

**ENTREPRENEURIAL ORIENTATION AMONG
VOCATIONAL AND TECHNICAL STUDENTS
IN KUANTAN DISTRICT**

**A thesis submitted to the Graduate School in partial
fulfillment of the requirements for the degree
of Master of Science (Management)**

Universiti Utara Malaysia

by

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ABSTRAK

Kajian ini bertujuan untuk menyelidik tentang tahap kecenderungan keusahawanan di kalangan pelajar-pelajar sekolah menengah vokasional dan teknik di Daerah Kuantan, Pahang. Secara khususnya, ia mengkaji sejauh mana kecenderungan keusahawanan dipengaruhi oleh pembolehubah-pembolehubah tidak bersandar yang terdiri daripada lima kategori, iaitu: (1) ciri-ciri peribadi pelajar, (2) faktor-faktor keluarga, (3) faktor-faktor persekolahan, (4) pengalaman bekerja, dan (5) faktor-faktor persekitaran.

Responden dalam kajian ini adalah terdiri daripada pelajar-pelajar Tingkatan 4 yang menuntut di kedua-dua buah sekolah menengah vokasional dan teknik di Kuantan. Sebanyak 334 set soal selidik boleh digunakan untuk tujuan analisis daripada jumlah 337 set soal selidik yang diedarkan kepada semua responden. Instrumen yang digunakan dalam kajian ini dibentuk berdasarkan kepada Entrepreneurial Attitude Orientation (Robinson et al. , 1991), General Enterprising Tendency Test (I 988), dan Gray (1989). Instrumen kajian ini, yang terdiri daripada 63 item, telahpun diuji kebolehpercayaannya.

Data telah dianalisis dengan menggunakan ujian t dan ANOVA untuk menguji perbezaan dalam kecenderungan keusahawanan di kalangan pelajar-pelajar untuk setiap pembolehubah dalam lima kategori tersebut. Aras keyakinan 0.05 telah digunakan untuk keputusan berhubung dengan hipotesis.

Secara umumnya, hasil kajian menunjukkan bahawa kecenderungan keusahawanan adalah dipengaruhi oleh semua pembolehubah dalam tiga kategori berikut: faktor-faktor persekolahan, pengalaman bekerja dan faktor-faktor persekitaran. Walau bagaimanapun, didapati bahawa bukan semua pembolehubah dalam kategori ciri-ciri peribadi pelajar dan faktor-faktor keluarga mempengaruhi kecenderungan keusahawanan pelajar-pelajar secara signifikan.

Keputusan kajian telah memberikan kesimpulan-kesimpulan berikut:

- (1) Bagi kategori ciri-ciri peribadi pelajar, terdapat perbezaan dalam kecenderungan keusahawanan yang signifikan berdasarkan jantina, manakala, tidak ada perbezaan dalam kecenderungan keusahawanan yang signifikan berdasarkan kaum.
- (2) Bagi kategori faktor-faktor keluarga, terdapat perbezaan dalam kecenderungan keusahawanan yang signifikan berdasarkan kedudukan dalam keluarga, manakala, tidak ada perbezaan dalam kecenderungan keusahawanan yang signifikan berdasarkan jumlah pendapatan ibu bapa, tahap pendidikan ibu bapa dan pekerjaan ibu bapa.

- (3) *Bagi kategori faktor-faktor persekolahan, terdapat perbezaan dalam kecenderungan perbezaan yang signifikan berdasarkan jurusan, aktiviti-aktiviti yang diikuti di sekolah dan jawatan-jawatan yang disandang.*
- (4) *Bagi kategori pengalaman bekerja, terdapat perbezaan dalam kecenderungan keusahawanan yang signifikan antara pelajar-pelajar yang mempunyai pengalaman bekerja dengan pelajar-pelajar yang tidak mempunyai pengalaman bekerja.*
- (5) *Bagi kategori faktor-faktor persekitaran, terdapat perbezaan dalam kecenderungan keusahawanan yang signifikan berdasarkan tempat tinggal (bandar atau luar bandar) dan pengaruh orang-orang lain terhadap keinginan untuk memulakan perniagaan pada masa akan datang.*

ABSTRACT

This study attempted to investigate the level of entrepreneurial orientation of vocational and technical school students in Kuantan District, Pahang. Specifically, it aimed to investigate the correlates of entrepreneurial orientation along five categories, namely: (1) students' personal characteristics, (2) family-related matters, (3) school-related matters, (4) working experience, and (5) environmental factors.

The respondents were Form Four students from the two vocational and technical schools in Kuantan District. Of the 337 questionnaires distributed to the respondents, 334 usable sets were returned for analysis. The instrument used was constructed by the researcher with reference to the Entrepreneurial Attitude Orientation by Robinson et al. (1991), the General Enterprising Tendency Test (1988), and Gray (1989). The instrument, which consisted of 63 items, was pre-tested for validity and reliability.

Data were analyzed using T-test and ANOVA to investigate the differences in entrepreneurial orientation along variables within students' profile. The 0.05 level of significance was used as critical level for decision-making regarding the hypotheses.

The findings of this study showed that entrepreneurial orientation is affected by each of the variables under the following three categories: school-related matters, working experience, and environmental factors. However, it was found that not all the variables under the categories of students' personal characteristics and family-related matters are significantly affecting entrepreneurial orientation.

Under the category of students' personal characteristics, statistical results indicated that gender has significant effect on the entrepreneurial orientation of students. On the contrary, ethnicity showed no significant difference in entrepreneurial orientation, with all the ethnic groups showing similar level of entrepreneurial orientation. Other than that, findings on family-related matters revealed that there were no significant differences in entrepreneurial orientation along family income, parents' education, and parents' occupation respectively. However, there were significant differences in entrepreneurial orientation among students of various ranking in the family.

As for the category of school-related matters, all the independent variables, namely stream, activities participated in schools, and responsible positions held, are

significantly related to the entrepreneurial orientation of students. Besides, empirical evidence showed that students with working experience differ significantly from students without working experience in entrepreneurial orientation. Similarly, with regard to the category of environmental factors, statistical significant differences were observed in the entrepreneurial orientation of students along rural/urban differentials and the influence of significant others.

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And above all, to God, with my humble thanks for His Amazing Grace.

In Memory of My Beloved Mother

DEDICATION

I take a great deal of pride in dedicating
this thesis to
my father,
my brothers, sister and sisters-in-law,
my nephews: Chiek Ming, Shu Ming and Zhuo Ming,
and
my niece: Xin Yan.

Your love, support and understanding
have made me enjoy the opportunity of learning.

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CHAPTER 1

INTRODUCTION

1.1 **Background** of the Study

The **significance** of entrepreneurship is currently recognized worldwide. During the last two decades, the proliferation of different programs and other related activities aimed at fostering entrepreneurship education and development around the world clearly reflects the importance of entrepreneurship. This enhanced interest is obvious in the growth of **self-**employment and a growth in the rate of company formations, the number of universities where entrepreneurial courses are offered and attended in the field as well as the numerous books, magazines, journals and the number of professional bodies **devoted** to the subject (**Golam**, 1994).

In Malaysia, the topic on entrepreneurship is a recent phenomenon. When the country faced severe recession and unemployment in the mid **1980s**, entrepreneurship had gained significant interest and attention among policy makers. Entrepreneurship has been identified to be a stimulant for organization creation and **efficient** job creation and a catalyst for economic growth (Rosli et al., 1995).

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