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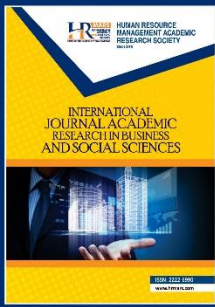
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Determinants of Entrepreneurial Intention among Private University Students in Sarawak: Personal Traits as Moderator

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Abstract

Sarawak government would like to churn more young generation entrepreneurs in the state. However, in Malaysia, there is an absence of enterprising education, lack of prior entrepreneurial experience and most of the parents do not support their children to be an entrepreneur. Graduate are still job seekers, not job creators. Thus, this study is conducted to determine the factors that influence (prior entrepreneurial experience, perceived feasibility, social influence and entrepreneurial education) entrepreneurial intention and personal traits (locus of control and need for achievement) as a moderator among private university students. 400 sets of questionnaires were distributed, and the data was analyzed by using Statistical Package for Social Science (SPSS) version 23 and PROCESS Model. The findings showed there is a significant relationship between perceived feasibility, social influence, entrepreneurial education and entrepreneurial intention. Personal traits did not moderate the relationship. As such, the present study helps to design potential solutions to raise graduates' involvement in entrepreneurship field which include (1) conduct entrepreneur education such as campaigns, seminars and workshops, (2) optimize online technology, and lastly (3) present awards, conduct competition, and share success story at university levels.

Keywords: Entrepreneurial Intention, Prior Entrepreneurial Experience, Perceived Feasibility, Social Influence, Entrepreneurial Education, Personal Traits.

Introduction

Rising unemployment among Malaysian graduates is an alarming issue which accounted for approximately more than 250,000 graduates annually. Leo (2018) reported that there are 1 out of 5 graduates remain unemployed in 6 months. This is due to the fact that most graduates tend to have job seeking intentions in mind rather than being job creators once they have completed their studies. Hence, entrepreneurship is seen as one way to create job opportunity among the