



UNDERSTANDING THE ROLES OF LEARNING ORIENTATION AND SUBJECTIVE NORM ON ENTREPRENEURIAL INTENTION: EMPIRICAL EVIDENCES IN MALAYSIA

Saraih, U. N.*

School of Business Innovation & Technopreneurship
Universiti Malaysia Perlis
Malaysia

Mohd Sufian, M. F. Z.

School of Business Innovation & Technopreneurship
Universiti Malaysia Perlis
Malaysia

Ibnu Ruslan, R.

Centre for Industrial and Government Collaboration
Universiti Malaysia Perlis
Malaysia

*Corresponding author's Email: ummi@unimap.edu.my

*Peer-review under responsibility of 3rd Asia International Multidisciplinary Conference 2019 editorial board
(<http://www.utm.my/asia/our-team/>)*

© 2019 Published by Readers Insight Publisher,
lat 306 Savoy Residencia, Block 3 F11/1, 44000 Islamabad, Pakistan,
info@readersinsight.net

This is an open access article under the CC BY-NC-ND license(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).



Research Highlights

This study aims to investigate the roles of learning orientation and subjective norm on entrepreneurial intention among students from one of the public university in Malaysia. The data is obtained from 488 students from different schools in the institution. Both of hypotheses have been accepted based on the regression analyses result. Therefore, factors namely learning orientation and subjective norm are found to be positively related with entrepreneurial intention among students in this institution. In detail, entrepreneurial intention is significantly related to learning orientation implementation ($r=.49$, $p=.00$) as well as subjective norm ($r=.63$, $p=.00$). As a conclusion, the management needs to enforce a good implementation of learning orientation. At the same time, the management needs to cultivate the subjective norm level among students to increase the level of entrepreneurial intention.

Graphical Abstract

Research model based on the research findings has been presented in Figure 1.

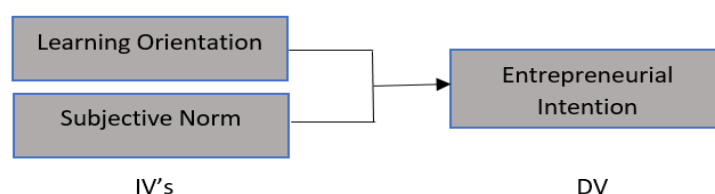


Figure 1: Research Model based on the Findings

Research Objectives

As stated by (Saraih, Amlus, Irza Hanie Abu Samah, Abdul Mutalib, Zin Aris, & Sharmini, 2018) entrepreneurship in Malaysia can be a savior for reducing an unemployment rate as it will become the opportunities to create new jobs. Entrepreneurial intention is considered to be the first step in new business formation (Lee & Wong, 2004). This study attempts to investigate on how the Malaysian tertiary institution develops students' entrepreneurial intention, in the perspective of learning orientation and subjective norm.

Learning orientation is viewed on how the management facilitated several values towards enforcing the students' tendency to create and use knowledge based on the entrepreneurial education. Thus, the role of learning orientation on entrepreneurial intention is important to be revealed because the intention towards entrepreneurship may lead the entrepreneurs to excel in the business (entrepreneurship) performance. Meanwhile, subjective norm refers to the views that are considered important by university representative who advise students to perform or not to perform certain behaviours which are related to become the entrepreneurs. Thus, further clarification on the role of subjective norm on entrepreneurial intention is important to be investigated. Given that, this study suggests:

H₁: Learning orientation plays a significant role on entrepreneurial intention.

H₂: Subjective norm plays a significant role on entrepreneurial intention.

Methodology

This study has been participated by students from one public university located in the Northern Malaysia. The unit of analysis for this study is individual and this is a type of the explanatory research. The response rate of this study is 97.6% and data has been gathered based on several



demographic information such as gender, age, race, academic year, and to the extent whether the participants are currently owned any business as a freelance. In this study, participants' agreement towards their perception on learning orientation and subjective norm have been asked by using the self rating of approach.

At the same time, participants need to reveal on how these factors (learning orientation, subjective norm) impacted on their level of entrepreneurial intention. Based on the reliability test, the Cronbach alpha values for all variables are considered good in between 0.783 to 0.923. According to Nunnally (1978) if the value exceeds alpha reliability of more than 0.70, the questionnaires can be used for the actual study. SPSS (version 22) has been performed to analyse all the data which has been collected.

Results

70.3% of respondents were female, and the remaining 29.7% were male students. Respondents by age is presented as follows: 59.4% (21 to 23 years old); 36.9% (below 20 years old); 3.5% (24 to 26 years old) and 0.2% (above 26 years old). Next, the race of respondents is indicated as follows: 67.6% (Malays); 19.7% (Chinese); 8.6% (Indians) and 4.1% (others). As for the year of study, most of the respondents were the first year students (40.6%), followed by the third year students (37.7%), second year students (20.7%), fourth year students (0.6%) and other categories such as repeaters (0.4%). 20.7% of the respondents are currently owned businesses as freelancers, and the remaining 79.3% of them do not owned any businesses.

Correlation analyses presented that entrepreneurial intention is found to have a positive correlation with learning orientation ($r=.66$, $p<.01$) as well as subjective norm ($r=.55$, $p<.01$). Subjective norm and learning orientation is also positively correlated ($r=.60$, $p<.01$). Regression results presented that learning orientation is positively associated with entrepreneurial intention ($\beta=.49^*$, $p=.00$) with moderate adjusted R^2 (30%). Also, subjective norm is positively associated with entrepreneurial intention ($\beta=.63^*$, $p=.00$) with moderate adjusted R^2 (44%). Therefore, both hypotheses are supported in this study.

Findings

The results presented that learning orientation has a significant effect on entrepreneurial intention among students in this institution with $\beta=.49^*$. This implies that the view of students regarding learning orientation can contribute to increase their entrepreneurial intention. The similar results has been presented by Clercq, Honig, and Martin, (2013).

Also, the results presented that subjective norm has a significant effect on entrepreneurial intention among students in this institution with $\beta=.63^*$. A possible explanation for this results is that the students agreed that subjective norm can increase the level of entrepreneurial intention. This result is consistent with past scholar (Utami, 2017).

Acknowledgement

The authors would like to acknowledge the support from the GIG Economy under a grant number of 9022-0005 from the Ministry of Education Malaysia.

References

- Clercq, D., Honig, B., & Martin, B. (2013). The roles of learning orientation and passion for work in the formation of entrepreneurial intention. *International Small Business Journal*, 31(6), 652–676.
- Lee, S. H., & Wong, P. K. (2004). An exploratory study of technopreneurial intentions: A career anchor perspective. *Journal of Business Venturing*, 19(1), 7–28.
- Nunnally, J. C. (1978). *Psychometric Theory*. New York: McGraw-Hill.





- Saraih, U. N., Amlus, M. H., Irza Hanie Abu Samah, Abdul Mutalib, S., Zin Aris, A. Z., & Sharmini, A. (2018). Relationships between attitude towards behaviour, subjective norm, self-efficacy and entrepreneurial intention among the technical secondary students in Malaysia. *International Journal of Engineering & Technology*, 7(3.21), 431–439.
- Utami, C. W. (2017). Attitude, subjective norms, perceived behavior, entrepreneurship education and self-efficacy toward entrepreneurial intention university student in Indonesia. *European Research Studies Journal*, XX(2A), 475–495.