



UNDERSTANDING THE RELATIONSHIPS BETWEEN
ENTREPRENEURIAL EDUCATION, ENTREPRENEURIAL
IMPLEMENTATION AND ENTREPRENEURIAL INTENTION: AN
EMPIRICAL INVESTIGATION

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Research Highlights

This research is conducted to reveal the effects of entrepreneurial education and entrepreneurial implementation on entrepreneurial intention among students from the tertiary institution. To analyze this effects, participants from one tertiary institution located in the Northern of Malaysia have been taken as the sample of this research survey. Quantitative method is adopted, and this research received 96.7% responses out of 500 sample size. Findings of this research presented that there was significant effect of entrepreneurial education on entrepreneurial intention with $\beta=.55$, $p=.00$. The similar result is reported on the effect of entrepreneurial implementation on entrepreneurial intention with $\beta=.52$, $p=.00$. Thus, this institution always have quest of finding the unique ways to enhance the students' level of entrepreneurial intention. This research would help to suggest on how an adequate entrepreneurial education and entrepreneurial implementation would help to increase the level of students' entrepreneurial intention.

Graphical Abstract

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

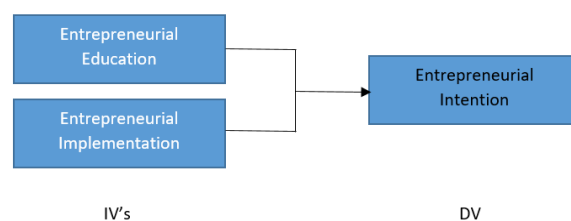


Figure 1: Research Model based on the Findings

Research Objectives

Since the early 1990s, different scholars are inspired by the model of intention. A number of studies on entrepreneurial intention and its antecedents have been conducted as the starting point (Douglas, E. J. & Fitzsimmons, 2013). Krueger (2000) defined entrepreneurial intention as the intent to start a business, and/or to launch a new venture. In a recent years, studies on antecedents of entrepreneurial intention remain important. For example Izedonmi and Okafor (2010) revealed that entrepreneurship education is effective at motivating students' entrepreneurial intention. Traditionally, entrepreneurship education is defined as education that imparts skills needed to set up a new business (Hardy Loh et al., 2015). In 2017, Olokundun presented that entrepreneurial education and entrepreneurial implementation are significantly correlated; where entrepreneurial implementation is defined as a volitional phase consisting of efforts to initiate an intended entrepreneurial behaviour.

The importance of entrepreneurship has been the center of worldwide attention including Malaysia. Entrepreneurship is seen as a possible solution to build a knowledge-based economy. Given the above literature, the objectives of this research are as follows:

1. To investigate the effect of entrepreneurial education on students' entrepreneurial intention in Malaysia.
2. To investigate the effect of entrepreneurial implementation on students' entrepreneurial intention in Malaysia.





Methodology

The population of this research is included all students from one of tertiary institution located in the Northern Malaysia. The data regarding entrepreneurial intention, entrepreneurial education and entrepreneurial implementation have been gathered from the self perspective of students. This study has utilized the survey method involved with 488 students. 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.

The SPSS Version 22 has been used for the statistical analyses. All related categorical were coded before all data had been entered into the computer. First and foremost, the frequency test was conducted by the researchers in order to identify the variance of demographic factors. After that, the researchers conducted several test to get the correlation and regression results based on the variables in this study.

Results

Almost three quarter of the participants were female respondents (70.3%) and the remaining percentage were male respondents (29.7%). Most of participants which contributed of 59.4% were in the age between 21 to 23 years old, while the least participants (1%) were above 26 years old. Majority of the participants were Malays (67.6%), followed by Chinese (19.7%), Indian (8.6%) and other races (4.1%). Apart from that, 40.6% of the participants were the first year students, followed by 20.7% were the second year student and 37.7% were the third year students; the remaining participants were the fourth year students (0.6%) and other categories (0.4%) such as the repeaters. To the extent of participants came from family who owned a business, 34.4% of students stated 'yes' and the remaining 65.6% students stated 'no'. Correlations analyses showed that entrepreneurial intention are positively associated with entrepreneurial education ($r=.53$, $p<.01$); and entrepreneurial implementation ($r=.54$, $p<.01$). Similarly entrepreneurial education is also positively associated with entrepreneurial implementation ($r=.64$, $p<.01$). Regression analyses presented that entrepreneurial education is significantly related to entrepreneurial intention with $\beta=0.55$ and $p=0.00$; with moderate adjusted R^2 (30.0%). Also, entrepreneurial implementation is significantly related to entrepreneurial intention with $\beta=0.52$ and $p=0.00$, with moderate adjusted R^2 (26.9%).

Findings

Results on the effect of entrepreneurial education on entrepreneurial intention was consistent with the findings of Mahendra, Djatmika, and Hermawan (2017). Thus, specific entrepreneurial courses should be remained in the programmes to develop entrepreneurial knowledge and skills, such as developing business planning as a field project. Results also showed the effect of entrepreneurial implementation on entrepreneurial intention are significantly related among students in this tertiary institution. Therefore, this study suggests that providing university students with more experience-based on entrepreneurial learning opportunities leads to the development of implementation intentions among them which able to increase their propensity to engage in entrepreneurial activities.

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