

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF
COMPETENCE ON ATTITUDE
OF SUCCESS BUMIPUTERA
ENTREPRENEUR
(SEDC, KUCHING SARAWAK)**

**ALFITRI BIN ABDUL RAHMAN
HUSNUL MUASSYARAH BT BOLLHASSAN**

**Dissertation submitted in partial fulfillment of
the requirements for the degree of**

Master in Business Administration

Arshad Ayub Graduate Business School

July 2017

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicate or acknowledge as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

1. Name of Student : Alfitri bin Abdul Rahman

Student I.D No : 2014409858

Signature of Student :



2. Name of Student : Husnul Muassyarah Bt Bollhassan

Student I.D No : 2015404552

Signature of Student :



Programme : Master in Business Administration

Faculty : Arshad Ayub Graduate Business School

Dissertation Title : The influence of competence on attitude of success Bumiputera entrepreneur (SEDC, Kuching Sarawak)

Date : July 2017

ABSTRACT

By the coming 2020, the entrepreneurial sector is the most important sector that will have a major impact on Malaysia. And as a growing nation, Malaysia intends to improve the living and economic standards of the population in every place, including in Sabah and Sarawak. In Sarawak, various central and state government agencies have been entrusted to ensure Sarawak's Bumiputera economy is comparable to other races. SEDC is one of the agency that been set up by the Sarawak State Government to assist the local entrepreneur. One of the criteria of a successful person is, to have good attitudes and behaviors. Attitude is one of the prime mover that makes a person successful or not. Attitudes that are always positive and constantly improve their weakness are the key to the development of an entrepreneur's self. That is why one of the criteria of a successful person must have good attitudes and behaviors. Therefore, this study is conducted to find the influence of this entrepreneur competencies to the attitude of successful entrepreneur. The study is aim to answer this main question. Based on survey conducted to to 70 respondents the study disclose that, there is a relationship between skills, goals, and financial management to the attitudes of success entrepreneur. These findings suggest that to be successful Bumiputera entrepreneur should pay more attention, equip and acquired them self with more skills to face the market stiff competitiveness, to have the entrepreneurial mindset and understand the financial management.

TABLE OF CONTENTS

	PAGE
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATION	x
CHAPTER ONE: INTRODUCTION	
1.1 INTRODUCTION	1
1.2 BACKGROUND OF STUDY	4
1.3 STATEMENT OF THE PROBLEM	5
1.4 PURPOSE OF THE STUDY	6
1.5 OBJECTIVE OF THE STUDY	6
1.6 RESEARCH QUESTIONS	6
1.7 SCOPE OF STUDY	7
1.8 SIGNIFICANT OF THE STUDY	7
CHAPTER TWO: LITERATURE REVIEW	
2.1 INTRODUCTION	8
2.2 ENTREPRENEUR	8
2.3 ENTREPRENEURIAL COMPETENCIES	9
2.3.1 Relationship between entrepreneur knowledge and attitude	9
2.3.2 Relationship between entrepreneur goals and attitude	10
2.3.3 Relationship between entrepreneur skills and attitude	11
2.3.4 Relationship between entrepreneur financial management and attitude	11

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Entrepreneurship is defined as reaction or behavior, which include attitudes, skills and knowledge related to the business or enterprise that is carried out by an individual. According to the Board Dictionary (New Edition), entrepreneurs are people who work on a company. Joseph A. Schumpeter, an economist, viewed the entrepreneurs as innovators who could contribute ideas and embody those ideas in high growth companies. In addition, according to Tan (1983), quoted from Zafir&Fadhilah (2006), entrepreneurs are individuals who always seize opportunities and are able to identify economic changes, are willing to take risks and possess management techniques and strategies that are in line with the technological changes. An entrepreneur should have vision to grow their business for the prospect of society's prosperity.

Toward the year of 2020, the entrepreneurial sector would be the most important sector, which would have major impact on Malaysia's economy. It will not only serve as a support sector but also to provide foundation and technology to ensure the success of larger companies on the global stage. As a growing nation, Malaysia intends to improve the living and economic standards of her population, including in Sabah and Sarawak. As such, the New Economic Policy (NEP) drafting that was established in 1971 was sealed to ensure that the Bumiputera would be able to compete with other minorities. Since the NEP was established, Malaysia has embarked on various strategies to increase the involvement of the Bumiputera entrepreneurs in certain areas in order to continue to succeed. In this regard, agencies such as the Malaysian Institute of Standards and Research (SIRIM), the Malaysian Agricultural Research and Development Institute (MARDI) and Small and Medium Industries Development Corporation (SMIDEC) were established to implement various programs and training to increase the number of successful Bumiputera entrepreneurs' field of entrepreneurship.

In Sarawak, various central and state government agencies have been entrusted to ensure the Bumiputera economy is comparable to other races. The Sarawak State Government has set up an agency that is the backbone of the Sarawak economy, the