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„I hereby declare that I have read this thesis and in my opinion this project
is sufficient in terms of scope and quality for the award
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FACTORS AFFECTING THE INVOLVEMENT OF WOMEN ENTREPRENEUR
IN SMALL ENTERPRISE

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STUDENT'S DECLARATION

“I hereby declare that this thesis entitle “Factors Affecting the Involvement of Women Entrepreneur in Small Enterprise” is my own work except for the quotations summaries that have been duty acknowledged”

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DEDICATION

I dedicate this thesis to my beloved parents which are Mohamad Razali Bin Che Dollah and Nik Faridah Binti Nik Yaacob, who always support me during to complete this research. They also given advices, financial and moral support in order to motivation me during to this research until now. Thanks also to my supervisor, panel, family and my friend for always support and help me in this research.

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ABSTRACT

This study aims to identify the factors affecting the involvement of women entrepreneur in small enterprise in Melaka. The objective of this study was to examine the most significant factors that can affect women entrepreneur to involvement in small enterprise and to identify the relationship(s) between the factors that can affect women to become entrepreneur and involvement in small enterprise. In this study, the researchers wanted to study the factors of family background, environment, motivation and attitude (IV) which can be the factors affecting the involvement of women entrepreneur in small enterprise (DV). A total of 225 respondents of women entrepreneurs in Melaka were selected to participate in this study. This study is quantitative. The study was conducted by questionnaire. The data obtained will be analyzed using descriptive, correlation, regression analysis. From the data analysis, this study shows that all variables (family background, motivation and attitude) have relationship with the involvement of women entrepreneurs but no relationship with environment factors involvement. Finally, some suggestions were proposed in this study.

Keywords: Family Background, Environment, Motivation, Attitude, Involvement Factor, Women Entrepreneur, Small Enterprise.

ABSTRAK

Kajian ini bertujuan untuk mengenal pasti faktor-faktor yang mendorong usahawan wanita menceburi bidang perusahaan kecil di Melaka. Objektif kajian ini adalah untuk mengkaji faktor-faktor yang paling penting yang boleh memberi kesan kepada usahawan wanita untuk terlibat dalam perusahaan kecil dan untuk mengenal pasti hubungan antara faktor-faktor yang boleh memberi kesan kepada wanita menjadi usahawan dan penglibatan dalam perusahaan kecil. Dalam kajian ini, penyelidik ingin mengkaji pembolehubah bebas faktor latar belakang keluarga, persekitaran, motivasi dan sikap (IV) yang boleh menjadi faktor-faktor yang mendorong usahawan wanita menceburi bidang perusahaan kecil (DV). Seramai 225 responden daripada usahawan wanita di Melaka telah dipilih untuk menyertai kajian ini. Kajian ini adalah kuantitatif. Kajian ini telah dijalankan oleh soal selidik. Data yang diperolehi akan dianalisis menggunakan deskriptif, korelasi, analisis regresi. Dari hasil analisis data, kajian ini menunjukkan bahawa kesemua pembolehubah (latar belakang keluarga, motivasi dan sikap) mempunyai hubungan dengan faktor penglibatan usahawan wanita kecuali persekitaran yang tiada hubungan dengan faktor penglibatan. Akhir sekali, beberapa cadangan telah dicadangkan di dalam hasil kajian ini.

Kata kunci: Latar Belakang Keluarga, Persekitaran, Motivasi, Sikap, Faktor Penglibatan, Usahawan Wanita, Perusahaan Kecil.

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LIST OF ABBREVIATIONS AND SYMBOLS

H0	= Null (rejected)
H1	= H one (accepted)
IV	= Independent Variable
DV	= Dependent Variable
SPSS	= Statistical Package for Social Science
%	= Per cent
<	= Greater-than
>	= Less-than
=	= Equals

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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

The word entrepreneur was first introduced in 1970 during the launch of the New Economic Policy. In the period of the Melaka Sultanate those involved in the field of business were called as traders while in the 1900s the traders are known as merchant. The word ' entrepreneur ' is derived from the French word ' entreprendre ' which means discharging of their duties or responsibilities. The word ' entrepreneur ' has been used since the year 1775 by Richard Cantillon in reference to activities in entrepreneurship. Farhana (2013).

Suraiya & Ahmad Raflis (2015) stated the entrepreneur is the founder of a business and as individuals to innovate, i.e. activities or businesses that make a difference to economic development as well as proactive, innovative and risk-taking and have the ability to view, control, seize and create new opportunities to prepare them for possible risks or losses. Moreover, as Thurik and Wennekers (2004) stated that: “in today’s world small businesses, and particularly new ones, are seen more than ever as a vehicle for entrepreneurship, contributing not just to employment and social and political stability, but also to innovative and competitive power”

According to a report that quoted a BH Online, from the population and housing census Malaysia 2010, Malaysia now has 28.3 million people by the number of men more than women. From 28.3 million, 91.8 per cent are citizens while 8.2 percent are non-citizens. According to the Census report, also residents of men now amounted to 14.56 million people while the women a total of 13.77 million people (Malaysia, 2010). According to Dato ' Seri Dr. Mahathir in his speech at the National Convention of women entrepreneurs in 2002, achievements and the role played by women in the field of entrepreneurship is now clearly demonstrated the ability of the women's competition (Thuaibah @ Suaibah, 2007 et al.). In addition, according to Y.B. Tan Sri Muhyiddin Yassin in his speech at the workshop on women entrepreneurs and women entrepreneurs Malaysia Directory Launch 2008, development and achievement of ethnic conditioning after independence until the Millennium era contributed a lot to the economy (Norshuhaida, 2014).

Faridah (2000) said that involvement of women in entrepreneurship is seen as something positive for the country's economic development. As with men, women also took the opportunity to co enliven entrepreneurship in Malaysia. The rapid development of the national economy draws more women to participate actively in the world of entrepreneurship. As of today, around the world there are many women entrepreneurs have already become famous millionaire. In fact, some of the women more aggressive look than men in terms of thoughts, feelings and actions.

Women in Malaysia are very fortunate to receive equal right to education along with their male counterparts, such that it opens up women's opportunities in employment in tandem with their levels of education (Norshuhaida, 2014). Women constitute almost half of the Malaysian population (7th Malaysia Plan). According to the Department of Statistics, there is approximately 13,453,154 female in Malaysia in 2010 or 48.80% of the total population in Malaysia. From this figure, about 46.1% of the total female populations are in labor force. The increment in female participation in labor force shows that the participation of women in national development agenda is very important.

Micro enterprises constitute 77 percent of the total SMEs in Malaysia compared to the small and medium enterprises which constitute 20 percent and 3 percent, respectively (Economic Census: Profile of SMEs, 2011). Microenterprises have also dominated almost all the sectors in Malaysia. The manufacturing and agriculture sectors also show the same pattern where micro businesses are predominant, accounting for more than half, with 57.1 per cent and 56.3 per cent, respectively. This is followed by the construction sector, where the micro enterprises form about 45 percent (Economic Census: Profile of SMEs, 2011).

1.2 Problem Statement

According to (Norshuhaida, 2014) Success and failure is common for individuals who hold a business expert. Most studies and interviews conducted on individuals who have managed to excel in business and this shows they've failed in business at least once before they got to bounce back over to restart their businesses. In any field of endeavor, not everyone will be successful. Similarly, the field of entrepreneurship, there are some entrepreneurs succeed and there is also the face of failure. Although well known that entrepreneurship is an area of high risk to fail, but the involvement of women, especially in this area showed a positive.

Entrepreneurs who pass various obstacles in the field of entrepreneurs could be seen with glorious success. However, according to Ahmad (2004), most entrepreneurs have trouble attitude as a barrier to success, or more accurately as a deterrent against becoming entrepreneurs. Women entrepreneurs Hall (Dewanita) has identified a number of factors that led to the failure of women in the conduct of its business. Dewanita has also identified factors the success of women in the conduct of business of a person.

Nor Aini Idris (2003) notes that in most countries women are often less fortunate compared to men. This situation had also faced by women to become entrepreneurs. EI

Namaki (1990) tried to identify common obstacles faced by women who venture into business. These barriers are divided into two categories: obstacles to the entry-level and resistance at resistance levels

1.3 Research Objective

This research was done:

1. To examine the most significant factors that can affect women entrepreneur to involvement in small enterprise.
2. To identify the relationship(s) between the factors that can affect women to become entrepreneur and involvement in small enterprise.

1.4 Research Question

This research explored the following key question:

1. What are the factors affecting women entrepreneur involvement in small enterprise?
2. What is the relationship between these factors?

1.5 Scope of the Research

The research covers the most significant factors that can affect the involvement of women entrepreneur in small enterprise within Malacca. It also identifies the relationship between the factors that affect women to become entrepreneur with their involvement in small enterprise in Malacca.

1.6 Limitation of the Research

Although the research has reached its aim, there were some unavoidable limitations:

1. The information obtained in this study is influenced by the respondent's honesty upon answering the questionnaire. Therefore, the information obtained cannot be ascertained as it is embodied with the integrity of the respondents.
2. Constraints of time caused the researcher unable to find more people to serve as the sample.
3. The findings of this study may not represent all women entrepreneurs because only a few respondents are involved.

1.7 Contribution of the Research

The study is expected to be one of the references to the Government in identifying and helping women entrepreneurs who need training and help to further enhance the performance and the involvement of women in small enterprises.

The study is also expected to help the Ministry of entrepreneur development and the Ministry of women, family, and community to formulate action plans for women's

participation in entrepreneurship. The study can also be used as a general reference in the field of Economics and Business in involvement,

1.8 Summary

Overall, this chapter has explained the study includes research background, problem statement, research objectives, research objectives, scope of the study, and the study emphasized the importance in conducting this study. Next, the second chapter will explain more about the previous studies to support this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This section will discuss theories and consuming past research related to this study, no matter whether in or abroad. This study also includes a variety of reference materials as a guide such as journals, books, newspaper clippings, magazines, theses, mass media materials, and other printed materials. The materials used to cover thoroughly study conducted. The Division also seeks to explain the past research related to women entrepreneurs in small enterprise in terms of involvement factor in the conduct of business. This study also aims to see a closer more about objectives and assessment of previous studies that have relevance the objectives of the study.

2.2 Definition of Entrepreneur

Entrepreneur concept is very broad and a number of perspectives are applicable. Entrepreneurs are innovators or developer who recognizes and seizes opportunities. They convert these opportunities into workable or marketable ideas that bring values through time, effort, money and skills. They also considered the risks of the competitive marketplace to implement the ideas, and realize the benefits from these efforts (Kuratko