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INDIVIDUAL MOTIVATIONAL FACTORS SHAPING ENTREPRENEURIAL INTENTION AMONG HOSPITALITY MANAGEMENT STUDENTS

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Abstract:

Entrepreneurship is increasingly recognised as a variable career option for university students, particularly as graduates face a more competitive job market and growing opportunities for self-employment. This study investigates the influence of individual motivational factors on entrepreneurial intention among hospitality management students at UiTM Cawangan Terengganu, Kampus Dungun. A quantitative cross-sectional design was employed, and data were collected from 400 undergraduate hospitality management students using a structured questionnaire. The data were analysed using descriptive statistics, Pearson correlation, and multiple regression analysis with SPSS version 27. The findings showed that all four motivational factors were positively correlated with entrepreneurial intention. When examined simultaneously using multiple regression analysis, Attitude towards

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Entrepreneurship emerged as the strongest predictor, followed by Perceived Behavioural Control and Risk-Taking Propensity. In contrast, Financial Motive was not a significant predict of entrepreneurial intention. These suggest that hospitality students are more likely to consider entrepreneurship when they have positive attitudes towards business ownership, have confidence in their entrepreneurial abilities, and are willingness to take calculated risks rather than being motivates primarily by financial rewards. The findings emphasise the importance of entrepreneurship education and practical learning experiences that strengthen students' entrepreneurial attitudes, confidence, and decision-making skills. The findings provide useful insights for universities and policymakers in developing initiatives that encourage hospitality graduates to view entrepreneurship as a realistic and rewarding career pathway.

Keyword:

Entrepreneurial Intention, Entrepreneurship Motivation, Entrepreneurship Education, Hospitality Students, Theory Of Planned Behaviour

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Introduction

Nowadays, generation Z (Gen-Z), born between 2000 and 2010 makes up a large proportion of the young population in many developing countries. Most of them are currently pursuing undergraduate studies in higher education institutions across various disciplines and programs. Besides preparing to enter the workforce after graduation, many Gen-Z students are also using digital platforms to earn extra income by becoming affiliates, resellers, or small online business owners. Among Gen-Z university students, entrepreneurship is becoming an increasingly attractive career choice (Zhao & Liu, 2024). Although many hospitality management students still aspire to secure employment after graduation (Bayah et al., 2016), others are interested in starting their own business or pursuing self-employed opportunities (Kamarudin et al., 2022).

On the other hand, entrepreneurship has continued to receive considerable attention from governments, researchers, and educators because of its important role in economic growth, innovation, and job creation. New business ventures not only create employment opportunities but also introduce new products, services, and business ideas (Rahman et al., 2023; Khezri & Hasan, 2024). In Malaysia, entrepreneurship plays a vital role in supporting economic growth, particularly through the development of micro, small, and medium enterprises (MSMEs). According to Suhaimi (2023), MSMEs accounted for 97.4 per cent of all business establishments and employed 47.8 per cent of the national workforce in 2021. These figures show that entrepreneurial activities make a significant contribution to job creation and the

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country's economic sustainability. As a result, encouraging more young people to become entrepreneurs has become one of the government's key priorities.

Despite the improvements in the labour market, graduate unemployment remains an ongoing issue in Malaysia. The Department of Statistics Malaysia (DOSM, 2024) reported that Approximately 165,900 graduates were unemployed in 2024, representing a graduate unemployment rate of 3.2 per cent. Hospitality graduates are also affected by this challenge as they face increasing competition and changing industry demands (Iffah et al., 2022). For hospitality management students, entrepreneurship offers an alternative career pathway that allows them to create their own employment opportunities instead of relying on salaried jobs right after graduation.

Although entrepreneurial intention has been widely examined, relatively little attention has been given to which individual motivational factors encourage hospitality management students to pursue entrepreneurship as a career. Previous studies have focused on university students from different academic disciplines, making it difficult to understand the motivations of hospitality management students, whose education combines business knowledge with practical industry training and exposure to actual industry operations. Their learning experiences and career opportunities may therefore differ from those of students in other fields. Understanding these individual motivational factors is important for higher education institutions and policy makers in designing programmes that encourage entrepreneurial development among future hospitality graduates. Besides, this study is guided by selected individual motivational factors that have been widely associated with entrepreneurial intention in the entrepreneurship literature. Rather than examining the compete Theory of Planned Behaviour (TPB), the study draws upon selected TPB constructs together with additional motivational factors that are relevant to entrepreneurship. Therefore, this study examines the influence of the individual motivational factors, namely financial motive, perceived behavioural control, attitude towards entrepreneurship, and risk-taking, on entrepreneurial intention among hospitality students. This study also identifies the factor with the greatest influence on students' entrepreneurial intention.

Entrepreneurial Intention

In behavioural studies, entrepreneurial intention refers to the individual willingness and commitment to start a business or pursue entrepreneurship as a future career. Meanwhile, it is widely recognised as one of the strongest predictors of entrepreneurial behaviour and because individuals are generally likely to engage in entrepreneurial activities once they have formed a clear intention to do so (Maheswari et al. 2023). Moreover, in recent studies, Teoh et al. (2024) reported that entrepreneurial intention has attracted increasing attention among tertiary students because higher education institutions are expected to produce graduates who are not only job seekers but also job creators. Current studies also show that the entrepreneurial intention among university students is influenced by psychological, environmental and education factors.

In hospitality education, studies on entrepreneurial intention are predominantly relevant because graduates have opportunities to establish business such as café, restaurants, home-based catering services, accommodation service and tourism-related ventures. Discussion among scholars continues to show that the Theory of Planned Behaviour remains relevant as

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one of the most widely used frameworks for explaining entrepreneurial intention among hospitality management undergraduates (Luong & Lee, 2021).

Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) developed by Ajzen (1991) is one of the most widely applied theories for explaining entrepreneurial intention. Based on the theory, an individual's intention to perform a behaviour is influenced by three main constructs namely: attitude, subjective norms, and perceived behavioural control. Entrepreneurial intention is expected to be stronger when individuals have a positive attitude toward entrepreneurship, believe they have the ability to start and manage business, and perceived support from people who are important to them (Ajzen, 1991).

The theory has been widely applied in entrepreneurship research because it provides a useful framework for explaining why individuals decide to become entrepreneurs. Recent studies by Maheswari et al., (2023) and Xanthopoulou and Sahinidis (2024) have consistently reported that attitude and perceived behavioural control are among the strongest predictors of entrepreneurial intention, particularly among university students. Researchers further elaborate on students who believe that entrepreneurship is a desirable career and who are confident in their entrepreneurial abilities are generally more likely to develop entrepreneurial intentions.

Although subjective norms are recognised as an important component of TPB, previous studies have reported mixed findings regarding its influence on entrepreneurial intention. While family members, lecturers, friends, and the surrounding environment may encourage entrepreneurship, their influence is often found to be weaker and less consistent than attitude and perceived behavioural control, especially among university students who make career decisions based on their own interest and confidence (Maheswari et al., 2023; Qamari et al., 2022). Therefore, subjective norms were not included in the present study. Thus, rather than testing the complete TPB model, this study draws upon selected TPB constructs together with entrepreneurship literature to examine individual motivational factors that shape entrepreneurial intention. Specifically, perceived behavioural control and attitude towards entrepreneurship were adopted from TPB because they reflect students' confidence and personal evaluation of entrepreneurship. To provide a broader understanding of entrepreneurial intention, financial motive and risk-taking were also included as additional individual motivational factors that have been widely associated with entrepreneurship intention in previous entrepreneurship studies (Al Deir et al., 2023; Murad et al., 2024). This approach allows the study to focus on internal motivational factors that may encourage hospitality management students to pursue entrepreneurship as a future career.

Individual Motivational Factors Shaping Entrepreneurial Intention

Financial Motive

Financial motive refers to an individual's expectation of achieving better financial outcomes though entrepreneurial activities. It includes the desire to earn higher income, achieve financial independence, and improve long-term financial security, and also create personal wealth. According to Block and Landgraf, (2013), for many individuals, these expected financial benefits serve as an important reason for considering entrepreneurship as a career option.

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Among university students, financial considerations may influence career choice, particularly when entrepreneurship is viewed as an opportunity to improve future economy well-being. Students who believe that running a business can provide greater financial rewards and career flexibility may be more willing to pursue entrepreneurial activities after graduation. Recent studies (Al Deir et al., 2023; Xanthopoulou & Sahinidis, 2024) have reported that financial expectation continues to play an important role in shaping entrepreneurial intention, although their influence may vary depending on the individuals' personal goals and educational background.

In the hospitality industry, entrepreneurship offers various opportunities to generate income through businesses such as restaurants, cafés, catering services, accommodation, and other tourism-related ventures. As a result, hospitality management students who perceive entrepreneurship as a pathway to financial independence and long-term career success may be more likely to develop entrepreneurial intention. Therefore, financial motive is expected to have a positive relationship with entrepreneurial intention among hospitality management students. Therefore, the following hypothesis is proposed:

H1: Financial motive has a positive and significant relationship with entrepreneurial intention among hospitality management students.

Perceived Behavioural Control

Perceived behavioural control (PBC) refers to an individual's belief in the ability to perform a particular behaviour successfully. In the context of entrepreneurship, it reflects a person's confidence in starting, managing and sustaining a business by applying the necessary knowledge, skills, and resources (Ajzen, 1991). Individuals with higher perceived behavioural control are generally more confident in overcoming challenges and are more likely to view entrepreneurship as an achievable career option. Among university students, perceived behavioural control has consistently been identified as one of the strongest predictors of entrepreneurial intention. Students who believe they possess the required entrepreneurial knowledge, skills, and capabilities are more likely to develop the confidence needed to pursue business opportunities. Recent studies have also shown that students with higher entrepreneurial self-confidence tend to report stronger entrepreneurial intentions because they perceive fewer barriers to starting a business (Maheshwari et al., 2023; Al Deir et al., 2023).

For hospitality management students, perceived behavioural control may be strengthened through academic learning, industrial training, and practical experiences gained throughout their studies. These experiences allow students to develop managerial, communication, problem-solving, and customer service skills that are relevant to operating a business in the hospitality industry. Students who are confident in applying these skills may be more willing to consider entrepreneurship as a realistic and achievable career pathway. Therefore, the following hypothesis is proposed:

H2: Perceived behavioural control has a positive and significant relationship with entrepreneurial intention among hospitality management students.

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Attitude Towards Entrepreneurship

Ajzen (1991) elaborates attitude towards entrepreneurship refers to an individual's overall evaluation of entrepreneurship as a career choice. It reflects the extent to which a person perceives becoming an entrepreneur as desirable, beneficial, and personally rewarding. Individuals who hold positive attitudes towards entrepreneurship are generally more willing to consider starting a business because they believe it offers meaningful personal and professional opportunities. In the context of university students, attitude has consistently been identified as one of the key factors associated with entrepreneurial intention. Students who perceive entrepreneurship as an attractive career option are more likely to express an intention to establish their own business after graduation. Maheshwari et al., (2023) and Al Deir et al., (2023) posited that positive attitudes may develop through entrepreneurship education, practical learning experiences, exposure to successful entrepreneurs, and confidence in the opportunities available through self-employment. The researchers also reported that students with favourable attitudes towards entrepreneurship tend to demonstrate stronger entrepreneurial intentions than those with less positive perceptions. For hospitality management students, a positive attitude towards entrepreneurship is particularly important because the hospitality industry provides a wide range of opportunities for business creation, including food and beverage services, accommodation, event management, tourism services, and other hospitality-related ventures. Students who view entrepreneurship as a rewarding and achievable career may be more motivated to apply the knowledge and practical skills gained during their studies to establish their own businesses. Therefore, the following hypothesis is proposed:

H3: Attitude towards entrepreneurship has a positive and significant relationship with entrepreneurial intention among hospitality students.

Risk-Taking Propensity

Another factor frequently associated with entrepreneurial intention is risk-taking propensity. Risk-taking propensity refers to an individual's willingness to make decisions and pursue opportunities despite uncertainty and the possibility of failure. Since starting a business often involves financial, operational, and market-related risks, entrepreneurs are generally expected to make decisions without knowing the outcome in advance. Murad et al. (2024) found that individuals who are more willing to accept calculated risks may therefore be more open to exploring entrepreneurial opportunities.

Among university students, risk-taking propensity has been recognised as one of the personal characteristics associated with entrepreneurial intention. Students who are comfortable dealing by uncertainty are often more willing to consider entrepreneurship as a future career because they are better prepared to face the challenges involved in establishing and managing a business. However, the influence of risk-taking propensity may vary across different educational backgrounds, business environments, and individual experiences (Xanthopoulou & Sahinidis, 2024).

For hospitality management students, entrepreneurship requires the confidence to manage uncertainty in a highly competitive and dynamic industry. Opening a café, restaurant, or other related business often involves financial investment and operational risks. Therefore, students

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who are willing to take calculated risk may be more inclined to consider entrepreneurship as future career. Therefore, the following hypothesis is proposed:

H4: Risk-taking propensity has a positive and significant relationship with entrepreneurial intention among hospitality management students.

Based on the reviewed literature, entrepreneurial intention among hospitality management students is expected to be associated with four individual motivational factors, namely financial motive, perceived behavioural control, attitude towards entrepreneurship, and risk-taking propensity. These variables were selected because previous studies have consistently identified them as important individual-level factors associated with entrepreneurial intention.

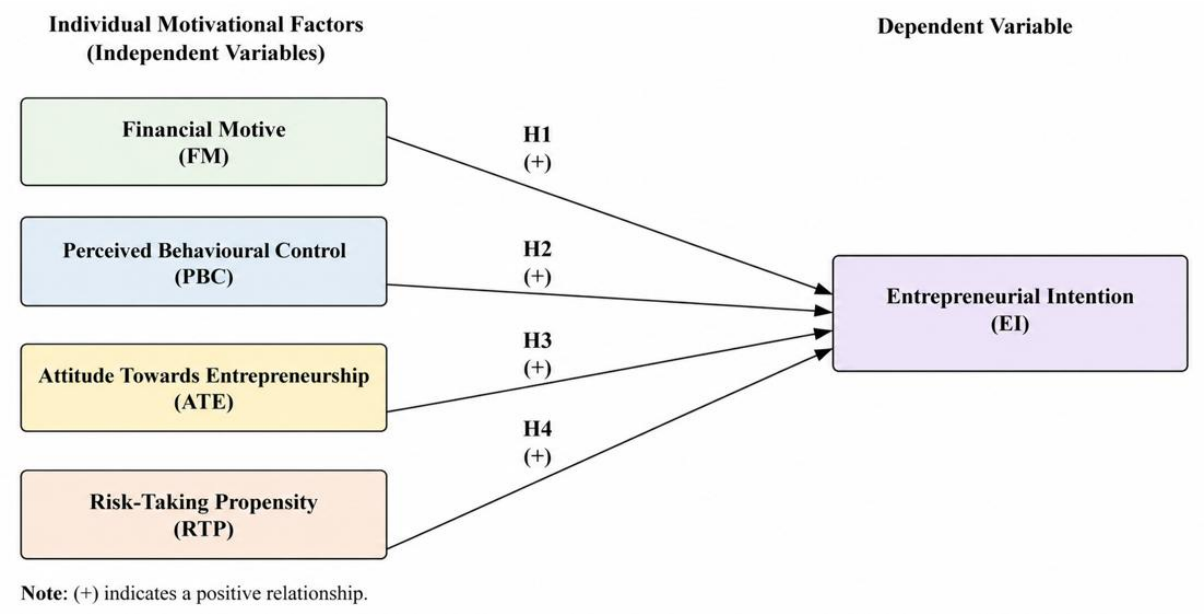


Figure 1. Conceptual Framework of the study

Methodology

This study employs a quantitative cross-sectional design to examine the relationship between individual motivational factors and entrepreneurial intention among hospitality management students at UiTM Cawangan Terengganu, Kampus Dungun. The study focused on four individual motivational factors namely financial motive, perceived behavioural control, attitude towards entrepreneurship, and risk-taking propensity. The target population consisted of approximately 1,480 hospitality management students. Although the researchers have access to the student population list, many students were undergoing industrial training at different organisations during the data collection period. As a result, it was difficult to reach the entire population. Hence, purposive sampling was used to recruit respondents who met the study criteria. The respondents were undergraduate hospitality management students from UiTM Cawangan Terengganu who voluntarily agreed to participate in the survey. Purposive sampling technique is suitable when respondents are selected based on characteristics that are relevant

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to the purpose of the study (Etikan et al., 2016). Based on the sample size table developed by Krejcie and Morgan (1970), a minimum of 317 respondents was required.

The pilot test indicated that no further revisions to the questionnaire were required. Therefore, the final version of the instrument was used for the actual data collection. Data collection was carried out over a two-months period, from early November to end of December 2025. The questionnaire was created using Google Forms and distributed to hospitality management students through their lecturers and class representative. Students were invited to complete the questionnaire during office hours (9.00 a.m to 5.00 p.m) at their own convenience. The questionnaire required approximately two minutes to complete.

A screening question was included at the beginning of the questionnaire to ensure that only eligible hospitality management students completed the survey. Respondents were asked, "Are you currently an undergraduate Hospitality Management student at UiTM Cawangan Terengganu, Kampus Dungun? Only respondents who answered "YES" were allowed to proceed with the survey. A total of 401 questionnaires were received. Before the data analysis, the responses were checked for completeness, duplicate submissions, and respondent eligibility. No incomplete questionnaires or missing data were identified. One response was excluded because the respondent did not meet the screening criterion. As a result, 400 valid questionnaires were retained for the final analysis using SPSS version 27. As the questionnaire was distributed through lecturers and class representatives using an open invitation, the exact response rate could not be determined.

Section A collected demographic information, Section B measured the four individual motivational factors, and Section C measured entrepreneurial intention. The measurement items were adapted from previous studies by Al Deir et al. (2023) and Malebana (2014). Several items were slightly reworded to improve clarity and suit the context of hospitality management students. Before the main survey, a pilot study was conducted to assess the questionnaire's reliability. The results for pilot test showed Cronbach's alpha values ranging from 0.639 to 0.883, indicating satisfactory internal consistency for all constructs. Financial Motive recorded a Cronbach's alpha of 0.639, Perceived Behavioural Control with 0.712, Attitude towards Becoming an entrepreneur with 0.780, Risk-Taking Propensity with 0.883, and Entrepreneurial Intention with 0.879. Based on the internal consistency assessment recommended by Hair et al. (2019), all constructs were considered suitable for the main survey, and no questionnaire items were removed. The data were analysed using the Statistical Package for the Social Sciences (SPSS) version 27. Descriptive statistics were used to describe the respondents' demographic profiles and study variables. Pearson correlation analysis was performed to examine the relationships between the variables, while multiple regression analysis was used to identify the individual motivational factors that significantly influenced entrepreneurial intention.

Findings

Descriptive Analysis

A total of 400 hospitality management students participated in this study, and all respondents met the screening criteria. Female students constituted the majority of the sample (64.5%, n = 258), while male students represented 35.5% (n = 142). Most respondents were between 18 and 20 years old. Students aged 19 years formed the largest age group (37.8%, n = 151),

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followed by 18 years (27.5%, n = 110) and 20-year-olds (20.8%, n = 83). This indicates that the respondents were mainly young adults pursuing their undergraduate studies. In terms of academic level, diploma students represented the majority of the sample (74.5%, n = 298), whereas degree students represented 25.5% (n = 102). In addition, students enrolled in the Diploma in Culinary Arts (HM115) accounted for the largest proportion of the sample (39.3%, n = 157), followed by the Bachelor of Science (Hons) in Hotel Management (17.8%, n = 71) and the Diploma in Hotel Management (12.5%, n = 50). The distribution by semester showed that most respondents were in Semester 1 (41.8%, n = 167) and Semester 3 (32.3%, n = 129). Overall, the sample reflects a diverse representation of hospitality management students across different academic programmes and levels of study.

Table 1: Descriptive Analysis for Individual Motivation Factors and Entrepreneurial Intention

No.	Items	Mean (M)	Std Deviation (SD)
Financial Motive (FM)			
1.	Do you only work for the salary?	3.70	0.943
2.	Does more salary motivate you to be a better worker?	4.27	0.805
3.	Do you intend to start your business to gain more money?	3.83	0.936
4.	Does making money is the most important part of being an entrepreneur?	3.94	0.879
Perceived Behavioral Control (PBC)			
1.	To start a business and maintaining it would be easy for me?	2.76	0.896
2.	I am able to tolerate the process of starting a new business	3.24	0.854
3.	I would have a complete control over any situation if I start and run a business	3.27	0.873
Attitude towards becoming an entrepreneur (ATE)			
1.	Being an entrepreneur has more advantages than disadvantages to me	3.56	0.841
2.	A career as an entrepreneur is totally attractive to me If I had the opportunity and resources.	3.92	0.853
3.	Amongst various options, I would rather be an entrepreneur	3.40	0.920
4.	Being an entrepreneur would give me great satisfaction	3.45	0.924
Risk taking Propensity (RTP)			
1.	I can take risks with my business ideas	3.47	0.837
2.	I am comfortable taking risk	3.23	0.928
3.	I am comfortable taking risks in a public setting	2.97	0.984
4.	I am better prepared for failure	3.48	0.965

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Entrepreneurial Intention (EI)			
1.	I am determining and has firm intention to start my own business in the future	3.60	0.912
2.	My professional goal is to become an entrepreneur	3.46	0.975
3.	If I open a business, I have a chance to become successful	3.62	0.858
4.	I have ideas about how to start a business in the future	3.56	0.961
5.	I am ready to do anything to be an entrepreneur	3.44	0.958

Source: Author's own data

Table 1 shows the descriptive statistics for the individual motivational factors and entrepreneurial intention. Overall the respondents reported moderate levels across all variables. Financial Motive recorded the highest mean score, suggesting that financial rewards were an important consideration for many students. On the other hand, Perceived Behavioural Control recorded the lowest mean score, particularly for the item on the ease of starting and managing a business (M = 2.76, SD = 0.896). This indicates that some respondents were still uncertain about their ability to become entrepreneurs. Attitude towards entrepreneurship, Risk-Taking Propensity, and Entrepreneurial Intention also recorded moderate mean scores, indicating that while many students viewed entrepreneurship positively, their confidence and readiness to pursue it as a future career varied. These findings provide an overview of the respondents' perceptions before the relationships between the variables are examined in the following analyses.

Table 2: Pearson Correlation Analysis between Individual Motivational Factors and Entrepreneurial Intention

Individual Motivation Factors	Entrepreneurial Intention (r)	Hypotheses
Financial Motive (FM)	0.294**	Not Supported
Perceived Behavioural Control (PBC)	0.502**	Supported
Attitude towards becoming an Entrepreneur (ATE)	0.742**	Supported
Risk Taking Propensity (RTP)	0.556**	Supported

** Correlation is significant at the 0.001 level (2-tailed)
Source: Author's own data

Table 2 shows the Pearson correlations analysis between four individual motivational factors and entrepreneurial intention. The results indicate that all four variables were positively and significantly correlated with entrepreneurial intention ($p < 0.001$). Among the four variables, Attitude towards Entrepreneurship recorded the strongest positive correlation ($r=0.742$), followed by Risk-Taking Propensity ($r= 0.556$) and Perceived Behavioural Control ($r=0.502$). Financial Motive showed the weakest positive correlation ($r=0.294$), although it remained statistically significant.

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Table 3: Model Summary

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.767a	.589	.585	.53908

Source: Author's own data

Table 4: ANOVA Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.292	4	41.073	141.336	<0.001
	Residual	114 .789	395	.291		
	Total	279.082	399			

a. Dependent Variable EI
b. Predictors: (Constant), RTP, FM, PBC, ATE

Source: Author's own data

As presented in Table 3, the model produced a correlation coefficient of R = 0.767, indicating a strong relationship between the four individual motivational factors and entrepreneurial intention. The model explained 58.9% of the variance in entrepreneurial intention ($R^2 = 0.589$), while the adjusted R^2 value of 0.585 indicates that the model remained stable after adjusting for the number of predictor variables. Overall, the findings suggest that the selected individual motivational factors explained a substantial proportion of the variation in entrepreneurial intention among hospitality management students.

Table 4 presents the ANOVA results for the multiple regression model. The overall regression model was statistically significant, $F(4, 395) = 141.336$, $p < 0.001$, indicating that the four individual motivational factors, when considered together, significantly explained the variation in entrepreneurial intention. According to Pallant (2020), a significant F-test indicates that the regression model provides a better fit than a model without predictor variables. Therefore, the regression model was considered appropriate for examining the relationship between the selected individual motivational factors and entrepreneurial intention.

Table 5: Coefficient of Dependent Variable

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	.201	.191		1.050	.295
	FM	-.061	.047	-.046	-1.281	.201
	PBC	.186	.046	.157	4.022	<.001
	ATE	.709	.051	.608	13.976	<.001

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RTP	.140	.045	.131	3.105	.002

a. Dependent Variable: EI

Source: Author's own data

Table 5 presents the results of the multiple regression analysis. Among the four individual motivational factors, Attitude towards Entrepreneurship was the strongest predictor of entrepreneurial intention ($\beta = 0.608$, $p < 0.001$), followed by Perceived Behavioural Control ($\beta = 0.157$, $p < 0.001$) and Risk-Taking Propensity ($\beta = 0.131$, $p = 0.002$). These three variables had positive and statistically significant relationships with entrepreneurial intention. In contrast, Financial Motive did not significantly predict entrepreneurial intention ($\beta = -0.046$, $p = 0.201$). Although financial rewards may be important to students, the findings suggest that they were not a significant factor influencing entrepreneurial intention in the present study. Overall, the results indicate that Attitude towards Entrepreneurship was the most influential predictor of entrepreneurial intention, followed by Perceived Behavioural Control and Risk-Taking Propensity. Therefore, H2, H3, and H4 were supported, whereas H1 was not supported.

Discussion

The findings of this study indicate that the selected individual motivational factors play an important role in shaping entrepreneurial intention among hospitality management students. The regression model explained a substantial proportion of the variation in entrepreneurial intention, suggesting that the variables included in this study are relevant in understanding students' interest in entrepreneurial intention. However, the results also show that not all motivational factors contribute equally to entrepreneurial intention.

Among the four factors examined, Attitude towards Entrepreneurship emerged as the strongest predictor. Students who viewed entrepreneurship positively were more likely to consider it as a future career. A positive attitude may encourage students to see entrepreneurship as a rewarding career that offers opportunities for personal growth, independence, and career development. This finding is in line with the Theory of Planned Behaviour (Ajzen, 1991), which proposes that attitude is an important factor influencing behavioural intention. Similar findings have also been reported by Al Deir et al. (2023), while Maheshwari et al. (2023) concluded that attitude remains one of the most consistent predictors of entrepreneurial intention among university students.

Next, Perceived Behavioural Control also showed a significant positive relationship with entrepreneurial intention. Students who believed they had the ability to manage a business and overcome entrepreneurial challenges were more likely to express an intention to become entrepreneurs. Confidence in one's own abilities appears to increase students' willingness to consider entrepreneurship as a realistic career choice. This finding supports earlier studies which reported that students with higher levels of perceived behavioural control generally demonstrate stronger entrepreneurial intention (Malebana, 2014; Al Deir et al., 2023; Maheshwari et al., 2023).

The results further showed that Risk-Taking Propensity significantly contributed to entrepreneurial intention. Students who were more willing to accept uncertainty and take calculated risks appeared more prepared to pursue entrepreneurial opportunities. Since starting a business often involves uncertain outcomes, being willing to face challenges and manage

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risks may encourage students to explore entrepreneurship with greater confidence. A similar pattern was reported by Murad et al. (2024), who found that individuals with higher risk-taking propensity were more likely to demonstrate entrepreneurial intention and entrepreneurial behaviour.

Unlike the other three factors, Financial Motive did not significantly predict entrepreneurial intention, even though it recorded the highest mean score in the descriptive analysis. This suggests that although students recognised the importance of financial rewards, earning more money alone was not enough to encourage them to become entrepreneurs. Instead, their intention appeared to be influenced more by how they viewed entrepreneurship, how confident they felt about running a business, and their willingness to take calculated risks. Similar observations were reported by Qamari et al. (2022), who found that entrepreneurial intention is influenced by a combination of personal factors rather than financial expectations alone.

Overall, the findings suggest that entrepreneurial intention among hospitality management students is shaped mainly by positive attitudes towards entrepreneurship, confidence in their own abilities, and a willingness to take calculated risks. Financial rewards remain important, but they do not appear to be the main reason students intend to become entrepreneurs. These findings highlight the importance of creating learning experiences that build students' confidence, strengthen positive attitudes towards entrepreneurship, and provide practical opportunities to develop entrepreneurial knowledge and skills through experiential learning, mentoring, and business-related activities.

Conclusion

This study has examined the influence of individual motivational factors on entrepreneurial intention among hospitality management students at UiTM Cawangan Terengganu, Kampus Dungun. The findings showed that Attitude towards Entrepreneurship was the strongest predictor of entrepreneurial intention, followed by Perceived Behavioural Control and Risk-Taking Propensity. In contrast, Financial Motive did not significantly influence entrepreneurial intention. These findings suggest that students' intention to become entrepreneurs is influenced more by their attitudes, confidence, and willingness to take calculated risks than by financial expectations alone. Also, the findings highlight the importance of creating learning experiences that encourage positive attitudes towards entrepreneurship, strengthen students' confidence, and provide opportunities to develop entrepreneurial skills through practical activities. Such initiatives may help prepare hospitality management students to consider entrepreneurship as a future career. Despite its contributions, this study has some limitations. The findings are based on hospitality management students from a single UiTM campus and may not represent students from other institutions. In addition, the Financial Motive construct showed lower reliability than the other variables, suggesting that the measurement items could be further improved in future studies. Future research is encouraged to include students from different institutions and academic disciplines, as well as additional variables that may further explain entrepreneurial intention

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