

## **MODELLING THE STUDENTS' PERCEPTION TOWARDS ENTREPRENEURSHIP IN HIGHER EDUCATIONAL INSTITUTION USING MULTIPLE LINEAR REGRESSION MODEL**

(Memodel Persepsi Pelajar Terhadap Keusahawanan di Institusi Pengajian Tinggi  
Menggunakan Model Regresi Linear Berganda)

NURUL AFZAN ABDULLAH, MUHAMMAD KHAIRAN SHAZUAN JUSOFF, SYAHIRAH  
ABDUL KADIR, NOR HAZREENI HAMZAH, NUR SAFWATI IBRAHIM\*  
& NURUL BARIYAH IBRAHIM

### *ABSTRACT*

Entrepreneurship is neither science nor art. It is indeed a practice. Despite the increase in Malaysia's economy, people still have a low perception towards entrepreneurship. Due to the current-pandemic issue, graduated students face problems of becoming unemployed after graduating. The rate of unemployment keeps rising day by day. Entrepreneurship might be one of the solutions to cater for this issue. Hence, this study is conducted to know the factors influencing students' perception towards entrepreneurship in higher education institutions. A cross-sectional study was done in UiTM Kota Bharu with a sample of 300 students selected by using stratified random sampling. The data was collected using a questionnaire form. Independent sample *t*-test and multiple linear regression were used for the data analysis. The independent *t*-test shows a difference in the mean of students' perception towards entrepreneurship between two faculties, and there is no significant difference in the mean of students' perception towards entrepreneurship among gender. Furthermore, the result of multiple linear regression shows four factors are significantly influencing the students' perception towards entrepreneurship. These factors are faculty, university's role, family background and entrepreneurial traits. However, the government's role and gender factors were insignificant in predicting students' perception towards entrepreneurship. The entrepreneurial trait factor was found to be the most important variable in predicting students' perception towards entrepreneurship.

*Keywords:* entrepreneurship; perception; students; unemployment

### *ABSTRAK*

Keusahawanan bukanlah sains atau seni. Ianya merupakan suatu yang praktikal. Walaupun terdapat peningkatan dalam ekonomi Malaysia, masyarakat masih mempunyai persepsi yang rendah terhadap keusahawanan. Oleh kerana masalah pandemik, pelajar-pelajar berijazah berhadapan dengan masalah sebagai penganggur setelah tamat pengajian. Kadar pengangguran terus meningkat dari hari ke hari. Keusahawanan mungkin menjadi satu daripada jalan penyelesaian untuk mengatasi masalah ini. Oleh itu, kajian ini dijalankan untuk mengetahui faktor-faktor yang mempengaruhi tanggapan pelajar terhadap keusahawanan di institusi pengajian tinggi. Satu kajian keratan rentas telah dilakukan di UiTM Kota Bharu dengan suatu sampel 300 orang pelajar dipilih menggunakan pensampelen rawak berstratum. Data telah dikumpulkan menggunakan borang soal selidik. Ujian-*t* sampel tidak bersandar dan regresi linear berganda digunakan dalam kajian ini. Ujian-*t* sampel tidak bersandar menunjukkan bahawa terdapat perbezaan dalam min persepsi pelajar terhadap keusahawanan antara dua fakulti dan tiada perbezaan bererti bagi min persepsi pelajar terhadap keusahawanan antara jantina. Tambahan pula, keputusan bagi regresi linear berganda menunjukkan empat faktor telah mempengaruhi secara signifikan persepsi pelajar terhadap keusahawanan. Faktor-faktor tersebut ialah fakulti, peranan universiti, latar belakang keluarga dan sifat keusahawanan. Walau bagaimanapun, faktor peranan kerajaan dan jantina didapati tidak signifikan untuk

meramalkan persepsi pelajar terhadap keusahawanan. Faktor sifat keusahawanan didapati merupakan pemboleh ubah terpenting dalam meramalkan persepsi pelajar terhadap keusahawanan.

*Kata kunci:* keusahawanan; persepsi; pelajar; pengangguran

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*Statistics Programme  
Faculty of Computer and Mathematical Sciences  
Universiti Teknologi MARA Kelantan  
Lembah Sireh  
15050 Kota Bharu  
Kelantan DN, MALAYSIA  
E-mail: nurulafzan0708@gmail.com, m\_khairan98@yahoo.com, syahirahsept@gmail.com,  
reenie683@uitm.edu.my, safwa541@uim.edu.my\*, bariyah@uitm.edu.my*

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\* Corresponding author