

Women's Involvement In Entrepreneurship In Pasar Besar Siti Khadijah Kota Bharu Kelantan: A Study About Successful Factors In Handling Business.

Mohd Ammar Daud and Mohd Airjuddin Talib

Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA (UiTM) Merbok, Kedah

ABSTRACT

This study examines and identifies the factors that influence women to get involve in entrepreneurship and the successful factors of their business itself. Other than that, this study also to identify the relationship between personal profile and business background profile that encourage Kelantanese women entrepreneurs to get involved in entrepreneurship. Furthermore, the perception of women regarding the factors that lead them to be success in handling business among Kelantanese women at Pasar Besar Siti Khadijah, Kota Bharu Kelantan. The findings give details about the relationships and how women entrepreneurs can use this study to improve their performance, achievement and recognize the successful factors of their business. This study also provides guidelines for future researchers to do research based on this particular topic.

Keyword: Successful factors, Women entrepreneurs

INTRODUCTION

Generally, the traditions of society and the persisting nation that women (more than men) carry the primary responsibilities of the home and

family in term of time and commitment for avoiding the conflict that may involve a feeling of neglected the family life and/or the business (Miskin & Rose that cited from Ljunggren & Kolvereid, 1996). When the term of entrepreneurship was occurring, it always refers to the male entrepreneurs (Suaibah et al, 2007). This gendered stereotyping outcome is due to the fact that the majorities of entrepreneurs has been monopolizing by male. It is because due the perspectives that based on masculine experience have dominated the small business arena (Anthony, 2004; Roffey et al., 1996).

Business and entrepreneur was a common field to women. The best example is Siti Khadijah who is successful women entrepreneur that run the business and doing international trade through 13 countries. In Malaysia, from the years back, it was shows the involvement of women in entrepreneurship increase every years. According to Companies Commission of Malaysia (CCM), 49554 businesses that owned by women was registered on 2000 and another 54626 was registered on 2001. Meanwhile from January to June 2002, 28185 businesses were registered by women. These increment shows that, Malaysian women clearly have commitment to grab the opportunity to get involved in the industry (Suaibah et al, 2005).

Entrepreneur originated from French word “entreprendre” that means “to undertake” or “to determine” to do something and take risks to gain reward (Richard Ng, 2005). Scarborough and Zimmerer (1998) define entrepreneur as someone who creates a new business and faces a not sure state to acquire profit and growth (development) with identify opportunity and provides resources to achieve it. Today, an entrepreneur is a new kind of inventor or a businessman who identifies and grabs opportunities; transforms the opportunities into ideas that are feasible or ideas that can sell, adds value, efficient, takes risk with the market competitions when implementing ideas and realizes that reward will be acquired based on the given effort. Meanwhile, according to McKay (2001), women entrepreneur is women who have high motivation to develop their own business. Women entrepreneur own small, medium or big size of business. Various factors that encourages women to get involved in entrepreneurs, they are the desire to be independent can be a factor that can encourage anybody to get involved in

entrepreneurship. They do not prefer with supervision, control with order and rules that stated by other peoples (Suaibah et al, 2005). Secondly, working under supervision does not give them satisfaction in work. Running own business can lead them to develop their own management and leadership style that suit with them (Khairuddin, 1996). Thirdly, the desire for wealth can be a factor for anybody to get involved in entrepreneurship (Suaibah et al, 2005). Fourthly, the exposure and explanations from other successful people will encourage and influence for anybody to get involved in this arena (Khairuddin, 1996; Suaibah et al, 2005) and last but not least, expanding the knowledge and skills. Everybody can gat knowledge and skills, but it does not give any benefit to them if they do not practice it in real world (Suaibah et al, 2005).

This research objective is to identify the personal profile and business background profile of Kelantanese women entrepreneurs and recognize various factors that encourage Kelantanese women to get involved in entrepreneurship. Other than that, this study also is to identify relationship between personal profile and business background profile will encourage Kelantanese women to get involved in entrepreneurship. Finally this study is to investigate the respondents' perception regarding the factors that lead them to be success in handling business among Kelantanese women at Pasar Besar Siti Khadijah, Kota Bharu Kelantan.

METHODOLOGY

The sample size is the actual number of subjects chosen as a sample to represent the population characteristics. While population is the entire group of people, events, or things that the researcher desires to investigate (Sekaran, U., 2003). In this research, the sample size is 223 which gathered from the overall of 2200 number of population of women entrepreneurs at Pasar Besar Siti Khadijah, Kota Bharu Kelantan. It is obtained by total up the 10% population from each stratum based on types of business women entrepreneurs do such as fruits, vegetable, food and drinks and others.

The population for this study was women entrepreneurs who get the licensed with MPKB-BRI. For this study, we focused on the women who make the business at Pasar Besar Siti Khadijah. In this research, the women entrepreneur population is divided/grouped or clustered according to the type of business that they do. Then, the cluster are selected randomly which is cluster that contain of high male involvement are not selected such as fish monger and metal, fine silver and bronze product. Then, units in the cluster are selected based on 10% to total up 223 sample size. No units from non-selected clusters are included in the sample. This differs from stratified sampling, in which some units are selected from each group. This is because some of the type of business is monopolized by male such as fish monger, and, fine silver and bronze filigree items.

Data Collection

The data collected for this research comprises of primary data and secondary data. Primary data is data collected firsthand for subsequent analysis to find solutions to the problem researched (Sekaran, U., 2003). In this research, a self-administered questionnaire was developed and distributed to the respondents by using cluster sampling technique. This technique was choose because of several reasons, first, it help to collect the questionnaire immediately after they are completed. Second, it provides clarifications sought by the respondent on the spot and third, establish rapport with the respondent while introducing the survey (Sekaran. U., 2003). This technique was also chosen because of the respondent are located close each other which is under one roof, and, it is make easier to conduct rather than mail questionnaire which the sample widely dispersed geographically. The questionnaire has been divided into 3 sections which are Section A for demographic questions while Section B and C for questions regarding variables.

While secondary data is data that have already been gathered by researchers, data published in statistical and other journals, and information available from any published or unpublished source available either within or outside the organization, all of which might be useful to the researcher (Sekaran, U., 2003). This kind of data is important because it was need to clarifying the research title, to get the fact and findings from the last research. The advantage of seeking secondary data sources is savings in time

and costs of acquiring information. In this research, the secondary data was gathered from MPKB-BRI for statistic population of women entrepreneur in Pasar Besar Siti Khadijah. This kind of data is needed to determined the sample size and for chosen sampling technique.

Data Analysis

Before conducting an analysis to test the hypotheses, the data were examined for its normality, linearity, and outliers. According to Uma Sekaran (2003), objectives of data analysis are getting a feel for the data, testing the goodness of data and testing hypotheses developed for the research. It will elaborate on the various statistical tests and the interpretation of the results of the analyses, using the SPSS Version 16.0.

Cronbach's Alpha

The Cronbach's Alpha reliability coefficient of three independents and dependent variable will obtain. The closer the reliability get 1.0 the better. The reliability is a way to measure the reliability of research instrument. For an example, in this research a Cronbach Alpha test was made on dependent variable which is business successful and the result was obtained less than 0.60, the research instrument are considered to be poor, whereas 0.7 is acceptable and over than 0.8 is good.

Pearson Correlation

The researcher use the Pearson correlation to see the strength of interrelated that present among all mentioned. Pearson correlation is important to measure the interrelationship between variables. For instance, in order to know the relationship between successful factor variable and family factor variable, Pearson correlation can be used to analyzed it whereby the value of $p < 0.05$, must below than 0.05. For instance, in order to know the relationship between independent variables such as skill and ability and business management and strategy is influence women entrepreneur business success if the negative correlation obtained.

Descriptive Statistics

The researcher discussing the background of the respondent that consist gender, age, status, and education level by using descriptive statistic. The researcher might want to know the relation among the variable with one another in order to determine whether they are any difference two or more group and other. Among the techniques used to describe the statistics descriptive is the frequency, percentage, mean and standard deviation.

Multiple Regression Analysis

The researchers used standard and stepwise regression analysis to obtain the most significant quality of dimensions between entrepreneurs factor variable. It is important to know the most significance factors that influence the women entrepreneurship among Kelantanese women. This data analysis is used to answer the objective of this research which is the most factor influence women entrepreneur success in their business.

RESULT

The significance of the study benefits to the women entrepreneurs, the organization and the researchers. As entrepreneurs, this research will help them to identify their capabilities to recognize the factors that can encourage and influence them to get involved in entrepreneurs and their successful factors in handling business. This research will provide advantages to the Kelantanese women that run their business at Pasar Besar Siti Khadijah, Kota Bharu Kelantan in order to determine which are the most influence factors of involvement and which successful factors that they need to focused more in handling the business. Furthermore, this research was expected to enhance women entrepreneurs' knowledge regarding skills, business strategies and management, business environment and attitude that can lead them to be success in business. Through this research, we as

researchers also have gaining lot of experience in order to complete this study as a final semester student in Bachelor of Administrative Science. By contribute in this research, it can be our first step that can trains us for doing better research in the future.

CONCLUSION

From this study, we can concluded that various factors that can encourage and influence Kelantanese women to get involved in entrepreneurs. Furthermore, we knows that the relationship between personal profile and business background profile were elements of consideration that encourage and influence women who want to get involved in entrepreneurship arena. From that, we also can recognize the successful factor of business handling that can be a reference for others people who are interested to be an entrepreneur, especially women.

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