Entrepreneurial Attitude Orientation and Performance of the Dayak Entrepreneurs in Sarawak

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Entrepreneurial Attitude Orientation and Performance of the Dayak Entrepreneurs in Sarawak

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DECLARATION

The work described in this thesis, entitled

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is to the best of the author’s knowledge that of the author except where due reference is made.

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ABSTRACT

This study centers on the challenges faced by the Dayak community in promoting among the Dayak community entrepreneurial development in the State of Sarawak. Entrepreneurship is modeled as an economic phenomenon, with elements for the individual, the firm, and the environment, each of which influences success. Nonetheless, the primary topic of the thesis is on the entrepreneurial attitude, which often referred to as the entrepreneurial attitude orientation (EOA). Specifically, the current study investigates past contributions in this stream of literature, seeking to provide definitive evidence of previously examined relationships between EOA and entrepreneurial performance. Further, the study analyzes several moderating factors and provides a new model for assessing an entrepreneur’s attitude orientation and performance. Based on the literature review, several antecedents of the entrepreneurial attitude orientation construct were identified: need of achievement (nAch), innovation, personal control and self-esteem. To guide the investigation of this thesis, a conceptual framework was developed and tested to members of the Dayak Chamber of Commerce and Industry (DCCI).

As a result, main areas of research were identified. The first area deals with determining which dimensions are underpinning the entrepreneurial attitude orientation construct, while the second part of the thesis is centered on the number of dimensions composing the constructs used in the study. The third area of research is to determine some potential moderated effects of internal and external environmental factors in answering the relationship between entrepreneurial attitude
orientation and performance. All things considered, 12 sets of hypothesis were created and tested; (1) EAO - (nAch, innovation, personal control and self-esteem) will be positively associated with Dayak Entrepreneurial (DE) performance (H1-H4), (2) that the internal DE factors will moderate the relationship between EAO and DE performance (H4-H8), and (3) that external DE factors will moderate the relationship between EAO and DE performance (H9-H12).

A cross-sectional study was carried out, to address the proposed hypotheses. Member from the Dayak Chamber of Commerce and Industry (DCCI) have responded to the survey and participated in the semi-structured interview. Relevant measurement instruments were adapted, revised and developed where necessary to ensure reliability and validity of the data. The study has applied a mixed method strategy during data collection and the results were analyzed using descriptive and inferential statistics, while the outcomes of the semi-structured interview were examined and analyzed using the conceptual approach of content analysis. Overall, the data were collected from 306 respondents. An additional semi-structured interview has been undertaken with 20 owners or co-owners of the companies.

The findings reveal that EAO constructs have positive and statistically significant association with DE performance except for H2 which is not supported. DE initiatives and activities were not solely affected by EAO but also by the internal and external DE factors. The study also discloses that personal characteristics, motivation and social networks and social learning as an important direct components of internal environmental factors. In addition, the interview also indicates the importance of these factors in creating and fostering DE performance among the Dayak entrepreneurs. On the other hand, interaction hypothesized in H5-H8 has revealed that the interaction effects appear to moderate the EAO-DE performance relationship except for H6.
However, the role of the interaction variables hypothesized in H9-H12 have appeared to be insignificant, although political affiliation emerged as an important and a direct predictor of DE performance.

Drawing from a study on the Dayak entrepreneurs in Sarawak, theoretically, this thesis has expanded the existing knowledge of EAO and indigenous entrepreneurship performance by demonstrating that EAO constructs are strongly associated with DE activities. Nevertheless, Dayak EAO did not emerge as per conceptualized model by several EAO scholars in the past and that the strength of EAO on entrepreneurs performance are varied. Lastly, the findings of this thesis may also provide additional entrepreneurship knowledge to the Dayak entrepreneurs and indigenous entrepreneurs as a whole.
Orientasi Sikap Keusahawanan dan Pencapaian Usahawan Dayak Di Sarawak

ABSTRAK


Hasilnya, bahagian pertama kajian telah dikenal pasti iaitu penilaian hubungan antara OSK dengan tahap prestasi para usahawan. Bahagian kedua kajian tertumpu kepada beberapa pengaruh yang menjadi konstruk kepada OSK. Bahagian ketiga kajian, ialah untuk mengenalpasti sama ada wujudnya kesan “ moderation” oleh faktor dalaman dan luaran keatas hubungan diantaranya OSK dengan prestasi para usahawan. Maka 12 set hipotesis telah dibangunkan dan diuji; (1) OSK - (keperluan pencapaian, inovasi, kawalan kendiri dan
penghargaan kendiri) dijangka akan memberi kesan positif terhadap prestasi usahawan Dayak (H1-H4), (2) faktor dalaman akan mempengaruhi hubungan diantara OSK dan prestasi usahawan Dayak (H4-H8), dan (3) faktor luaran akan mempengaruhi hubungan di antara OSK dan prestasi usahawan Dayak (H9-H12).


Hasil kajian menunjukkan bahawa konstruk OSK mempunyai kesan positif dan signifikan terhadap prestasi usahawan Dayak kecuali H2 yang tidak disokong. Inisiatif dan aktiviti usahawan Dayak tidak dipengaruhi oleh OSK semata-mata tetapi ia juga dipengaruhi oleh faktor-faktor dalaman dan luaran, yang khususnya hasil kajian menunjukkan bahawa faktor dalaman seperti ciri-ciri peribadi, motivasi dan rangkaian sosial dan pembelajaran sosial sebagai satu komponen penting di dalam kajian ini. Disokong dengan hasil temubual yang juga menunjukkan bahawa faktor-faktor ini penting dalam mewujudkan dan memupuk prestasi usahawan Dayak. Interaksi dalam hipotesis H5-H8 telah mendedahkan kesan interaksi sederhana dalam hubungan
OSK dengan prestasi usahawan Dayak kecuali H6. Walau bagaimanapun peranan pemboleh ubah interaksi hipotesis dalam H9-H12 seolah-olah tidak penting. Walau bagaimanapun fahaman politik muncul sebagai elemen yang penting dan memberi kesan secara langsung terhadap prestasi para usahawan Dayak.

Hasil daripada kajian, tesis ini telah memperluas pengetahuan kritikal yang sedia ada terhadap OSK dan prestasi keusahawanan kaum bumiputera terutamanya Dayak dengan menunjukkan bahawa konstruk OSK adalah berkait rapat dengan aktiviti keusahawan kaum Dayak. Walau bagaimanapun, OSK kaum Dayak didapati tidak sama seperti model kajian yang telah dicipta oleh beberapa pengkaji OSK terdahulu terutamanya tentang kekuatan pengaruh OSK terhadap prestasi para usahawan yang berbeza-beza. Dengan ini, hasil kajian ini dapat memberikan pengetahuan tambahan dalam bidang keusahawanan terutama kepada usahawan Dayak dan usahawan tempatan secara keseluruhannya.
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MAY GOD BLESS US ALL
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