

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF GOVERNMENT
SUPPORT AND PERSONALITY
TRAITS ON THE SUCCESS OF
SOCIAL ENTREPRENEURSHIP:
THE HOMESTAY IN SOUTHERN
REGION OF SARAWAK**

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DBA

November 2021

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 indicated or acknowledged as referenced work. This thesis 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.


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Dissertation Title : The Impact of Government Support and Personality Traits On The Success Of Social Entrepreneurship:
The Homestay In Southern Region Of Sarawak

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ABSTRACT

Social Entrepreneurship (SE) aims to improve sustainable social and economic value among the community. However, studies on community engagement in the eco-tourism industry, specifically homestay projects are still at an infancy stage. Although many efforts had been initiated by the stakeholders', limited studies have been conducted in this area. The objective of this study is to analyze and understand the impact of Government Support and Personality Traits on the success of social entrepreneurship in the field of Homestay. Therefore, this study strives to determine and investigate the strength of dimensions that contributes to the success of SE projects in terms of tourist arrival and income. In order to gather suitable and desirable data, this study was conducted using a mixed-method approach which includes qualitative and quantitative methods. In the first phase of the study, structured interviews were used in the qualitative method. Extensive literature reviews and eleven (11) structured interviews were conducted to develop the instrument. Meanwhile, quantitative was used in the second phase of the study where a survey questionnaire was used. This validated instrument was then distributed in the field study and a total of one hundred and eighty (180) questionnaires were collected through stratified sampling. Inferential statistics such as t-test and ANOVA were employed to examine significant differences in perception with respondents' demographics. Multiple Regressions Analysis (MRA) was used to analyze the relationship between the Government Support and Personality Traits to the success of the social entrepreneurship homestay program. Factor Analysis and Multiple Regression Analysis respectively were used to determine the contributing dimensions and their order of importance in contributing to success factors of SE. Based on MRA, tangible input dimension, marketing dimension, and proactive dimension show significant contribution towards the success of social entrepreneurship homestay program. MRA results also reveal that the marketing dimension exerts the greatest impact on the success of the social entrepreneurship homestay program. On the other hand, the risk-taking dimension does not have a significant relationship with the success of the social entrepreneurship homestay program. The outcome of this study shall assist the policymakers in devising strategies and prioritizing supporting resources to boost up social entrepreneurship activities. Eventually, it is hoped that this study could contribute scholarly to the literature on the Social Entrepreneurship sectors mainly in Sarawak.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim, first and foremost Alhamdulillah praises and thanks to Allah SWT the Almighty, for His blessings throughout my life.

I would like to express my deep and sincere gratitude to my research supervisor, Associate Professor Dr Abang Zainoren Abang Abdurahman, Deputy Rector (PJI) UiTM Sarawak from Business and Management Faculty and Co-supervisor, Associate Professor Dr Hwa Tee Yong, Computer Science and Mathematics Faculty UiTM Sarawak for their continuous support in providing invaluable guidance throughout the study and most importantly for believing in me. Their vision, dynamism, immense knowledge, motivation, patience, and sincerity have deeply inspired me.

I am extremely grateful to my parents Datuk Abang Hj Abdul Karim Tun Abang Hj Openg and Datin Hj Airi Hj Abdul Manan for their love, prayers, sacrifices, motivation and support throughout my study and all my life. I am very much thankful to my husband, my two beautiful daughters and my siblings for their love, understanding, prayers and continuous support. Also, I would like to express my deepest thanks to the Lecturers and Professors, members of IPSIS Sarawak, members of AAGBS Shah Alam, fellow DBA course mates, fellow Colleagues and Superiors, Ratnawatie Panie and Serah Jaya for their assistance and support during the study.

I am extending my heartfelt thanks to my entire family members and friends, for their support and encouragement as well as to all the people who have supported me in completing my study directly or indirectly. Last but not least, I specially dedicate this study to my dearest beloved brother the late Abang Zulazree Openg and I know I have made you proud “your life was a blessing, your memory a treasure, you are loved beyond words and missed beyond measure - Allahummaghfirlahu warhamhu wa'afihi wa'fuanhu”.

Thank You again from the bottom of my heart and may Allah SWT showers us with all His blessings, Aamiin.

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