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The Impact of EAO Model Among Youth in Sabah, Malaysia: Intention of Becoming an Entrepreneur

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Abstract
The main purpose of the current study is to examine if entrepreneurial attitude orientation (EAO) affects youth's intention to become an entrepreneur in Sabah, Malaysia. This paper uses a non-probability sampling method called purposive sampling. The participants are young people from Sabah, Malaysia, who are enrolled in various higher education institutions. Three hundred questionnaires were distributed via an online survey using a self-administered questionnaire with a 7-point Likert scale. The total number of questionnaires returned was 250. EAO dimensions consist of innovation, personal control, self-esteem, and achievement as factors that influence becoming an entrepreneur are assessed. The SmartPLS 3.3.2 software is used to analyse the data collected using the SEM-PLS method. According to the study, Sabah's youth have a moderate intention to become entrepreneurs. The findings have discovered that personal control and self-esteem have a significant and positive relationship with becoming an entrepreneur; contrary, innovation and achievement have insignificant relationships. The theoretical implication of this paper is that it supports some of the previous findings and arguments that EAO is important in influencing the intention to become an entrepreneur. The study's findings will benefit youth, policymakers, government agencies, and other stakeholders in better understand the critical role of EAO in determining youth needs on a practical level.

Keywords: Entrepreneurial Attitude Orientation, Achievement, Innovation, Personal Control, Self-esteem
Paper Type: Research Paper

Introduction

Entrepreneurship is recognised as a driving element to the economic success and social stability of a country. Therefore, the Malaysian government is working hard to support, promote, and further strengthen entrepreneurial activities in every state. According to Koe (2016), the determination to boost entrepreneurship is to overcome the increase in unemployment, especially among the youth. Aun (2020) found that the unemployment rate in Malaysia is increasing every year among those aged from 19 to 24 years, with Sabah recording the highest unemployment rate of male youth and a high unemployment rate of female youth in most districts. Prolonged unemployment issues, including job loss and sources of income, are an economic crisis that hit the country repetitively from 1985 to 1986, 1997 to 1998, and 2008 to 2009 (Welsh and Chang, 2020) with severe economic downturn during those times. Entrepreneurship has often been youths last resort after failing to get other jobs. Youths mostly think that entrepreneurs and small traders are not promising careers compared to working with

the government. They feel entrepreneurship is unsecured due to the absence of fixed incomed. Today, an unprecedented new phenomenon has paralysed the whole world, including Malaysia, when the spread of coronavirus (COVID-19) has slowed down the economy of every individual (Asghar *et al.,* 2020), leading to a very high percentage of unemployment. It is reported that as of May 2020, there are approximately 826,100 thousand people with the unemployed status, which accounted for 5.3% of Malaysia population (DOSM, 2020). Losing a job is a critical situation because it brings damaging effects to the people. Therefore, all economic sectors are affected and needed solutions immediately. Thus, realising the impending impact, the government's short-term strategic plan has been disseminated, such as the People's Concerned Economic Stimulus Package (PRIHATIN), to help youths and small entrepreneurs affected by the spread of coronavirus (COVID-19). However, how long could this country, its people and youths survive without a regular source of income? Therefore, besides the limited career options and survival purpose, entrepreneurship is the best alternative and the primary choice for the people to survive during the pandemic COVID-19 (Dvoulety *et al.,* 2020).

Therefore, deciding to be an entrepreneur is the only option available (Giones *et al.,* 2020). At the very least, being an entrepreneur can reduce the unemployment rate and get people out of the shackles of poverty. However, understanding youth intention to become entrepreneurs is vital (Díez-Echavarria *et al.,* 2019) that should be investigated. It is unlikely that the youth will become entrepreneurs unless they have a strong desire to do so (Ndovela and Chinyamurindi, 2021). Furthermore, researchers have discovered that intention plays an important role in deciding to start a new entrepreneurial activity. (Mahfud *et al.,* 2020). Therefore, the unique characteristics of (EAO), namely innovation, personal control, self-esteem, and the need for achievement in business by Tran and Tran (2021), was tested to anticipate entrepreneurial youths' intention. Besides, studies' findings on factors affecting youths' attitudes towards becoming entrepreneurs remain unclear, particularly among Sabahan youth EAO and their intention to become entrepreneurs. Accordingly, these paper study objectives are;

1. To investigate the relationship between entrepreneurial attitude orientation dimensions, achievement with entrepreneurial intention.
2. To investigate the relationship between entrepreneurial attitude orientation dimensions, innovation with entrepreneurial intention.
3. To investigate the relationship between entrepreneurial attitude orientation dimensions, personal control with entrepreneurial intention.
4. To investigate the relationship between entrepreneurial attitude orientation dimensions, self-esteem, with entrepreneurial intention.

Literature Review

The Theory of Planned Behavior (TPB) is a term coined by Ajzen (1991) to describe how their attitudes and beliefs influence human intentions. TPB theory is broadly used to predict and explain different people's intentions (Ambad and Damit, 2016). Previous research by Mahfud *et al.* (2020) has found that entrepreneurial intent is important in generating new business.

Because entrepreneurship is a source of economic growth, national development and job opportunities, this research is critical in determining the factors that influence young people's desire to start their own business (Ahmed and Sum, 2017). However, in most cases, entrepreneurial action or entrepreneurial development does not happen overnight. Instead, it stems from the results of the youth's intention or choice in pursuing their entrepreneurial career in response to the identified opportunities because the more vigorous the intention, the more possible actions will be taken (Kabir *et al.,* 2017). Entrepreneurial intentions depend on how the EAO approach is applied in entrepreneurial intention versus personality or demographic

approach (Tunggak and Ahmed, 2015). The attitude approach focuses on a specific set of behaviours that can be measured using specially designed questions that measure the level of EAO of youth entrepreneurship, thus revealing the influencing factors of youths' intentions to become entrepreneurs. Therefore, entrepreneurship education plays a critical role. Education can increase new job opportunities and allow entrepreneurial action more feasible (Murnieks *et al.,* 2014). Moreover, entrepreneurship education prepares youth with the skills and competency needed to set up their own business companies and other achievements in life. Nevertheless, inevitably, entrepreneurial success and failure are also determined by external factors (Kabir *et al.,* 2017).

The Intention of Becoming an entrepreneur

Entrepreneurial intentions have been a popular topic of discussion for decades all over the world. However, there has been a dearth of research in Malaysia, particularly among youths studying at Sabah's higher education institutions. As a result, this study aims to add to the existing body of knowledge in entrepreneurship. The intention to be an entrepreneur is an individual decision (Mohamad *et al.,* 2015). The intention would lead to individuals initiating some entrepreneurial activities (Al-Ghazali and Afsar, 2021). Therefore, individual attitudes are essential in determining entrepreneurial activities. In response to Adhikusuma and Genoveva (2020) study, entrepreneurship intention is a person's visionary thinking that drives them to start a new business.

Consequently, it is imperative to understand both the internal and external factors that drive individuals towards becoming an entrepreneur (Krueger, 2017). Numerous studies confirm that intentions matter when deciding to start a new business (Mahfud *et al.,* 2020). Moreover, Ahmad and Arshad (2021) emphasised entrepreneurial intention to create a new business, where an intention exists before actions are executed. According to both studies, the intention is one of the best ways to measure an individual's planned behaviour, and attitude significantly influences behaviour through intention. Thus, entrepreneurial intentions and attitudes are interdependent on one's environment and personality. Thus, entrepreneurial intent drives behaviour to start a business. The more likely a person intends to take part in an action, the more likely it is committed (Maresch *et al.,* 2016). In the current study, entrepreneurial intent refers to youth wanting to start a new business to survive the COVID-19 pandemic and combat unemployment.

Entrepreneurial Attitude Orientation (EAO)

The Entrepreneurial Attitude Orientation (EAO) model by Ismail *et al.* (2013) was used in this study to predict entrepreneurial intentions among youths studying in Sabah's higher learning institutions. (Robinson *et al.*, 1991) formed the original EAO model to provide an alternative approach to entrepreneurship education. It contains four subscales consisting of achievement, innovation, personal control, and self-esteem, believed to be essential for anyone who wants to become an entrepreneur. EAO has been specially designed to predict entrepreneurship. The definition of the critical terms of the four critical components of EAO are:

a. Business achievement: refers to tangible results associated with the expansion of a business.
b. Business innovation: refers to taking unique and novel approaches to business activities.
c. Personal business control: refers to one's perception of control over one's business.
d. Business self-esteem: refers to self-confidence in one's business dealings.

Attitude to Entrepreneurship

Azjen (1991) stated that attitude towards a behaviour is individual behaviour that gives a positive or negative personnel value in making decisions on the wishes to be achieved and individual's attitude arises when having the result of a strong desire of an individual when the result will later give importance to the individual. In this situation, attitude becomes an essential element in considering the questions that arise to achieve the individual's desires and other influences towards entrepreneurial desires. Therefore, attitude depends on individuals and the factors influencing them to do something. For example, to be an entrepreneur, it has to come from an individual instinct without any influence from other parties, either inside or outside the individual's environment. Individuals who choose to become entrepreneurs have different attitudes and thoughts from those choosing otherwise (Ambad and Damit,2016). An attitude leaning towards entrepreneurship might be influenced by many factors, such as family background, education, environmental and cultural, social, and individual development.

Preliminary research shows that a variety of factors influenced people's decisions to become entrepreneurs (Ambad and Damit, 2016), and attitude is one of the essential factors in determining the involvement of individuals in the entrepreneurship field. Youth attitude that decides whether to venture into a business is based on their positive attitude towards entrepreneurship. In this context, (Ravi *et al.,* 2015) found that youth's decision to get involved in entrepreneurship is not depends on their intention alone, but the confidence in their ability to do so. Thus, the attitude approach challenges researchers to raise research questions, methodologies and techniques that determine justice in entrepreneurship that has become increasingly complex. Many studies have been conducted to examine the characteristics of entrepreneurs (Akyol, 2016). However, according to Tunggak and Ahmed (2015), studies emphasise personality and demographic approaches. The approaches have some drawbacks, whereby they emphasised that personality and demographic studies are less appropriate for measuring an entrepreneur's characteristics. Robinson *et al.* (1991) recommend that an approach to one's attitude is a more appropriate approach to describe entrepreneurship. The findings obtained from the dimensions of EAO tested show high validity and reliability (Ismail *et al.,* 2013). Thus, this study aims to examine the extent of the intention to become entrepreneurs among youths in Malaysia, especially in Sabah, by focusing on their entrepreneurial orientation attitude.

Hypothesis Development

Relationship Between Achievement and Entrepreneurial Intention

The EAO tool used in the study uses the following attitude subscales (Robinson *et al.,* 1991). The need for achievement in business refers to the outcomes associated with the start-up and growth of a business venture. The concept of the need for achievement was adopted in this study from (Zeffane, 2013), which refers to an individual's (youth) desire to achieve a significant accomplishment, who discovered that the need for achievement has a positive and significant relationship with the youth's entrepreneurial intention (Akhtar *et al.,* 2020). Furthermore, dynamic and competitive work, such as business and entrepreneurship, are highly motivating to people with a high need for achievement (Rishipal, 2012). Studies by Ismail *et al.* (2013), on the other hand, found no significant differences between achievement needs and entrepreneurial intentions.

Nonetheless, Jusoff *et al.* (2009) claimed that success is essential for young people who want to be entrepreneurs. As a result of this research, high-achieving students in higher education are more likely to want to be entrepreneurs in the future. The following hypothesis is formed as a result of the preceding discussion:

H1: A higher level of need for achievement has a positive relationship with a higher level of entrepreneurial intention.

Relationship Between Innovation and Entrepreneurial Intention

According to the original study (Robinson *et al*., 1991), business innovation is defined as looking at and acting on business activities in unusual and unique ways. However, this study refers to innovation as a youths' ability to create new products, methods, penetrate new markets or established his/her new organisation in the future (Kartono *et al.*, 2021). In contrast, Mohd Shariff and Saud (2009) discovered no significant difference in innovation between undergraduates who minored in entrepreneurship and non-entrepreneurs undergraduates. Nevertheless, Aloulou (2016) found a positive relationship between innovation and entrepreneurial intention of undergraduates' students. Thus, this study suggests that if the universities' innovation level is high, their individuals-intentions of becoming entrepreneurs are also high. Thus, the following hypothesis of the study is:

H2: A higher level of innovation has a positive relationship with a higher level of entrepreneurial intention.

Relationship between perceived personal control and entrepreneurial intention

PPC (perceived personal control of a business) is a subscale developed by Robinson *et al.* (1991) to assess people's perceptions of control and influence over their future businesses. According to a study by Jelenc *et al.* (2016), personal control assumes control and influence over the future of the business. Individual self-beliefs, commitment, and determination are all enhanced by personal control, and an entrepreneur can pursue his or her entrepreneurial goals (Choe *et al.*, 2013). Kundu and Rani (2016) found that youth people had the highest levels of personal control and a strong tie between entrepreneurial intentions and personal control. On the other hand, Ismail *et al.* (2013) discovered that personal control has no bearing on one's desire to start a business. As a result, this research predicts that university students (youth) who have a higher level of personal control will be more interested in becoming entrepreneurs. As a result, we form the following hypothesis:

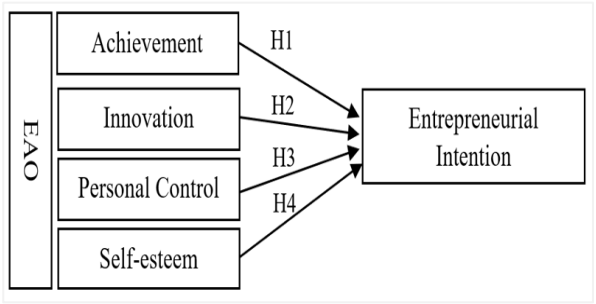
H3: Perceived personal control has a positive relationship with entrepreneurial intention.

Relationship between self-esteem and entrepreneurial intention

Self-esteem is related to individuals' self-confidence and perceived competence. Regarding entrepreneurial self-esteem, Stankiewicz and Wasilczuk (2012) found in their study involving a group of Gdansk Technical University students that there is a positive and significant relationship between self-esteem and intention to become an entrepreneur. Another study on entrepreneurial self-esteem conducted by Alalew and Zekele (2018) agreed that self-esteem has a positive and significant relationship with entrepreneurial intention. Thus, this study predicts that if the youth are highly self-esteemed, they will have a higher intention to become entrepreneurs. Therefore, the following hypothesis is established:

H4: Self-esteem has a positive relationship with entrepreneurial intention

The study's model is depicted in the diagram below:



(Sources: Ismail et al.,2013)
Figure 1: Entrepreneurial Attitude Orientation Model

Methodology

Research Design and Instruments

Most of the previous studies tended to measure the variables of attitudes and intentions using a 5-point Likert scale. However, this study uses a 7-point Likert scale to see more variation in responses. Furthermore, a survey (cross-sectional) approach is utilised by sending questionnaires directly to students of higher learning institutions (polytechnic and universities). The questionnaire adopted was by (Ismail *et al.*, 2013), which was deemed suitable for the focus of this study. The questionnaire was divided into three parts. The first part covers demographic variables, and the second part covers entrepreneurial attitudes (i.e., EAO scale). The last section examines respondents' intentions to become an entrepreneur.

Data sampling/Data collection/Data Analysis

The participants in this study are youth people who are enrolled in various higher education institutions in Sabah. At first, 300 respondents were given questionnaires, and then 250 respondents returned them. The purposive sampling technique was chosen based on several factors, including the population's characteristics. When the study population's detailed information is unknown, Bakar *et al.* (2017) suggested using the purposeful sampling method. The following is the procedure for selecting respondents using this objective method. Face-to-face data collection was not possible due to the Movement Control Order (MCO) implementation following the outbreak of the COVID-19 pandemic in March 2020. As a result, we used the Google Form method to collect data via an online survey. Respondents are undergraduate social science students from Sabah's higher education institutions. The PLS-SEM analysis used a total of 250 responses. The descriptive results section provides a more detailed description of the respondents. There were no significant biases found in the time they took to complete the questionnaire. The current study examined the paper's five (5) constructs and their relationships using the partial least squares structural equation modelling (PLS-SEM) technique. The analytical tool PLS-SEM was chosen because it provides valuable options and is more effective in entrepreneurship research (Manley *et al.*, 2020). Furthermore, it is a useful tool for business researchers (Sarstedt *et al.*, 2014). Now is the time to articulate the research work using the ideas gathered in the previous steps by using one of the approaches listed below:

Results and discussion

Descriptive Results

The descriptive results of the demographic characteristics of the respondents are shown in Table 1. Female respondents accounted for 170 (68%) of the total, while male respondents accounted for 80 (32%). The respondents are between the ages of 18 and 30. accordingly, 45.2 % of those polled were between 18 and 21 years. 46.4 % of those surveyed were between the ages of 22 and 25, while 21% were between the ages of 26 and 30. The results show that 189

(75.6 %) of the respondents were diploma students, 60 (24 %) were undergraduate students, and 0.4 % were master's students.

Table 1: Profile of Youth

	Controls	Frequency	Percentage	Valid Per cent
Gender	Female	170	68.00	68
	Male	80	32.00	32
	Total	250	100.00	100
Age Range	18-21 yrs old	113	45.20	45.2
	22-25 yrs old	116	46.40	46.4
	26-30 yrs old	21	8.40	8.40
	Total	250	100.00	100
Education	Diploma	189	75.60	75.6
	Degree	60	24.00	24.0
	Master	1	0.40	0.40
	Total	250	100.00	100.00
Higher Learning Institutions	Politeknik Kota Kinabalu	180	72.00	72
	Universiti Teknologi MARA (Sabah)	58	23.20	23
	Universiti Malaysia Sabah	12	04.80	5
	Total	250	100.00	100

Data Analysis and Results

The statistical tool used to examine the measurement and structural models as partial least squares (PLS) modelling suggested by Ringle *et al*. (2020) SmartPLS updated version of 3.3.2. It is unnecessary to assume normality because survey data is rarely normal (Chin *et al.*, 2003). Because the data came from a single source, the authors tested for common method bias first, as suggested by Kock (2015). All variables are regressed against a common variable in this method, and if the VIF is greater than 3.3, there is no bias from a single source of data. As a result, a VIF less than single-source bias analysis does not pose a significant risk to the data. The common method bias (CMB) test was also used in the study to demonstrate that the data validity and reliability did not come from the same source. According to Podsakoff *et al*. (2003), when data from the same source is used for both dependent and independent variables, the chances of bias are high, so CMB-free data should be evaluated. In support of this argument, Herman's factor, a well-known method for determining whether CMB is a problem in the current study, was used. According to the findings, CMB is not a problem because none of the variables explained more than 50% of the variance (Podsakoff *et al*., 2003).

Measurement Model Assessment

Anderson and Gerbing (1988) recommended that the model be tested in two steps. First, the author used the guidelines to test the measurement model for validity and reliability of the instruments used (Ramayah *et al.*, 2018). The author then used the structural model to test the hypotheses that had been developed. The author evaluated the loadings' internal consistency, the average variance extracted (AVE), and the composite reliability when assessing the measurement model (CR). Loadings should be 0.5, AVE should be 0.5, and CR should be 0.7. Table 2 shows that all of the extracted average variances (AVEs) are greater than 0.5. Because the items under the Achievement 01 indicator were below 0.5 AVE, the author deleted them and ran the PLS Algorithm to analyse and recheck the results; all indicators' loadings were greater than 0.708 AVE 0.5 was obtained (Hair *et al.*, 2019).

Table 2: Convergent Validity and Internal Consistency

Constructs	Items	Loadings	CR	AVE
Achievement	I would spend a considerable amount of time analysing my future business needs before I allocate any resources	0.331	0.903	0.609
	I make it a point to do something meaningful at work every day	0.747		
	I believe the most important thing in selecting business associates is their competency	0.777		
	I would feel good when I have worked hard to improve my future business	0.791		
	I would get a sense of accomplishment from the pursuit of my future business opportunities	0.840		
	I would always feel right if I make the organisation, I belong to function better	0.768		
Innovation	I believe that to arrive at an excellent solution to a business problem; it is crucial to question the assumptions made in defining the problem	0.765	0.915	0.643
	I believe it is essential to look for new ways to do things in business continually	0.774		
	I would get excited if I think of new ideas to stimulate my future business	0.829		
	I believe it is essential to approach business opportunities in unique ways	0.843		
	I usually look for colleagues who are excited about exploring new ways of doing things	0.763		
	I enjoy taking initiatives for change in business affairs	0.833		
Intention	I will choose my career as an entrepreneur	0.865	0.956	0.785
	I prefer to be an entrepreneur rather than to be an employee in a company	0.855		
	I am prepared to do anything to be an entrepreneur	0.911		
	I will make every effort to start and run my own business	0.880		
	I have thought seriously to start my own business after completing my study	0.904		
	I have a solid intention to start my own business as soon as possible after graduate	0.901		
Personal Control	I believe that any organisation can become more effective by employing competent people	0.702	0.890	0.619
	I would feel very good if I am ultimately responsible for my own business success	0.792		
	I would get excited in creating my own future business opportunities	0.868		
	I would spend much time planning my future business activities	0.772		
	My special skills for dealing with people would enable me to create many future business opportunities	0.791		
Self-Esteem	On the whole, I am satisfied with myself.	0.868	0.944	0.770
	I feel that I have many good qualities.	0.891		
	I can do things as well as most other people.	0.896		
	I feel that I am a person of worth, at least on an equal plane with others.	0.893		
	I take a positive attitude toward myself.	0.839		

Notes: Achievement in Business_1items were deleted due to loading composite Reliability < .708 (Hair et al.,2019)

Discriminant Validity

Referring to the study conducted by evaluating the discriminant validity, as (Henseler *et al.*,2015) suggested, the Fornell and Larcker Criterion is no longer valid and disapproved because Fornell and Larcker criterion lacks the distinction between constructs. Therefore, the Fornell and Larcker criterion does not guarantee an accurately measured construct despite a significant and valuable reliability coefficient (Ramayah *et al.*, 2018). The Fornell and Larcker Criterion's discriminative validity in this study is valid and reliable. The Heterotrait-Monotrait Ratio of Correlations (HTMT) and Cross Loadings indicate that discriminant validity is achieved, and the constructs differ distinctly from each other. The HTMT criterion has more sensitivity and specificity in identifying discriminant validity issues (Ramayah *et al.*, 2018). Furthermore, Table 3 shows that HTMT values meet the Henseler *et al.* (2015) recommendations, which are less than 0.90. Therefore, it suggests evidence of discriminant validity showing the degree to which one structure differs from the other.

Table 3: HTMT

	Achievement	Innovation	Intention	Personal Control	Self Esteem
Achievement					
Innovation	0.836				
Entrepreneurial Intention	0.444	0.409			
Perceived Personal Control	0.869	0.886	0.543		
Self Esteem	0.457	0.399	0.772	0.535	

This study uses the Heterotrait-Monotrait ratio of correlations criterion (Henseler *et al.*, 2015) to assess discriminant validity. The author then assessed the discriminant validity in step 2 using the HTMT criterion proposed by (Hair et al., 2019), as shown in Table 3 (Ringle *et al.*, 2020). The results show that at HTMT0.85, the discriminant validity is well-defined (Diamantopoulos and Siguaw, 2006). Furthermore, the results show that the correlation values for the various constructs follow the most conservative criterion (HTMT.85), indicating that the discriminant validity issue is irrelevant. The findings indicated that the structural model assessment should be used to investigate the study's hypotheses. Multi-collinearity between items loaded on different constructs in the outer model is not an issue.

Structural Model

We conducted a 5000-bootstrap resampling of data to examine the hypotheses (Hair *et al.*, 2017). Table 4 shows that the Beta values for each path coefficient specify that achievement and innovation (H1-H2) did not significantly affect entrepreneurial intention among youth. Specifically, the results did not support H1 (Achievement → intention), $\beta = 0.002$, $T < 0.026$, LLCI = −0.132, ULCI = 0.116) and H2 (innovation → intention), $\beta = 0.023$, $T< 0.210$, LLCI = 0.039, ULCI = 0.345). While H3-H4 were found to have a significant and positive relationship with the intention to become an entrepreneur. Specifically, the study found support for H3 (Perceived personal control → intention), $\beta = 0.180$, $T < 1.964$, LLCI = 0.039, ULCI = 0.345) and H4 (Self-esteem → intention), $\beta = 0.626$, $T< 10.281$, LLCI = 0.531, ULCI = 0.731).

Table 4: Hypotheses and Results

Hypothesis	Relationship	R^2	Path Coefficient	(STDEV)	*t*-value	LLCI (5%)	ULCI (95%)	Supported
H1:	Achievement -> Intention		0.002	0.075	0.026	-0.132	0.116	No
H2:	Innovation -> Intention		0.023	0.076	0.210	-0.117	0.135	No
H3:	PPC -> Intention		0.18**	0.092	1.964	0.039	0.345	Yes
H4:	Self Esteem -> Intention		0.626***	0.061	10.281	0.531	0.731	Yes
R^2	Intention	0.553						

Notes: PPC is Percieved personal control; * p < .10; ** p < .05; *** p < .01; Path coeifficient 0.01,0.05

Conclusion

According to the findings of this study, entrepreneurial attitudes, specifically achievement and innovation, have no statistically significant relationships with entrepreneurial intention. The findings are similar to those of an earlier study by Ayalew and Zekele (2018). According to the findings on achievement and innovation, youths are perceived to have high business achievement; however, their entrepreneurial intention to become entrepreneurs is low. Perceived personal control and self-esteem, on the other hand, were discovered to have a significant positive relationship with entrepreneurial intention. As a result, H3 and H4 are acceptable. Other factors, such as achievement, may influence entrepreneurial intent. As a result, the fact that the youth are perceived to have a high level of business achievement has no bearing on their entrepreneurial intentions; is because of the country's unique sociological context, which necessitates more hypothesis development and research into the possibility that respondents perceive social valuation as a perceived value (Yildirim *et al*., 2016).

Also, as (Jusoff *et al.,* 2009) highlighted, achievement in business is needed in a larger organisation that may push an individual away from becoming an entrepreneur. The finding on achievement supports the claim by (Jusoff *et al.,* 2009). The findings on personal control and self-esteem support Ayalew and Zekele (2018) claim that entrepreneurship is affected by personal control and self-esteem. In conjunction with the EAO model, it is revealed that students who perceived that they have substantial control and strong influence over their business have more excellent intentions to become entrepreneurs. For self-esteem, the findings supporting a study by Ismail *et al.* (2013) revealed the EAO model that students with a high entrepreneurial intention have a high level of self-confidence and competence in business. In terms of innovation, the study's finding conforms to the results of (Jusoff *et al.,* 2009). In line with the assumption of the EAO model, the finding demonstrated that students with a high intention of becoming an entrepreneur were those with a high level of perceptions and actions of doing business activities in new and unique ways.

The findings of this study are in line with previous research, which has shown that EAO has a positive relationship with the desire to become an entrepreneur (Mahfud *et al*., 2020). Universities are now playing a bigger role in fostering an entrepreneurial culture. Furthermore, more entrepreneurship curricula or seminars must educate and guide youths, as university students are typically preparing for an unknown future. This study contributes by providing empirical evidence of the factors that influence young people's desire to become entrepreneurs. This information is a valuable resource for aspiring entrepreneurs. Policymakers and educators should consider other competitive programmes, such as technopreneurship and business digitalisation, in addition to offering entrepreneurship courses to encourage more students to become entrepreneurs.

Furthermore, the study found that personal attitude has the greatest impact on a youth person's desire to become an entrepreneur. As a result, it is critical to devise strategies for persuading students of the benefits of being an entrepreneur. In this sense, it may necessitate a different

entrepreneurship curriculum or programmes. Furthermore, while most respondents are aware of the government's entrepreneurship programmes, many are unaware of government assistance goals and types of government assistance. After graduation, the majority of youth people expect the government to provide them with job opportunities. As a result, the idea could be used as a backup plan to pursue a career as an entrepreneur while looking for other opportunities. Furthermore, it is unclear whether the current educational system and social environment are adequate for providing entrepreneurial education to youths, particularly those with a higher education institution.

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