

ENTREPRENEURIAL INTENTIONS AND
CAPABILITIES ON STUDENT ENTERPRISES'
PERFORMANCE IN MALAYSIAN HIGHER
EDUCATIONAL INSTITUTIONS

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I hereby declare that the work in this thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Malaysia Pahang or any other institutions.

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ABSTRAK

Kajian mengenai prestasi syarikat terbitan pelajar secara relatifnya masih lagi baharu terutamanya di negara-negara yang sedang membangun seperti Malaysia. Kajian mengenai topik ini sangat penting kerana terdapat beberapa kajian lepas yang menyatakan bahawa prestasi syarikat terbitan pelajar adalah kurang memberangsangkan. Oleh itu kajian ini direka untuk mengukur prestasi syarikat terbitan pelajar di institusi pengajian tinggi Malaysia kerana prestasi baik syarikat terbitan pelajar boleh menyokong pihak kerajaan untuk menghasilkan para graduan universiti yang mencipta peluang kerjaya. Sungguhpun banyak kajian yang telah dilakukan terhadap antededen dan penghalang kepada niat pelajar menubuhkan syarikat terbitan, namun hanya terdapat sedikit kajian yang menyiasat perkaitan antara niat pelajar menubuhkan syarikat terbitan dengan keupayaan keusahawanan dan prestasi syarikat terbitan pelajar. Oleh yang demikian, penyelidikan ini bertujuan menilai prestasi syarikat-syarikat terbitan pelajar melalui tiga fasa dalam proses pembangunan perusahaan iaitu pada peringkat sebelum pembentukan (pemangkin dan penghalang kepada penubuhan syarikat terbitan oleh pelajar) dan peringkat pembentukan (keupayaan keusahawanan) yang memberi kesan kepada peringkat selepas pembentukan (prestasi syarikat terbitan pelajar). Memahami proses ini adalah penting kerana ia boleh membawa kepada kejayaan bagi syarikat-syarikat terbitan pelajar. Teknik pensampelan berkelompok telah digunakan untuk memilih 369 pengasas syarikat terbitan pelajar di institusi pengajian tinggi awam Malaysia melalui kajian tinjauan secara dalam talian dan analisis data dilakukan dengan menggunakan kaedah pemodelan persamaan struktur kuasa dua terkecil separa (PPS-KDTS). Keputusan menunjukkan bukti yang menyokong pengaruh keperluan untuk pencapaian, inovatif, kecenderungan mengambil risiko, dan keberkesanan diri terhadap niat pelajar menubuhkan syarikat terbitan. Walau bagaimanapun, lokus kawalan didapati tidak berupaya mempengaruhi niat pelajar untuk menubuhkan syarikat terbitan. Di samping itu, peranan universiti dan persekitaran keusahawanan sebaliknya didapati tidak menyokong hubungan yang diandaikan dalam hipotesis kajian. Persepsi terhadap penghalang disahkan mempunyai hubungan yang signifikan secara negatif dengan niat pelajar untuk menubuhkan syarikat terbitan. Tambahan pula, niat pelajar untuk menubuhkan syarikat terbitan ini turut mempengaruhi keupayaan keusahawanan dan prestasi syarikat terbitan pelajar secara positif. Konstruk keupayaan keusahawanan didapati mempunyai perkaitan dengan prestasi syarikat terbitan pelajar dan terbukti menjadi satu faktor pengantara yang memberi kesan hubungan antara niat pelajar untuk menubuhkan syarikat terbitan dengan prestasi syarikat terbitan pelajar. Kajian ini telah memberi sumbangan dari segi teori dan wawasan terhadap prestasi syarikat terbitan pelajar, khususnya di Malaysia. Penyelidikan ini dijangka akan dapat membantu para penggubal dasar dan pihak universiti mengurangkan bilangan graduan yang menganggur dan mewujudkan ekosistem keusahawanan yang berdaya maju di dalam universiti.

ABSTRACT

The study of student enterprises' performance is relative new particularly in developing countries like Malaysia. The research on this topic is very important because several past studies have mentioned unimpressive performance of student enterprises. Therefore this study is designed to measure the performance of student enterprises in Malaysian higher educational institutions because the good performance of student enterprises would facilitate the government to create job creators among university students. Although much has been done to investigate the drivers and barriers of student enterprise intentions, few studies have related outcomes of student enterprise intentions to entrepreneurial capabilities and student enterprise performance. Thus, the current study aims to examine the performance of student enterprises through three phases of enterprise process development such as the pre-founding stage (drivers and barriers to establish student enterprises) and founding stage (entrepreneurial capabilities) that effect the post-founding stage (student enterprises performance). Understanding the process is essential because it could lead to the success of student enterprises. A cluster sampling technique was used to select 369 founders of student enterprises in Malaysian public higher educational institutions, using an online survey research and analysed using partial least squares structural equation modelling (PLS-SEM). Results found support for the influence of need for achievement, innovativeness, propensity of risk taking, and self-efficacy on student enterprise intentions. However, locus of control was unable to influence student enterprise intentions. Contrary to expectations, university roles and entrepreneurial environments were unable to support the hypothesized relationships. Perception of barriers was confirmed as having a significant negative relationship with student enterprise intentions. Furthermore, student enterprise intention positively influenced entrepreneurial capabilities and student enterprise performance. Entrepreneurial capabilities construct was found to be associated with student enterprise performance and is proved to be a mediating effect on student enterprise intentions and student enterprise performance. This study has made several theoretical contributions and provides further insights on measuring student enterprises performance, particularly in Malaysia. This research could also assist policymakers and universities to reduce the number of unemployed graduates and create a viable entrepreneurial ecosystem within the universities.

TABLE OF CONTENT

| | |
|---|-------------|
| DECLARATION | |
| TITLE PAGE | |
| ACKNOWLEDGEMENTS | ii |
| ABSTRAK | iii |
| ABSTRACT | iv |
| TABLE OF CONTENT | v |
| LIST OF TABLES | x |
| LIST OF FIGURES | xii |
| LIST OF ABBREVIATIONS | xiii |
| CHAPTER 1 INTRODUCTION | 1 |
| 1.1 Introduction | 1 |
| 1.2 Background of the Study | 1 |
| 1.3 Problem Statement | 5 |
| 1.4 Research Objectives | 7 |
| 1.5 Research Questions | 7 |
| 1.6 Scope of the Study | 8 |
| 1.7 Significance of Study | 9 |
| 1.7.1 Significance for Policymakers | 9 |
| 1.7.2 Significance for Universities | 10 |
| 1.7.3 Significance for Student Enterprise Entrepreneurs | 10 |
| 1.8 Definition of Key Terms | 11 |
| 1.9 Chapter Summary and Thesis Organization | 13 |

| | |
|---|-----------|
| CHAPTER 2 LITERATURE REVIEW | 15 |
| 2.1 Introduction | 15 |
| 2.2 Definition of Entrepreneur and Entrepreneurship | 16 |
| 2.3 Entrepreneurship in Malaysian Higher Educational Institutions | 20 |
| 2.4 Typologies of Enterprises in University | 24 |
| 2.5 The Importance of University Enterprises | 31 |
| 2.6 Overview of Student Enterprise | 33 |
| 2.6.1 Definitions of Student Enterprise | 34 |
| 2.6.2 The Student Enterprise Entrepreneurial Ecosystem | 36 |
| 2.6.3 The Student Enterprise Process Development | 37 |
| 2.6.4 The Importance of Student Enterprises | 38 |
| 2.7 Theoretical Background | 39 |
| 2.7.1 Theory of Planned Behaviour | 41 |
| 2.7.2 Theory of Resource-Based View of the Firm | 44 |
| 2.8 Entrepreneurial Intentions Model | 48 |
| 2.8.1 Intentions of Student Enterprise | 50 |
| 2.9 Hypotheses Development | 53 |
| 2.9.1 The Effect of Founders' Characteristics on Student Enterprise Intentions | 55 |
| 2.9.2 The Effect of University Roles on Student Enterprise Intentions | 63 |
| 2.9.3 The Effect of Entrepreneurial Environments on Student Enterprise Intentions | 67 |
| 2.9.4 The Effect of Perception of Barriers on Student Enterprise Intentions | 69 |
| 2.9.5 The Effect of Student Enterprise Intentions on Entrepreneurial Capabilities | 74 |

| | | |
|------------------------------|---|-----------|
| 2.9.6 | The Effect of Entrepreneurial Capabilities on Student Enterprise Performance | 76 |
| 2.9.7 | The Effect of Student Enterprise Intentions on Student Enterprise Performance | 78 |
| 2.9.8 | Mediating Effect of Entrepreneurial Capabilities | 80 |
| 2.10 | Chapter Summary | 83 |
| CHAPTER 3 METHODOLOGY | | 84 |
| 3.1 | Introduction | 84 |
| 3.2 | Research Paradigm | 84 |
| 3.2.1 | Reasons for the Choice of Paradigm | 86 |
| 3.3 | Research Process | 87 |
| 3.4 | Research Design | 89 |
| 3.5 | Instrumentation | 90 |
| 3.5.1 | Construct Conceptualization | 91 |
| 3.5.2 | Items (indicators) Generated to Represent the Constructs | 91 |
| 3.5.3 | Scale Rating | 99 |
| 3.5.4 | Face and Content Validity | 100 |
| 3.5.5 | Translation Process | 105 |
| 3.6 | Pilot Study | 107 |
| 3.7 | Sampling Frame | 110 |
| 3.8 | Sampling Method | 114 |
| 3.9 | Sample Size | 115 |
| 3.10 | Data Collection | 117 |
| 3.11 | Plans for Data Analysis | 118 |
| 3.11.1 | Partial Least Square Structural Equation Modelling (PLS-SEM) | 119 |
| 3.11.2 | Reasons for the Choice of PLS-SEM | 121 |

| | | |
|--|-------------------------------------|------------|
| 3.11.3 | Descriptive Analysis | 122 |
| 3.11.4 | Normality Test | 123 |
| 3.11.5 | Measurement Model | 123 |
| 3.11.6 | Bootstrapping | 124 |
| 3.11.7 | Structural Model | 125 |
| 3.11.8 | Tests for Mediation | 126 |
| 3.12 | Chapter Summary | 126 |
| CHAPTER 4 DATA ANALYSIS AND RESULTS | | 127 |
| 4.1 | Introduction | 127 |
| 4.2 | Overview of Data Analysis | 127 |
| 4.3 | Response Rate | 128 |
| 4.3.1 | Non-Response Bias | 129 |
| 4.4 | Preliminary Data Analysis | 129 |
| 4.4.1 | Data Editing and Coding | 130 |
| 4.4.2 | Data Screening | 130 |
| 4.4.3 | Common Method Bias | 136 |
| 4.5 | Profile of Respondents | 139 |
| 4.6 | Findings | 140 |
| 4.6.1 | Assessment of the Measurement Model | 141 |
| 4.6.2 | Assessment of the Structural Model | 153 |
| 4.6.3 | Hypothesis Testing | 162 |
| 4.7 | Mediation Testing | 170 |
| 4.8 | Chapter Summary | 176 |

| | |
|---|--------------|
| CHAPTER 5 DISCUSSION | 178 |
| 5.1 Introduction | 178 |
| 5.2 Discussion of Findings | 178 |
| 5.2.1 Research Question 1 | 178 |
| 5.2.2 Research Question 2 | 192 |
| 5.2.3 Research Question 3 | 195 |
| 5.2.4 Research Question 4 | 198 |
| 5.2.5 Research Question 5 | 200 |
| 5.3 Chapter Summary | 202 |
| | |
| CHAPTER 6 CONCLUSION | 203 |
| 6.1 Introduction | 203 |
| 6.2 Conclusion | 203 |
| 6.3 Contributions of the Study | 205 |
| 6.3.1 Theoretical Contributions | 205 |
| 6.3.2 Methodological Contributions | 209 |
| 6.3.3 Practical Contributions | 210 |
| 6.4 Limitations of the Study | 214 |
| 6.5 Future Research Directions | 215 |
| REFERENCES | 217 |
| | |
| APPENDIX A SAMPLE OF EXPERT OPINION FORM | 272 |
| | |
| APPENDIX B SAMPLE OF QUESTIONNAIRE | 27777 |
| | |
| APPENDIX C SAMPLE OF NORMALITY TEST | 286 |
| | |
| APPENDIX D SAMPLE OF HARMAN'S SINGLE-FACTOR TEST | 303 |
| | |
| APPENDIX E LIST OF PUBLICATION | 307 |

LIST OF TABLES

| | | |
|------------|---|-----|
| Table 2.1 | Definitions of Entrepreneur | 16 |
| Table 2.2 | Definitions of Entrepreneurship | 18 |
| Table 2.3 | The Nature of the Entrepreneur: Main Schools of Thought | 19 |
| Table 2.4 | Higher Education Entrepreneurship Development Policy (2010) | 21 |
| Table 2.5 | Strategic Plan on Entrepreneurship Development in Higher Education (2013-2015) | 23 |
| Table 2.6 | Typologies of Enterprises in University | 25 |
| Table 2.7 | Explanations of Four Cases of University Enterprises | 30 |
| Table 2.8 | Definitions of Student Enterprise | 34 |
| Table 2.9 | Theories and Conceptual Constructs | 47 |
| Table 2.10 | Evolution of Entrepreneurial Intention Models | 50 |
| Table 2.11 | Factors that Stimulate Entrepreneurial Intentions at the University | 51 |
| Table 2.12 | Institutional Factors Affecting Entrepreneurship Intentions | 52 |
| Table 2.13 | Perception of Barriers to Set Up a Student Enterprise | 73 |
| Table 3.1 | The Major Characteristics of the Quantitative and Qualitative Paradigm | 85 |
| Table 3.2 | Assumptions of the Positivist and Post-Positivist Paradigm | 86 |
| Table 3.3 | Survey Instrument Procedure | 91 |
| Table 3.4 | Constructs and Sources | 93 |
| Table 3.5 | Founders' Characteristics Scale Items | 94 |
| Table 3.6 | University Roles Scale Items | 95 |
| Table 3.7 | Entrepreneurial Environments Scale Items | 96 |
| Table 3.8 | Perception of Barriers Scale Items | 96 |
| Table 3.9 | Student Enterprise Intentions Scale Items | 97 |
| Table 3.10 | Student Enterprise Performance Scale Items | 97 |
| Table 3.11 | Entrepreneurial Capabilities Scale Items | 98 |
| Table 3.12 | Background of Expert Panels | 101 |
| Table 3.13 | Modified Items based on the Suggestions of Expert Panels and Pre-Test Respondents | 102 |
| Table 3.14 | Reliability and Validity Tests of the Measurement | 109 |
| Table 3.15 | Types, Locations and Characteristics of Public Universities in Malaysia | 110 |
| Table 3.16 | Sampling Frame of Student Enterprises | 113 |
| Table 3.17 | Summary of Sampling Process | 116 |

| | | |
|------------|---|-----|
| Table 3.18 | Comparing PLS to CBSEM | 119 |
| Table 4.1 | Summary of the Rate of Return of the Questionnaires | 129 |
| Table 4.2 | Measures of the Constructs and Descriptive Statistics | 133 |
| Table 4.3 | Correlation between Constructs | 138 |
| Table 4.4 | Profile of Respondents | 139 |
| Table 4.5 | Assessing Reflective Measurement Models | 142 |
| Table 4.6 | Loading of Indicator | 143 |
| Table 4.7 | Results of Composite Reliability | 147 |
| Table 4.8 | Convergent Validity | 148 |
| Table 4.9 | HTMT Criterion | 152 |
| Table 4.10 | Structural Model Test Criteria | 153 |
| Table 4.11 | The f^2 Effect Sizes | 158 |
| Table 4.12 | Predictive Relevance on Endogenous Construct | 160 |
| Table 4.13 | Results of q^2 | 161 |
| Table 4.14 | GoF Estimate | 162 |
| Table 4.15 | Path Coefficient and Hypothesis Testing | 164 |
| Table 4.16 | Mediation Analysis in PLS-SEM | 175 |
| Table 4.17 | Summary of Hypothesis Testing | 176 |
| Table 5.1 | Hypothesis and Summary of Decision for the Antecedents and Barrier of Student Enterprise Intentions | 179 |
| Table 5.2 | Hypothesis and Summary of Decision for Student Enterprise Intentions and Entrepreneurial Capabilities | 193 |
| Table 5.3 | Hypothesis and Summary of Decision for Entrepreneurial Capabilities and Student Enterprise Performance | 195 |
| Table 5.4 | Hypothesis and Summary of Decision for Student Enterprise Intentions and Student Enterprise Performance | 198 |
| Table 5.5 | Hypothesis and Summary of Decision for Mediating Effect of Student Enterprise Intentions and Student Enterprise Performance | 200 |

LIST OF FIGURES

| | | |
|-------------|--|-----|
| Figure 2.1 | Typology of University Enterprise | 28 |
| Figure 2.2 | Student Enterprise Process Development | 38 |
| Figure 2.3 | Theory of Planned Behaviour | 43 |
| Figure 2.4 | A Resource-Based Approach to Strategy Analysis | 46 |
| Figure 2.5 | Conceptual Framework | 54 |
| Figure 3.1 | The Stages of the Research Process | 89 |
| Figure 3.2 | Results of Power Analysis | 116 |
| Figure 4.1 | Summary of Data Analysis Procedures | 128 |
| Figure 4.2 | Results of Structural Model | 155 |
| Figure 4.3 | Coefficient of Determination | 156 |
| Figure 4.4 | Hypothesis Testing of Original Research Model (Mediated Model) | 163 |
| Figure 4.5 | Hypothesis Testing of Unmediated Model | 164 |
| Figure 4.6 | Path Coefficient of Need for Achievement on Student Enterprise Intentions | 165 |
| Figure 4.7 | Path Coefficient of Innovativeness on Student Enterprise Intentions | 165 |
| Figure 4.8 | Path Coefficient of Propensity of Risk Taking on Student Enterprise Intentions | 166 |
| Figure 4.9 | Path Coefficient of Locus of Control on Student Enterprise Intentions | 166 |
| Figure 4.10 | Path Coefficient of Self-Efficacy on Student Enterprise Intentions | 166 |
| Figure 4.11 | Path Coefficient of University Roles on Student Enterprise Intentions | 167 |
| Figure 4.12 | Path Coefficient of Entrepreneurial Environments on Student Enterprise Intentions | 167 |
| Figure 4.13 | Path Coefficient of Perception of Barriers on Student Enterprise Intentions | 168 |
| Figure 4.14 | Path Coefficient of Student Enterprise Intentions and Entrepreneurial Capabilities | 168 |
| Figure 4.15 | Path Coefficient of Entrepreneurial Capabilities and Student Enterprise Performance | 169 |
| Figure 4.16 | Path Coefficient of Student Enterprise Intentions and Student Enterprise Performance | 169 |
| Figure 4.17 | Analysis of Mediation Effects using PLS Analysis | 172 |
| Figure 4.18 | Summary of Mediator Analysis Procedure | 173 |
| Figure 4.19 | Structural Model (Mediation Analysis) | 175 |

LIST OF ABBREVIATIONS

| | |
|---------|--|
| AVE | Average variance extracted |
| CBSEM | Covariance-based structural equation modelling |
| CR | Composite reliability |
| CU | Comprehensive university |
| EC | Entrepreneurial capabilities |
| EE | Entrepreneurial environments |
| FC | Founders's characteristics |
| FU | Focused university |
| IN | Innovativeness |
| LC | Locus of control |
| MEB | Malaysia education blueprint |
| NA | Need for achievement |
| PB | Perception of barriers |
| PLS-SEM | Partial least square-structural equation modelling |
| R&D | Research and development |
| RBV | Resource-based view of the firm |
| RT | Propensity of risk taking |
| RU | Research university |
| SE | Self-efficacy |
| SEP | Student enterprise |
| SI | Student enterprise intentions |
| SP | Student enterprise performance |
| TPB | Theory of planned behavior |
| UR | University roles |
| VAF | Variance accounted for |
| VIF | Variance inflation factor |

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