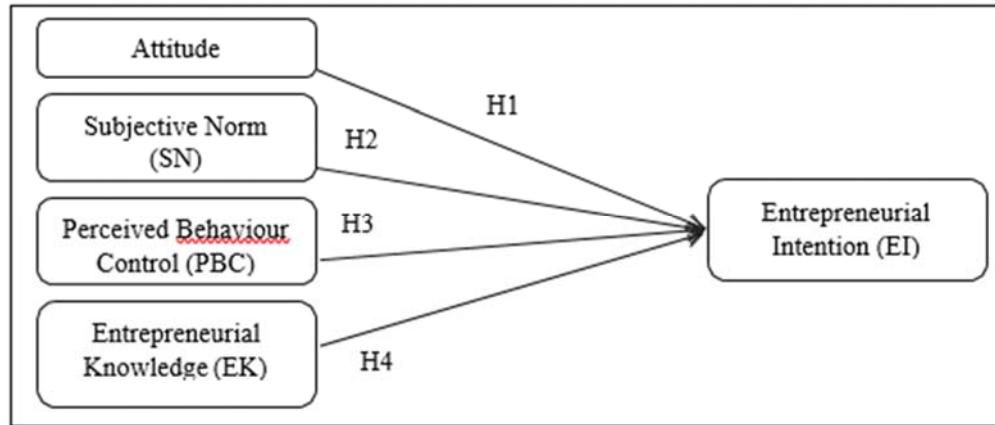


Figure 3: Proposed theoretical framework

Figure 3 shows the proposed theoretical framework that was used in this study. The researcher focused on four main objectives, which are to determine the relationship between attitude, subjective norm (SN), perceived behaviour control (PBC), and entrepreneurial intention (EI), entrepreneurial knowledge (EK) and entrepreneurial intention (EI) among MBA graduates in UTHM.

2.3 Entrepreneurial Intention among Graduate Students

According to Yee *et al.* (2018), the independent variables of knowledge and subjective norm had no significant influence on entrepreneurial intention among MBA graduates in Malaysia. Conviction is the most powerful variable that has a direct impact on entrepreneurial intention, but general attitude also has a significant impact, and male students with job experience were reported to have greater entrepreneurial intention among graduate students of Universiti Teknologi Malaysia (Md Rasli *et al.*, 2013).

Attitude, subjective norm, and locus of control significantly affect students' entrepreneurial intentions among MBA students in Ghana (Amofah *et al.*, 2020). According to Yang (2013), entrepreneurship attitude, subjective norms, perceived behavioural control, and entrepreneurship intention among Chinese undergraduates were significantly influenced by gender and parents' entrepreneurial experience. Yang added that effective entrepreneurship education has the potential to improve perceived behavioural control and entrepreneurial intent dramatically. When compared to Dutch, German, and Polish students, Spanish students had lower entrepreneurial intent, which might be attributed to lower self-enhancement values (power and performance), fewer favourable views toward entrepreneurship, and disparities in societal norms. (Gorgievski *et al.*, 2017).

Thus, there are significant results showing that all of these factors—attitude, subjective norm (SN), perceived behaviour control (PBC)—are well-connected when it comes to engaging entrepreneurial intention (EI) among graduate students. On the other hand, one study found that knowledge and subjective norms did not have a significant influence on entrepreneurial intention among MBA graduates. This finding contradicts the findings of the previous study.

2.4 Definition of Variables

(a) *Entrepreneurial Intention (EI)*

Intention is recognized as the best predictor of entrepreneurial behaviour, according to Abiodun and Oyejoke (2017), and intentionality is based on cognitive psychology, which aims to explain or predict human behaviour. Entrepreneurial intention, according to

Krueger (1993), is an individual's commitment to establishing a new firm. Entrepreneurial intention, according to Bird (1988), is the amount of cognitive awareness that leads to the establishment of a new firm. Bird (1988) says that intention is a state of mind that includes concentration, experience, and personal behaviour that is aimed at a certain goal or act. Thus, an individual's ambition to launch a new business venture is referred to as their "entrepreneurial intention."

(b) *Attitude*

The first variable is attitude. According to Cherry 2021, a collection of feelings, values, and behaviours toward a specific entity, individual, thing, or event is referred to as an attitude in psychology. The right attitude would aid in the creation of long-term sustainable progress, which is essential for any entrepreneur, and it will give entrepreneurship a sense of purpose and completion (Sisodia, 2017). Thus, the proper attitude would aid in the formation of long-term, sustainable progress, and it would offer entrepreneurial endeavors a sense of purpose and accomplishment.

(c) *Subjective Norm (SN)*

The second variable is the subjective norm. According to Marija *et al.* (2015), subjective norms refer to the expectation that a significant individual or group of individuals will accept and encourage a specific behaviour. People's perspectives on entrepreneurship are based on the confidence and encouragement of family, friends, or other people that are important to them (Utami, 2017). Subjective norms in entrepreneurship are described as "perceived social pressure to perform or not perform the behaviour" (Fenech, Baguant, & Ivanov, 2019). Thus, the concept of "perceived social pressure to perform or not execute the behaviour" is used to describe subjective norms in the context of entrepreneurship.

(d) *Perceived Behaviour Control (PBC)*

The third variable is perceived behaviour control. The availability of appropriate resources and the ability to control behavioural barriers affect behaviour performance (Hardin- Fanning & M. Ricks, 2016). The better their perceived behavioural control and the higher their desire to perform actions, the more resources and fewer barriers people face (Ajzen & Madden, 1986). Entrepreneurial perceived behaviour control was treated as a dependent variable in a hierarchical multilinear regression analysis, which revealed that the model with the highest explanatory power for the variance of entrepreneurial perceived behaviour control results included characteristics from all three levels: personality traits—Neuroticism, Extraversion, and Openness; empathy—personal distress and perspective- taking; and adaptive assertiveness (Baciu *et al.*, 2020). Thus, it was found that the model with the greatest explanatory power for the variance in entrepreneurial perceived control of behaviour included characteristics from all three levels: personality traits, empathy, and adaptive assertiveness, and was used as a dependent variable in a hierarchical multilinear regression analysis.

(e) *Entrepreneurial Knowledge (EK)*

The fourth variable is knowledge. Merriam Webster (1828) described knowledge as the fact or state of knowing something with familiarity acquired by experience or interaction. In a knowledge economy, it's critical for innovative people with ideas, information skills, experience, and knowledge to participate in entrepreneurial activity that includes the creation and application of new knowledge for community,

organizational, and personal growth, as well as the development of new products and services (Skrzeszewski, 2006)'. Thus, Entrepreneurship is an important step in the creation and development of a knowledge-based economy, as well as the creation of new commodities and services. Those who are creative and possess a wide range of skills, knowledge, and experience are needed to succeed in this sector.

3. Research Methodology

The purpose of this research was to study the entrepreneurial intention among MBA graduates in UTHM and the researcher investigated the relationships between independent variables (IV) and dependent variables (DV). The independent variables of this study were attitude, subjective norm (SN), perceived behavioural control (PBC), and entrepreneurial knowledge (EK). These variables were deliberated on their relationship with the dependent variable (DV), namely entrepreneurial intention (EI), among MBA graduates in UTHM Johor.

3.1 Research Design

Research design is the structure of the research in order to show the major parts of the study, which include the samples, measures, and methods of collecting data. All must be used together to address the central research question. Research design is based on the broad plan to solve the research question according to Saunders, Lewis, and Thornhill (2009). Aside from the study question and the data sources that were used, research design takes into account time, place, and money constraints.

The intention of this study was to examine which factors, namely attitude, subjective norm, perceived behavioural control, and entrepreneurial knowledge that influenced entrepreneurial intention (EI) among MBA graduates in UTHM. According to Sekaran (2009), when conducting research, it is important to understand, predict, and manage a phenomenon.

(a) *Quantitative Method*

According to Johanson and Williamson (2018), in comparison to qualitative research, quantitative research deals with data that is numerical or can be transformed into numbers, and the basic methods used to scrutinize numerical data are referred to as "statistics," which are techniques that cope with the organization, assessment, evaluation, and description of numerical data. Quantitative approaches are further divided into survey research, correlational research, experimental research, and causal-comparative research, according to the study (Apuke, 2017).

Williams, (2011) remark that a problem statement, a hypothesis or research question, a study of related literature, and a quantitative analysis of data are all steps in quantitative research. Similarly, Williams (2011) states that quantitative research uses inquiry methodologies such as experiments and surveys and collects data on specified instruments that produce statistical data.

(b) *Survey design*

In this research study, the researcher showed commitment to achieving the analytical findings using the information gathered in order to uncover the entrepreneurial aim. As a result, a quantitative research approach was used to quantify and infer the results from this sample of the population (Ni *et al.*, 2012). The researcher used the study and the questionnaires that were filled out by the participants to look at how MBA graduates affected their desire to start a business.

The researcher gathered primary data by sending a questionnaire to his intended audience, namely MBA grads, in order to achieve a significant number of responses at the lowest possible cost. Web-based or internet-based data might be considered the main data for questionnaire dissemination, according to researcher Sekaran (2003).

3.2 Data Collection

In this study, the researcher used both primary and secondary data. For statistical analysis, primary and secondary data were gathered. Primary and secondary data collection methods were utilized to investigate the association between intention to purchase online and attitude, subjective norm, and perceived behavioural control in this research.

(a) *Primary Data*

The term "primary data" refers to data that has been gathered explicitly for the purpose of conducting research (Saunders, 2009). Primary data was gathered through self-administered questionnaires in this research study. According to Saunders (2009), self-administered sorts of questionnaires can be administered electronically through the use of the internet, delivered by hand to each respondent and collected later, or posted to respondents, who then return them by post when they have completed them.

The questionnaires were administered electronically using the internet (Google Form, Whatsapp, and email) to obtain the primary data in this research study in order to support the research objectives. The primary reason for using an electronic survey in this research study was government policy, which directed that the Movement Control Order to be followed during the pandemic COVID-19 outbreak. The research duration took about five weeks to distribute and collect the entire questionnaires from targeted respondents, which were from April 27 to May 1, 2022.

Besides, an electronic survey was convenient for the researcher because the respondents are asked to answer the survey at their own time. In contrast, an electronic survey could be distributed in bulk to respondents and collected back at the same time. Therefore, the researcher could collect an accurate data from a huge population with more efficiency in a shorter time.

(b) *Secondary Data*

When compared to primary data, secondary data was less expensive and more convenient to get. The researcher made the necessary efforts to compile up-to-date and pertinent material on their study topics from various online database sources. References may consist of websites, books, and journal pages that are related to the topic at hand. Examples of such websites include Research Gate, Sci-Hub, and Google Scholar. The researcher conducted preliminary research by reading articles published in publications that covered themes important to their inquiry.

After that, theories were summed up depending on the prior reviews that have been taken into consideration. However, after the results of the questionnaire surveys had been compiled, this notion will be put to the test. The acquisition of primary data, on the other hand, is more expensive and time-consuming than the gathering of secondary data, yet it can provide the most recent, dependable, and pertinent perspectives from respondents who are still active.

3.3 Data Analysis

It is crucial for the research to assess the data gathered throughout the study, analyze it, and come up with real results. It becomes difficult to derive since, in certain cases, data must be analyzed, and the analysis's outcome assumed. In order to meet the study's research objectives, the researcher utilized the Statistical Package for Social Science (SPSS).

(a) *Descriptive analysis*

Descriptive analyses that help explain, present, or summarize data in a constructive way are called descriptive analyses. Patterns may emerge from this analysis if the data meets all of its conditions (Rawat, 2021). This is one of the most important steps in statistical data analysis because it tells us how

the data are spread out, helps us find mistakes, and shows us where variables have things in common, which lets us do more statistical analysis (Rawat, 2021).

(b) Reliability analysis

Cronbach's alpha is a statistic that is frequently used in scientific education studies to indicate that tests and scales that have been designed or used for research projects are suitable for purpose (Taber, 2017). Table 3 depicted that the instrument used in this study has been validated since the value of Cronbach's Alpha ranged indicating satisfactory results which are greater than 0.7.

Table 1: Cronbach's alpha score

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

Table 2: Reliability analysis

Variables	Cronbach's Alpha	N of items
Entrepreneurial Intention (EI)	0.938	5
Attitude	0.788	5
Subjective Norm (SN)	0.819	5
Perceived Behavioral Control (PBC)	0.904	5
Entrepreneurial Knowledge (EK)	0.933	5

(c) Pearson Correlation Analysis

The association between two variables is referred to as a correlation, and in this instance, one of the variables is considered to be dependent, while the other is considered to be explanatory. The Pearson Correlation will be used to perform the calculations necessary to comprehend the connection that exists between the variables. According to Saunders (2009), Pearson Correlation Analysis has the capability of quantifying how strong the linear link is between two numerical or ranking variables.

The Pearson correlation coefficient is the method that is employed in this investigation to investigate the connection between the various variables. The coefficient can take on any value between -1 and +1; the value of +1 denotes a perfect positive correlation, while the value of -1 represents a perfect negative correlation (Saunders, 2009). Figure 3.3 depicts the rules that govern the Pearson Correlation Analysis, which are as follows:

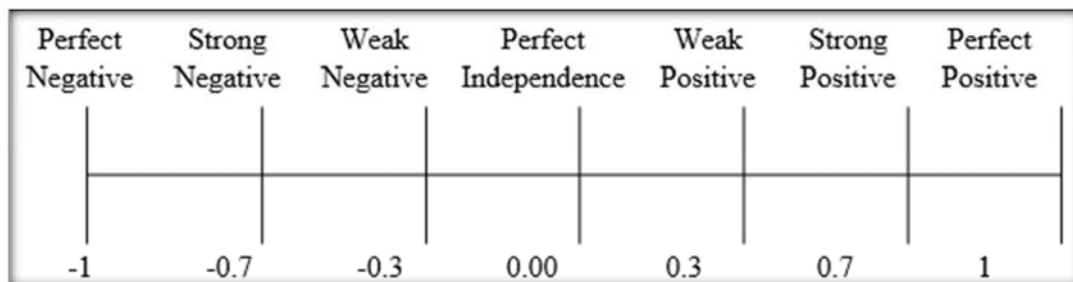


Figure 4: Values of the Pearson correlation coefficient

(d) *Multiple regression analysis*

Two or more independent variables, or a linear association measure, are used to calculate the coefficient of multiple determination and regression equations employing multiple independent variables (Saunders, 2009). Hair (2011) says that a multiple regression model is used to figure out how each independent variable affects the dependent variable and how each independent variable affects the dependent variable.

4. Results and Discussion

4.1 Reliability Analysis

A research study's data can only be judged for validity if it has undergone rigorous testing. Alpha is a well-known metric for gauging the accuracy of a test. Table 4.1's alpha coefficients indicate that there is a high degree of internal consistency.

Table 3: Reliability test

	Variables	Cronbach's Alpha	N of items
EI	Entrepreneurial Intention (EI)	0.938	5
Attitude	Attitude	0.788	5
SN	Subjective Norm (SN)	0.819	5
PBC	Perceived Behavioral Control (PBC)	0.904	5
EK	Entrepreneurial Knowledge (EK)	0.933	5

Table 3 shows the Cronbach's Alpha for all the variables. The Cronbach's Alpha for entrepreneurial intention (EI) was 0.938 which indicated the high reliability level. Next, the Cronbach's Alpha of Attitude was 0.788 which was the independent variable had a high reliability test. Subjective Norm (SN) had a high reliability test which was 0.819 and it indicated a high level of reliability. Perceived Behavioural Control (PBC) had a high reliability test which was 0.904 and it indicated a high level of reliability. Lastly, from the table showed the level of reliability for entrepreneurial knowledge (EK) which was 0.933. In a nutshell, all the variables have a high level of reliability.

4.2 Normality Analysis

To figure out how the data was distributed, a normality test was run. In order to do parametric statistics, which assumes a normal distribution, this investigation is based on that assumption. The Shapiro-Wilk test was used because the sample size was less than 50. Sample sizes of less than 50 were initially limited to the Shapiro and Wilk (1965) test, and this test was the first to detect deviations from normality caused by either skewness or kurtosis, or both, in a single test (Mohd Razali & Bee Wah, 2011; Althouse *et al.*, 1998). When the p-value is less than or equal to 0.05, the test rejects the hypothesis of normality. Accompanying discussions that further explain observations of the results are usually placed immediately below the results paragraph.

Table 4: Test of normality

	Kolmogorov Smirnov		Shapiro Walk	
	Statistic	Sig.	Statistic	Sig.
Entrepreneurial Intention (EI)	0.155	0.010	0.926	0.008
Attitude	0.148	0.017	0.957	0.100
Subjective Norm (SN)	0.072	0.200	0.975	0.453
Perceived Behavioral Control (PBC)	0.137	0.037	0.954	0.074
Entrepreneurial Knowledge (EK)	0.205	0.000	0.863	0.000

Based on Table 4, the p-value of attitude, subjective norm, and perceived behavioral control were more than 0.05, which are 0.1, 0.453, and 0.074 respectively. On the other hand, entrepreneurial intention and entrepreneurial knowledge each had a p-value greater than 0.05. Thus, we need to look at the skewness and kurtosis values for further investigation.

In order to determine how far skew and kurtosis depart from the normal distribution, we divided the value of skew by the standard error of skew and the standard error of kurtosis. The assumption of normality is thrown out if one or both of these values (above +1.96 or below -1.96) are found to be incorrect (Brown, 2011).

Table 5: Skewness and kurtosis

	Std. Error	
	Skewness	Kurtosis
Entrepreneurial Intention (EI)	0.357	0.702
Entrepreneurial Knowledge (EK)	0.357	0.702

Table 5 shows that the assumption of normality of entrepreneurial intention and entrepreneurial knowledge is also acceptable, with each of them having values between - 1.96 and +1.96.

4.3 Correlation Analysis

The Pearson correlation method is the most frequently employed for numerical variables; it assigns a number between -1 and 1, where 0 is no correlation, 1 is total positive correlation, and -1 is total negative correlation (Nettleton, 2014).

It was determined that SPSS 22nd version was utilized to determine the correlation between two variables. Regression analysis is used if the correlation between two variables is shown to be statistically significant. The author's goal in this situation was to determine the strength of the correlation between the two variables. (0.00 – 0.19 = very weak), (0.20 – 0.39 = weak), (0.40 – 0.59 = moderate), (0.60 – 0.79 = strong), and (0.80 – 1.00 = very strong) are the absolute values of r that Evans (1996) advises.

Table 6: Pearson correlation analysis

	EI	Att.	SN	PBC	EK
Entrepreneurial Intention (EI)	1	0.655**	0.284	0.763**	0.088
Attitude	0.655**	1	0.429**	0.739**	0.297
Subjective Norm (SN)	0.284	0.429**	1	0.522**	0.197
Perceived Behavioral Control (PBC)	0.763**	0.739**	0.522**	1	0.361*
Entrepreneurial Knowledge (EK)	0.088	0.297	0.197	0.361*	1

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

**p<0.01

Based on table 6, attitude (Att) and perceived behavioral control (PBC) were significantly associated with entrepreneurial intention (EI), while subjective norm (SN) and entrepreneurial knowledge (EK) were not. Perceived behavioral control (PBC) showed the highest relationship (r = 0.763, p<0.01), followed by attitude (r = 0.655, p<0.01).

4.4 Multiple Regression Analysis

Multiple regression was used in this study in order to identify whether the entrepreneurial intention among MBA graduates in UTHM can be predicted by the variables chosen, which include attitude, subjective norm, perceived behavioral control, and entrepreneurial knowledge.

Based on Table 7, the standardized coefficients for attitude were 0.232, the subjective norm (SN) was -0.169, 0.761 for perceived behavioral control (PBC), and -0.223 for entrepreneurial knowledge (EK). Attitude and perceived behavioral control (PBC) had positive relationships with entrepreneurial intention (EI) among MBA graduates in UTHM, while subjective norm (SN) and entrepreneurial knowledge (EK) had a negative relationship with entrepreneurial intention (EI) among MBA graduates in UTHM.

Table 7: Coefficients for Relationship between dependent variable and independent variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.146	0.926		1.237	0.223
Attitude (Att.)	0.307	0.183	0.232	1.676	0.102
Subjective Norm (SN)	-0.182	0.117	-0.169	-1.548	0.130
Perceived Behavioral Control (PBC)	0.981	0.193	0.761	5.090	0.000
Entrepreneurial Knowledge (EK)	-0.298	0.133	-0.223	-2.236	0.031

4.5 Discussion

The discussion of the finding of this study would be based on the research objectives as presented in chapter one. Discussion would be focused on the relationship between entrepreneurial intention among MBA graduates in UTHM with attitude, subjective norm, perceived behavioural control, and entrepreneurial knowledge.

(a) Entrepreneurial Intention among MBA Graduates in UTHM and Attitude

The result proved that attitude had a strong and significant influence on entrepreneurial intention among MBA graduates in UTHM. The results showed that attitude has a significant on entrepreneurial intention among MBA graduates with $r=0.655$, $p<0.01$. The positive standardized coefficient for attitude is 0.232. It also showed that the relationship between both variables was positive, which means that the more favorable the attitude, the higher the intention. Thus, H1 was supported.

The attitude among MBA graduates toward entrepreneurial intention was expected to be positively related. Hence, the more positive an MBA graduate is about entrepreneurial intention, the higher the probability that the MBA graduate will be an entrepreneur. This factor was also the most important and influential on entrepreneurial intention, which is not surprising given that a negative attitude among MBA graduates leads to a lower likelihood of becoming an entrepreneur. In more detail, the fact that the attitude was by far the most important factor shows that the underlying factors that influence the attitude are of special interest.

The right attitude would aid in the creation of long-term sustainable progress, which is essential for any entrepreneur, and it will give entrepreneurship a sense of purpose and completion (Sisodia, 2017). This means that the findings of this study corroborate the findings of the previous study, and that the more favorable attitude toward behavior, the greater the entrepreneurial intention among MBA graduates at UTHM.

(b) Entrepreneurial Intention Among MBA Graduates in UTHM and Subjective Norm

The findings demonstrated that subjective norm had no significant influence on entrepreneurial intention among UTHM MBA graduates, with $r = 0.28$, $p < 0.01$. The negative standardized coefficient for the subjective norm is -0.169 . It also shows that the relationship between both variables is negative. Thus, H2 was rejected.

People's perspectives on entrepreneurship are based on the confidence and encouragement of family, friends, or other people that are important to them (Utami, 2017). Subjective norms in entrepreneurship are described as "perceived social pressure to perform or not perform the behaviour" (Fenech, Baguant, & Ivanov, 2019). This means that the less favourable subjective norm toward behaviour, the less entrepreneurial intention among MBA graduates at UTHM.

(c) Entrepreneurial Intention Among MBA Graduates in UTHM and Perceived Behaviour Control

The result proved that perceived behaviour control had strong significant influence on entrepreneurial intention among MBA graduates in UTHM with $r = 0.763$, $p < 0.01$. The positive standardised coefficient for attitude is 0.761 . It also shows that the relationship between both variables is positive, which means that the more favourable the perceived behaviour control, the higher the intention. Thus, H3 was supported.

The perceived behaviour control among MBA graduates toward entrepreneurial intention was expected to be positively related. Hence, the more positive an MBA graduate is about entrepreneurial intention, the higher the probability that the MBA graduate will be an entrepreneur. This factor was also the most important and influential on entrepreneurial intention, which is not surprising given that a negative perceived behaviour control among MBA graduates leads to a lower likelihood of becoming an entrepreneur. In more detail, the fact that the perceived behaviour control was by far the most important factor shows that the underlying factors that influence the perceived behaviour control are of special interest.

This result was supported by Baciú *et al.*, (2020), Entrepreneurial perceived behaviour control was treated as a dependent variable in a hierarchical multilinear regression analysis, which revealed that the model with the highest explanatory power for the variance of entrepreneurial perceived behaviour control results included characteristics from all three levels: personality traits—Neuroticism, Extraversion, and Openness; empathy—personal distress and perspective-taking; and adaptive assertiveness. This means that the findings of this study corroborate the findings of the previous study, and that the more favourable perceived behaviour control toward behavior, the greater the entrepreneurial intention among MBA graduates at UTHM.

(d) Entrepreneurial Intention Among MBA Graduates in UTHM and Entrepreneurial Knowledge

The findings demonstrated that entrepreneurial knowledge had no significant influence on entrepreneurial intention among UTHM MBA graduates, with $r = 0.088$, $p < 0.01$. The negative standardised coefficient for the subjective norm is -0.223 . It also shows that the relationship between both variables is negative. Thus, H2 was rejected.

In a knowledge economy, it's critical for innovative people with ideas, information skills, experience, and knowledge to participate in entrepreneurial activity that includes the creation and application of new knowledge for community, organisational, and personal growth, as well as the development of new products and services (Skrzeszewski, 2006). This means that the less favourable entrepreneurial knowledge toward behaviour, the less entrepreneurial intention among MBA graduates at UTHM.

4.6 Impacts of the Study

(a) *Academic Implication*

This study proves that the role of attitude, subjective norm, perceived behavioural control, and entrepreneurial knowledge have an influence that can be used as a determining factor in the decision towards entrepreneurial intention among MBA graduates at UTHM by using the theory of planned behaviour (TPB). This is considered limited in Malaysia.

As a result of the study, other researchers were prompted to do further studies in this area. It also tried to help future researchers in the same field by giving them advice and direction.

(b) *Implication to the Industries*

The current study is critical in examining the perspective or consciousness degree of entrepreneurial intention among MBA graduates at UTHM. Meanwhile, it provides useful information to the local business industry while contributing to the country's socioeconomic development. Aiming at the same threshold, the findings are significant to the government in assisting start-up MBA graduates' entrepreneurs to penetrate the business sector in Johor or Malaysia.

As it is presented in the chapters before, the only dependent variable in this study is entrepreneurial intention among MBA graduates. The most important factors for understanding and predicting entrepreneurial intention among MBA graduates in UTHM are attitude and perceived behavioural control. According to our findings, having a standardized coefficient value of 0.232 for attitude and 0.761 for perceived behavioural control are the most significant predictors of intention. The results stated above helped to reach these conclusions:

- i. Since attitude is an important predictor of entrepreneurial intention, MBA graduates should be persuaded in a way that they feel positive about being an entrepreneur.
- ii. Perceived behavioural control has a remarkable impact on entrepreneurial intention among MBA graduates in UTHM. Therefore, the government business sector needs to facilitate related requirements for MBA graduates to start a sustainable business.

4.7 Limitation and Suggestion

(a) *Limitation of Study*

This study, like many others, has limitations that should be noted in future research. First, by using self-reported scales in the research, it is possible to acquire biased results. Although a web-based survey provides a faster and greater response rate, respondents may supply average answers rather than their individual opinions.

Second, the literature on entrepreneurial intention among MBA graduates in UTHM is often restricted. Due to a lack of literature, this study used references from other cultures, which may not be totally relevant to UTHM or Johor and may not reflect the situation in UTHM or Johor accurately.

Finally, this study has limitations in terms of obtaining cooperation to answer the questionnaire and also in the distribution of the question set. Only 44 of the approximately 68 prospective respondents invited to fill out the questionnaire did so completely and without any erroneous data.

(b) *Suggestion for Further Research*

Researchers offered several suggestions for enhancing the study in light of the constraints that were discussed earlier. First, although it is more time-consuming and expensive than self-report, behavioural observation is another approach for acquiring information about factors that are often assessed with

self-report. If researchers are interested in something other than the people's subjective experiences of themselves, then they should utilize a multimethod approach to assure reliable and valid measurement.

Second, in spite of the constraints imposed by the prior research, researchers might take into consideration expanding upon the relevant studies in greater detail. Researchers have the ability to determine, for the few papers that are important, who else has cited these articles. Researchers might or might not be able to locate information that is significant or linked to the topic, but researchers might find more recent publications that are relevant to the topic. People would be more inclined to utilize it if researchers explained how the findings could be significant for theory, practice, policymaking, and future study. This would increase the likelihood that people would use it.

Third, researchers can use a variety of strategies to persuade survey takers to provide feedback via the survey's online form. The first step is to determine how to approach the respondent. Before questionnaires can be presented to respondents, it is likely that some soft skills must be learned and understood. As a second option, researchers might provide survey takers a token of appreciation or reward for their time and effort in answering the questions. If researchers are given something in return for their time and work, the response rate may go up.

Fourth, researchers are only able to conduct studies on MBA students at UTHM due to time and resource constraints. When given more time and resources, researchers are able to carry out more extensive research projects. The study's population and sample size can be expanded in this way for improved study accuracy.

Finally, a pilot study can help researchers better understand their respondents in smaller numbers before moving on to larger-scale research. Also, the quality of the questions in the questionnaire can be improved. Before distributing to a large sample, researchers can use this test to determine whether or not the sampling technique is convenient for the study. Using a pilot study, researchers are able to catch any faults that may have happened and avoid issues like unclear questions, bad wording, or ambiguous survey instructions.

5. Conclusion

In light of the findings, one can draw a number of conclusions, one of which is that the incorporation of the Theory of Planned Behaviour improved the overall predictability and explained the majority of the underlying reasons for the intention to engage in entrepreneurial activity in comparison to the personality traits and demographics. The objective of this study was to provide useful information demonstrating that the independent variables of entrepreneurial knowledge and subjective norm have no significant value in relation to the dependent variable of entrepreneurial intention.

Finally, future research needs to concentrate on a broader scope of research from area coverage that encompasses all MBA graduates in Johor in order to investigate a more comprehensive Johor context. Allowing for a longer duration, not only to reach more respondents but also to provide ample time for participants to react rightly without feeling rushed and ultimately provide more meaningful findings, is the second most important thing that needs to be considered.

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