



**ENTREPRENEURIAL INTENTION AMONG WOMEN MICRO  
ENTERPRISE ENTREPRENEUR**

**NAZDLY ZAQWAN BIN MOHAMED ZAINI**

**2013875844**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**

**MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**SARAWAK**

**DECEMBER 2015**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK**

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Name of Student : NAZDLY ZAQWAN BIN MOHAMED ZAINI

Registration Matric No : 2013875844

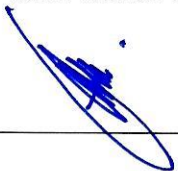
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Name : Dr. Jab Karsumo

Designation : Senior Lecturer

## **TABLE OF CONTENT**

<b>AUTHOR'S DECLARATION</b>	<b>i</b>
<b>LETTER OF SUBMISSION</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iii</b>
<b>TABLE OF CONTENT</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>ABSTRACT</b>	<b>x</b>

## **CHAPTER 1**

### **PREAMBLE**

1.1	Chapter Introduction	1
1.2	Background Of The Study	1
1.3	Women Entrepreneur In Malaysia	2
1.4	Women Entrepreneur In Sarawak	4
1.5	Research Problem	5
1.6	Research Objectives	8
1.7	Scope Of The Study	9
	1.7.1 Microenterprise Services	10
1.8	Limitation Of The Study	10
	1.8.1 Narrow Market Segmentation	10
	1.8.2 Insufficient Of Data	10
	1.8.3 Time And Cost	11
	1.8.4 Religion	11

## ABSTRACT

This research attempts a quantitative investigation to measure the relationship between self-efficacy, familial factors, creativity and innovation towards women micro enterprise entrepreneur in Kuching, Sarawak. The entrepreneurial intention of women is essential to development of entrepreneurial activities because it acts as a background for entrepreneurs to be competitive and enhance abilities to achieve their mission. Although, most of previous research has emphasized on discussion around this model as well as focused on identifying the key element of entrepreneurial intention. This research will describe studies on adopted conceptual framework of relevant dimension and the effects of self-efficacy, familial factor at micro level service interaction by determining the critical value of entrepreneurial intention, the significant relationship, and also the strength of the relationship towards women entrepreneurial intention. A survey has been conducted by using simple random sampling by using women who already have a business around Kuching area and also women who have registered with Wawasan Women Entrepreneur Sarawak (SARANITA). The independent variables which consist of self-efficacy, familial factors, creativity and innovation were measured by 3 construct dimensions with 28 items and dependent variables women entrepreneurial intention which was measured by 1 construct with 4 items. Descriptive and inferential statistical analysis was used to address this research. Summarised effects of independent variables towards the dependent variables are also given. These findings provide some insight on better understanding on the women entrepreneurial intention towards self-efficacy, familial factors, creativity and innovation towards women entrepreneurial intention. Women entrepreneurs might find these results very helpful in improving their business and remain competitive in their business.

***Keyword: self-efficacy, familial factors, creativity and innovation, conceptual framework, women entrepreneur, Wawasan Women Entrepreneur Sarawak (SARANITA)***

# **CHAPTER 1**

## **PREAMBLE**

### **1.1 CHAPTER INTRODUCTION**

In chapter 1, background of the research, research problem, research objectives, scope of the study, significant of the study and definition of terms are highlighted in order to provide an overall overview on research.

### **1.2 BACKGROUND OF THE STUDY**

Women in entrepreneurship are becoming one of the main attraction and concerns among researchers these days. It is relevant since a lot of leading countries are becoming more open to the access of women into entrepreneurial activity which is once dominated by men (Norsida, 2010). Success stories of women entrepreneur are broadcasted in the television and even in the newspapers as recognition to their success. This triggers intention among women especially housewife or employed women to make the first leap in becoming an entrepreneur (Faraha, 2007). The development created by these women entrepreneur offers a totally new platform to women as they are compared with more experienced male entrepreneurs (Wendy, 2014). Researchers agree that men and women are different when it comes to their approach towards entrepreneurial intention. This is due to the characteristic attribute by the gender difference (Croson and Gneezy, 2004). The differences among the gender explained the differences of strategies adopted by the two gender in approaching the similar issues, trends, opportunity and even threats. Entrepreneurial program organised should therefore factors into account towards the gender differences.