

**PENGARUH PERSONALITI TERHADAP KECENDERUNGAN
KEUSAHAWANAN**

Kertas projek ini dikemukakan kepada Fakulti Pengurusan Perniagaan
sebagai memenuhi sebahagian daripada keperluan

Ijazah Sarjana Sains (Pengurusan)

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KEBENARAN MERUJUK KERTAS PROJEK

Kertas projek ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan Sarjana Sains (Pengurusan). Saya bersetuju membenarkan pihak perpustakaan Universiti Utara Malaysia menjadikan kertas projek ini sebagai bahan rujukan. Saya juga bersetuju membenarkan sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan akademik dengan mendapatkan kebenaran penyelia kertas projek atau Dekan Fakulti Pengurusan Perniagaan. Sebarang bentuk salinan atau penggunaan sama ada secara keseluruhan atau mana-mana bahagian daripada kertas projek ini bagi tujuan komersil tidak dibenarkan sama sekali tanpa kebenaran daripada penyelidik. Penyataan rujukan kepada penyelidik dan Universiti Utara Malaysia perlu dinyatakan dalam penggunaan sebarang bentuk bahan-bahan yang terdapat di dalam kertas projek ini. Permohonan bagi mendapatkan kebenaran untuk membuat salinan atau menggunakan secara keseluruhan atau sebahagian kertas projek ini boleh dibuat dengan menulis kepada:

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ABSTRAK

Penyelidikan ini bertujuan untuk mengkaji pengaruh personaliti terhadap kecenderungan keusahawanan di kalangan pelajar Universiti Utara Malaysia. Di samping itu, ia juga bertujuan untuk mengenal pasti tahap kecenderungan keusahawanan dan hubungannya dengan personaliti dan faktor demografi pelajar. Bagi mencapai matlamat kajian ini, intrumen kajian untuk mengukur pembolehubah bersandar dan bebas telah dibentuk berdasarkan kajian-kajian awal. Pembolehubah bersandar yang terlibat dalam kajian ini adalah kecenderungan keusahawanan (Chen et al., 1999; Kickul & Zaper, 1999; Crant, 1996 dan Davidsson, 1995). Manakala personaliti keusahawanan bertindak sebagai pembolehubah bebas yang terdiri dari sifat proaktif (Crant, 1993), efikasi sendiri (Schwarzer & Matthias, 2000), pertimbangan mengambil risiko (Durham University Business School, 1988 dan Gray, 1989), lokus kawalan dan inovatif (Mueller & Thomas, 2000). Soal selidik telah dibentuk dan diedarkan kepada 300 orang pelajar Universiti Utara Malaysia yang mengikuti pengajian pada intersesi 2003/2004. Seramai 208 orang pelajar telah memulangkan borang soal selidik yang telah diisi dengan lengkap. Data yang diperolehi telah dianalisis dengan menggunakan program "*Statistical Package for Social Science (SPSS)*". Analisis mendapati bahawa tahap kecenderungan keusahawanan para pelajar adalah pada tahap sederhana dan mempunyai hubungan yang signifikan dengan kesemua faktor personaliti. Walau bagaimanapun, analisis gagal menunjukkan perbezaan yang signifikan terhadap kecenderungan keusahawanan berdasarkan faktor demografi kecuali faktor bangsa dan agama. Analisis regresi berjaya membuktikan faktor proaktif dan inovatif mempunyai pengaruh yang signifikan terhadap kecenderungan keusahawanan. Manakala faktor-faktor efikasi sendiri, lokus kawalan dan pertimbangan mengambil risiko adalah tidak signifikan pada model kajian. Berdasarkan penemuan tersebut, faktor personaliti yang kritikal iaitu proaktif dan inovatif perlu ditanam di kalangan pelajar bagi mencetuskan minat mereka untuk berniaga seterusnya dapat membantu pihak kerajaan memperbanyakkan peluang pekerjaan kepada masyarakat.

ABSTRACT

The purpose of this study is to identify the entrepreneurial personality that explains the variance in entrepreneurial intentions among students of the Northern University of Malaysia. Besides that, the other purpose of this study is to identify the level of entrepreneurial intentions and its relationships on entrepreneurial personality and demographic factors. The instrument used to measure dependent and independent variables was developed based on previous study. The dependent variable is the entrepreneurial intentions (Chen et al., 1999; Kickul & Zaper, 1999; Crant, 1996 and Davidsson, 1995). The entrepreneurial personality is the independent variable which consists of proactive personality (Crant, 1993), self-efficacy (Schwarzer & Matthias, 2000), calculated risk taking (Durham University Business School, 1988 and Gray, 1989), locus of control and innovativeness (Mueller & Thomas, 2000). 300 questionnaires were distributed among students studying in the main campus on intersession 2003/2004. 208 questionnaires were returned back to the researcher and the data gathered was analyzed using the *Statistical Package for Social Science (SPSS)*. The analysis further showed significant difference on entrepreneurial intentions based on race and religion; but not for demographic factors. The result of regression analysis showed that the proactive personality and innovative significantly affect the entrepreneurial intentions. While self-efficacy, locus of control and calculated risk taking were found to be not significant. Based on these findings, critical personality factors such as proactive personality and innovative should be instilled so as arouse students' interest on business and therefore, helps to create employment opportunities.

PENGHARGAAN

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BAB SATU

PENDAHULUAN

1.1 Pengenalan

Krisis kewangan yang berlaku di Asia pada tahun 1997 telah menyebabkan berlakunya kegawatan dalam sistem ekonomi serantau. Sebagai sebuah negara yang pesat membangun, Malaysia juga tidak terkecuali dan turut mengalami masalah yang sama. Kejatuhan nilai matawang negara telah menyebabkan kesan buruk ke atas ekonomi negara di mana syarikat-syarikat swasta dan organisasi-organisasi perniagaan tidak lagi berupaya menjana keuntungan yang lebih besar. Keadaan ini bukan sahaja telah mengehendkan penciptaan peluang pekerjaan baru, bahkan juga telah memaksa majikan untuk mengurangkan jumlah kakitangan yang sedia ada.

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RUJUKAN

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