
Hubungan Minat dan Pengetahuan Keusahawanan dengan Kemahiran Menjana Idea Perniagaan Pelajar Tahun Akhir IPT Bidang Seni

Relationship Between Interest and Entrepreneurship Knowledge with Business Idea Generation Skills Among Arts Department Final Year Students

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ABSTRAK

Minat dan pengetahuan keusahawanan merupakan faktor yang amat penting dalam kemahiran menjana idea perniagaan. Kajian ini bertujuan membincangkan hubungan minat dan pengetahuan keusahawanan dengan kemahiran menjana idea perniagaan dalam kalangan pelajar tahun akhir IPT bidang seni. Selain itu hubungan di antara latar belakang keluarga dengan kemahiran menjana idea perniagaan dalam kalangan pelajar tahun akhir IPT bidang seni turut dikaji. Kajian ini merupakan kajian berbentuk kuantitatif dan kaedah tinjauan digunakan melalui soal selidik yang diedarkan. Analisis regresi dijalankan bagi tujuan melihat hubungan di antara pembolehubah. Dapatan kajian menunjukkan hubungan yang signifikan di antara minat dan pengetahuan keusahawanan dengan kemahiran menjana idea perniagaan di kalangan pelajar tahun akhir IPT bidang seni.

Kata Kunci : *Bidang seni; Kemahiran menjana idea perniagaan; Latar belakang keluarga; Minat; Pengetahuan keusahawanan.*

ABSTRACT

Interest and entrepreneurship knowledge is an important factor in business idea generation skills. Purpose of this research is to discuss the relationship between interest and entrepreneurship knowledge with business idea generation skills among arts department's final year students from Higher Educational Institution. Other than that, the relationship between family background with business idea generation skills among arts department's final year students from Higher Educational Institution has been discussed as well. This research is a quantitative type of research and survey methodology has been used through distributed questionnaire. Regression analysis was performed to see the relationship between variables. The findings show that there is a significant relationship between interest and entrepreneurship knowledge with business idea generation skills among arts departments' final year students from Higher Educational Institution.

Keywords : *Arts department; Business idea generation skills; Entrepreneurship knowledge; Family background; Interest.*