



**DETERMINATION OF COPING STRATEGIES AND
SATISFACTION OF QUALITY OF LIFE AMONG SARAWAK
MALAY ENTREPRENEURS IN KUCHING**

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ABSTRACT

The purpose of this research is to examine the determination of coping strategies and satisfaction of quality of life among Sarawak Malay entrepreneurs in Kuching. The coping strategies include emotion-focused and problem-focused coping. The research on psychological and entrepreneurship had been neglected. Therefore, this research explained the relationship of emotion-focused and problem-focused coping towards the level of satisfaction of quality of life. Then, it discussed the strength of each coping strategies to the quality of life among the entrepreneurs. The data collection was obtained by distributing the questionnaires to the respondents and it was analyzed by using SPSS (Statistical Package for Social Sciences). The result shows that the entrepreneurs preferred using problem-focused as their coping strategies.

CHAPTER 1: INTRODUCTION

1.1 Research Background

Malay entrepreneurs seem to be left behind when compared to Chinese entrepreneurs. The population of the Malay entrepreneurs might be increasing but it is not promising. Malay entrepreneurs are less capable of surviving and growing, as they tend to be inexperienced, late in joining the business world with less business exposure and less innovative and creative compared to the Chinese entrepreneurs (Charlesworth, 1974). Moreover, Malays now lag behind the Chinese in controlling the whole Malaysian economic system because the British favored the Chinese for business. As a result, huge inequalities are found between the Chinese and the Malays in areas such as education, employment and entrepreneurship (Alam, Mohd, Kamaruddin, & Mohd Nor, 2015).

For this research, the researcher will examine the quality of life of the entrepreneurs. According to WHO (1998), quality of life can be defined as individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns. It is a broad ranging concept affected in a complex way by the person's physical health, psychological state, level of independence, social relationships, personal beliefs and their relationship to salient features of their environment.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter will discuss more on the research of Malay entrepreneurs, emotion-focused coping strategy, problem-focused coping strategy, quality of life and the relationship of coping strategies and quality of life among Malay entrepreneurs. There are many parts in this chapter which will discuss about the past research regarding on this research. Besides, this chapter also includes the appropriate literature and the conceptual framework underlying for the purpose of this research.

2.2 Quality Of Life

Malaysia has three main races which are Malay, Chinese, and Indian. Malaysia society has unique characteristic that derived from the element of pluralism comprises of various races, ethnics, culture, language, and religions (Hwang, 2003). The Malay group constitutes the principal Bumiputera group together with other indigenous people. Bumiputera refers to those whose cultural affinities indigenous to the region and to one another; whilst those whose cultural affinities lie outside are classified as the non-Bumiputera (Hwang, 2003). Malays now lag behind the Chinese in controlling the whole Malaysian economic system because the British favored the Chinese for business and as a result, huge inequalities are found between the Chinese and the Malays in areas such as education, employment and entrepreneurship (Alam et al., 2015). Based on the Department of Statistics of Malaysia in 2010, the total population of Sarawak Malay is 568,113 which are 22.9 percent from the population of Sarawak in total. Approximately 38.7 percent of Sarawak Malays settled in Kuching district especially in the Northern of Kuching city and others in the Southern of Kuching city. The majority of Sarawak Malays in Kuching were migrants from rural areas, especially from Samarahan, Sadong, Saribas, Kalaka, Lupar, and even Melanau of Matu – Daro and Sarikei – Belawai which then absorb into Malay. Moreover, it is uncertain to claim