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**PENGARUH GAYA KEPIMPINAN KE ATAS ORIENTASI
KEUSAHAWANAN DENGAN PRESTASI PERNIAGAAN USAHAWAN
MIKRO BUMIPUTERA DI KEDAH**

**OLEH
HASRUL BIN HASHOM**



**Tesis disediakan kepada
Pusat Pengajian Pengurusan Perniagaan
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ABSTRAK

Bidang keusahawanan mikro merupakan antara Perusahaan Kecil Dan Sederhana (PKS) yang sedang giat berkembang dan dapat membantu menambah hasil pendapatan masyarakat dan negara. Malah dalam pembentangan belanjawan 2016, pihak kerajaan turut memberi perhatian kepada para usahawan PKS dengan meningkatkan jumlah peruntukan pembiayaan kepada golongan ini. Namun begitu, kajian berkaitan usahawan kategori mikro masih belum mencukupi bagi memberi gambaran jelas mengenai situasi semasa kumpulan tersebut. Kajian ini dijalankan bertujuan untuk mengenal pasti faktor-faktor orientasi keusahawanan yang dapat meningkatkan prestasi perniagaan disamping menguji pengaruh gaya kepimpinan yang terdiri daripada transformational dan transaksional bagi tujuan yang sama. Oleh itu, kajian ini adalah untuk mengkaji hubungan antara faktor-faktor pembolehubah tidak bersandar orientasi keusahawanan dan pembolehubah bersandar prestasi perniagaan. Kajian ini juga untuk mengkaji pengaruh pembolehubah penyederhanaan gaya kepimpinan ke atas hubungan antara orientasi keusahawanan dan prestasi perniagaan. Kajian ini dijalankan menggunakan strategi kutipan data secara pos dan berdasarkan persampelan kebarangkalian rawak mudah. Penemuan kajian mendapati hubungan antara orientasi keusahawanan proaktif dan pengambilan risiko mempunyai hubungan yang signifikan positif dengan prestasi perniagaan. Penemuan kajian juga mendapati faktor pembolehubah penyederhanaan gaya kepimpinan transformational mempengaruhi secara signifikan hubungan antara faktor pembolehubah orientasi keusahawanan pengambilan risiko dengan prestasi perniagaan. Selain itu, penemuan kajian ini juga mendapati faktor pembolehubah gaya kepimpinan transaksional turut mempengaruhi secara signifikan hubungan antara faktor pembolehubah orientasi keusahawanan pengambilan risiko dengan prestasi perniagaan. Kajian ini melibatkan 81 sampel daripada usahawan mikro dalam kalangan usahawan perusahaan kecil dan sederhana (PKS) di negeri Kedah, Malaysia. Impaknya, kajian ini berupaya memberi maklum balas secara empirikal kepada pihak berwajib berkaitan data yang dapat membantu mereka untuk lebih memahami usahawan kategori ini dengan lebih mendalam.

Kata kunci: Perusahaan Kecil dan Sederhana, orientasi keusahawanan, transformasional, transaksional.

ABSTRACT

Micro Enterpreneurs is one of the Small and Medium Enterprises (SMEs) that is actively growing and has the ability to help the projection of income both to the society and to the country. Moreover, through the Federal Expenditure Budget 2016, the government has put this group into their main consideration via the increasing of the outlay and financing packages. However, there are less research regards to micro enterpreneurs which may help the financial sectors to comprehend the needs of helping this group. This research is performed to identify factors of enterpreneurship orientation which enable the business performances and the influence of leadership styles; transformational and transactional. This includes dependent variables of business performance, independent variables of enterpreneurship orientation and the influence of moderating variables. The research has been conducted via mailing process and based on simple random sampling technique. Through this, there were positive significances between business orientation and risk taken by the enterpreneurs. In addition, the research has found that, there are influence of moderating variables of transformational leadership styles on the risk factor and business performances. Furthermore, it is also found that, transactional leadership style also significant in affecting the relationship between the variables of entrepreneurial risk-taking to business performance. The execution of this research involved 81 samples of SMEs micro entrepreneurs in the state of Kedah, Malaysia. This study shall provide empirical feedback to the authority which help them to have in-depth understanding of these entrepreneurs in achieving better achievement.

Key word: Small and Medium Enterprise, enterpreneurship orientation, transformational, transactional.

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SENARAI SINGKATAN

AIM	- AMANAH IKHTIAR MALAYSIA
HSC	- HIGH SCHOOL CERTIFICATE
IKS	- INDUSTRI KECIL DAN SEDERHANA
MADA	- MALAYSIA AGRICULTURAL DEVELOPMENT AUTHORITY
MLQ	- MULTIFACTOR LEADERSHIP QUESTIONNAIRE
N	- JUMLAH RESPONDEN
OK	- ORIENTASI KEUSAHAWANAN
PB	- PEMBOLEHUBAH BERSANDAR
PKS	- PERUSAHAAN KECIL DAN SEDERHANA
PKNK	- PERBADANAN KEMAJUAN NEGERI KEDAH
PMR	- PENILAIAN MENENGAH RENDAH
PTB	- PEMBOLEHUBAH TIDAK BERSANDAR
PUNB	- PERMODALAN NASIONAL BERHAD
R&D	- RESEARCH AND DEVELOPMENT
TEKUN	- TEKUN NASIONAL
SME	- SMALL AND MEDIUM ENTERPRISES
SRP	- SIJIL RENDAH PELAJARAN
SPM	- SIJIL PELAJARAN MALAYSIA
STAM	- SIJIL TINGGI AGAMA MALAYSIA
STPM	- SIJIL TINGGI PELAJARAN MALAYSIA
UDA	- URBAN DEVELOPMENT AUTHORITY
UPSR	- UJIAN PENILAIAN SEKOLAH RENDAH

BAB 1

PENGENALAN

1.1 Pendahuluan

Perusahaan Kecil Dan Sederhana (PKS) adalah pemangkin kepada transformasi ekonomi kerana ia membantu dalam usaha Malaysia muncul sebagai negara berpendapatan tinggi dan merupakan asas kepada aktiviti sektor swasta (SME Corp. Malaysia, 2014). Keusahawanan juga berupaya menjana peluang-peluang pekerjaan, menangani pengangguran dan membasmi kemiskinan. Ini kerana usahawan bukan sahaja bekerja untuk dirinya malah turut menyediakan peluang pekerjaan kepada orang lain (Umi Salwa & Isma Addi Jumbri; 2012). PKS juga berperanan merangsang inovasi dan bertindak sebagai penstabil pertumbuhan ekonomi semasa, terutamanya ketika negara mengharungi kelembapan ekonomi (SME Corp. Malaysia, 2014). PKS terbahagi kepada tiga kategori iaitu mikro, kecil, dan sederhana. Klasifikasi bagi ketiga-tiga kategori ini disandarkan kepada kriteria kelayakkan yang terdiri daripada jualan tahunan atau bilangan pekerja sepenuh masa atau mana-mana yang lebih rendah. Piawai ini digunakan oleh agensi kerajaan mahupun agensi perbankan bagi mengenalpasti kategori PKS selain membantu untuk proses penyeliaan prestasi dan sumbangan dapat dilakukan dengan lebih terfokus (Mohd Noor Hakim Yusoff & Mohd Rafi Yaacob; 2010).

Manakala definisi lebih khusus kepada kategori mikro merangkumi sektor pembuatan (termasuk pembuatan berasaskan pertanian) dan perkhidmatan berkaitan

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