



# **ENTREPRENEURIAL INTENT S AMONG MANAGERS IN KOTA KINABALU SABAH**

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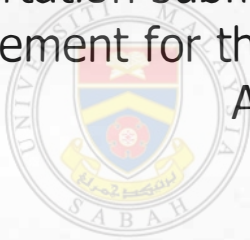
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# **ENTREPRENEURIAL INTENTIONS AMONG MANAGERS IN KOTA KINABALU SABAH**

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(Dissertation submitted in partial fulfillment of the  
requirement for the Degree of Master of Business  
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## ABSTRACT

This paper aims to identify determinants of entrepreneurial intentions among managers. This study based on data collected from ninety nine (99) managers in Kota Kinabalu, Sabah. A total of 99 copies questionnaire were received which made up 49% response rate. The main focus is to what extent the impact of demographic factors, individual background, personality trait and attitudes and contextual elements on entrepreneurial intention. Independent variables in the study include demographic factors and individual background, personality traits and attitudes, and contextual elements. The dependent variable is entrepreneurial intention. Self-efficacy and instrumental readiness are the variables that affect entrepreneurial intention most significantly. Previous entrepreneurial experience and family background in entrepreneurship have significant influence the entrepreneurial intention. However, age, gender, level of education, educational background are not significant influence entrepreneurial intention. The variance in the regression analysis on entrepreneurial intention was significantly explained by the four independent variables namely, need for achievement, and locus of control, self efficacy and instrumental readiness.



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## **ABSTRAK**

### **NIAT KEUSAHAWAN DI KALANGAN PENGURUS-PENGURUS DI KOTA KINABALU SABAH**

*Kajian in bertujuan untuk mengenal pasti faktor-faktor niat keusahawanan di kalangan pengurus-pengurus. Data kajian berdasarkan data yang diperolehi daripada sembilan puluh sembilan (99) pengurus-pengurus di Kota Kinabalu, Sabah. Sebanyak 99 salinan soal selidik telah dikembalikan menjadikan kadar responden keseluruhan berjumlah 49%. Fokus utama kajian in ialah tahap mana kesan faktor-faktor demografi dan latar belakang individu, ciri-ciri keperibadian dan sikap, unsur-unsur mengikut konteks mempengaruhi niat keusahawanan. Keputusan ujian-ujian hipotesis menjelaskan kecekapan diri dan instrumen kesediaan telah memberi kesan ke atas niat keusahawanan. Pengalaman perniagaan dan keluarga yang mempunyai perniagaan juga telah mempengaruhi ke atas niat keusahawanan. Walaubagaimanapun, umur, jantina, tahap pendidikan, latarbelakang pendidikan tidak mempengaruhi niat keusahawanan. Variance di dalam regresi berganda ke atas niat keusahawanan sebahagiannya di pengaruhi oleh keperluan pencapaian, kawalan lokus, kecekapan diri dan instrumen kesediaan.*



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