

KEPUTUSAN PEMILIHAN KERJAYA KEUSAHAWANAN

**Kertas Projek Ini Dikemukakan Kepada
Sekolah Siswazah
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Penganugerahan
Ijazah Sarjana Sains (Pengurusan)
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KEBENARAN MENGGUNA KERTAS PROJEK

Kertas projek ini dikemukakan bagi memenuhi sebahagian daripada keperluan pengurniaan Ijazah Sarjana Sains (Pengurusan) Universiti Utara Malaysia.

Saya dengan ini bersetuju membenarkan pihak perpustakaan Sultanah Bahiyah, Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan. Sekiranya sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan akademik perlulah mendapat kebenaran penyelia kertas projek atau Dekan Sekolah Siswazah terlebih dahulu.

Sebarang bentuk salinan dan cetakan bagi tujuan komersial adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik.

Pernyataan rujukan kepada penulis dan pihak Universiti Utara Malaysia perlulah dinyatakan jika kertas projek ini dijadikan rujukan.

Permohonan untuk menyalin atau menggunakan kertas projek ini sama ada secara sebahagian atau sepenuhnya hendaklah melalui:

Dekan,
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Universiti Utara Malaysia,
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Kedah Darul Aman.

ABSTRAK

Kajian **ini** bertujuan untuk mengenal **pasti sama ada** terdapat atau tidak pengaruh persekitaran usahawan terhadap keputusan pemilihan kerjaya keusahawanan di kalangan usahawan **kecil** bumiputera di daerah Kota Setar, Kedah Darul **Aman**. Persekutuan keusahawanan yang dikenal **pasti** untuk kajian **ini** ialah persekitaran demografi usahawan, persekitaran dalaman usahawan dan persekitaran luaran usahawan. Untuk itu seramai 129 orang usahawan yang sedang menjalankan perniagaan dan pernah mengikuti kursus keusahawanan anjuran Majlis Amanah Rakyat (**MARA**) Negeri Kedah telah dipilih sebagai sampel kajian. **Bagi** mengkaji faktor tersebut, instrumen yang telah dibina dengan pengubahsuaian dari beberapa pengkaji lain telah diguna pakai. Kajian rintis terhadap instrumen tersebut, menunjukkan nilai Alpha 0.8 12 1. Sementara nilai Alpha dalam kajian sebenar ialah 0.8 144. Sebanyak dua belas hipotesis telah dibentuk untuk mengkaji pengaruh faktor persekitaran usahawan. Semuanya diuji dengan bantuan pengaturcaraan Statistical Packages For The Social Science (SPSS) versi 9.01. Kaedah yang diguna melalui pengaturcaraan **ini** ialah **One Sample T Test.** **Hasil** kajian menunjukkan bahawa kesemua faktor persekitaran mempunyai pengaruh terhadap keputusan penilihan kerjaya keusahawanan. Didapati faktor persekitaran luaran usahawan adalah faktor yang paling kuat mempengaruhi keputusan pemilihan kerjaya keusahawanan. Diikuti oleh faktor persekitaran dalaman usahawan dan faktor demografi.

ABSTRACT

The objective of the study is to identify whether an entrepreneur's environment have an impact on the decision to or not to be an entrepreneur amongst small-scale entrepreneurs in Kota setar District, Kedah Darul **Aman**. The entrepreneurship environment taken into account in this study comprises of entrepreneur's demographic environment, internal entrepreneur's environment and the external entrepreneur's environment. A total of 129 entrepreneurs currently operating their businesses and have underwent entrepreneurs development training with Majlis Amanah Rakyat (**MARA**) have been chosen as study sample. To analyze the related factors, instruments developed by other researchers with modifications have been used. Pilot study using the instrument shows that the Alpha value is 0.8 12 1. Meanwhile the Alpha value in the actual study shows a value of 0.8 144. A total of twelve hypotheses have been designed to analyze the effect of entrepreneur's environment factor. All were tested using the Statistical Packages For The Social Sciences (SPSS) version 9.0 1. The method used in the program is One Sampel T Test. The result of the study shows that all the environment factors have been effect on choosing entrepreneurship as a career. It is faound that the external entrepreneur's environment has the most significant influence on deciding to become an entrepreneur, followed by internal entrepreneur's environment and demographic factor.

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**TENANG-TENANG AIR DI LAUT
SAMPAK KOLEK MUDIK KE TANJUNG
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Teristimewa buat,

Isteri tersayang,
Yang sentiasa memberi dorongan,

Bonda,
Yang banyak berkorban,

Ayahanda,
Yang tak sempat berkongsi kejayaan ini,

Anak-anak,
Muhammad Raiq
Muhammad Rajhan
Rasyiqah 'Annani
Yang belajar memahami erti
kesabaran menghadapi dugaan demi kejayaan,

Sesungguhnya kejayaan ini milik kita bersama

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BAB I

PENDAHULUAN

1.1. Pengenalan

Keusahawanan adalah salah satu strategi dalam membangunkan sesebuah negara. Ia berperanan dalam menyediakan peluang-peluang pekerjaan, meransangkan pencetusan inovasi dan sebagai faktor pemantap kestabilan ekonomi serta sosial sesebuah negara. Peranan ini diperkuatkan lagi kerana usahawan diterima sebagai antara agen perubahan dan pemangkin dalam pembangunan ekonomi dan sosial sesebuah negara.

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