

# ENTREPRENEURIAL PROFILES AMONG NATIVE STUDENTS FROM URBAN DAN RURAL SECONDARY SCHOOLS.

Che Mohd Zulkifli Che Omar<sup>1</sup>, Aminah Baharudin<sup>2</sup>,  
Mohammad Khairudin Lim Abdullah<sup>3</sup>

<sup>1,3</sup>Faculty of Management and Economics  
Universiti Pendidikan Sultan Idris, Malaysia

<sup>2</sup>Ministry of Education, Putrajaya Government Administrative Centre, Malaysia

## Abstract

*The purpose of this study is to see how far entrepreneurial profiles among native students in urban and rural secondary schools. Besides that, this study also aims to observe whether they are any relationships in determining entrepreneurial profiles based on gender, school location, family background, residential area and field of studies. A total of 200 samples were chosen from eight secondary schools from urban and rural area in the district of Hilir Perak, Perak, Malaysia. A set of questionnaires containing 100 items was formulated to determine entrepreneurial profiles among native students from urban and rural secondary schools. Entrepreneurial profiles of native students were assessed using 13 competencies namely, (i) Initiative (ii) Looking and seeking for opportunities (iii) Tenacity (iv) Search for information (v) Emphasis on high achievement (vi) Committed towards work contract (vii) Orientation of proficiency (viii) To make systematic planning (ix) Ability of solving problem (x) Self confidence (xi) Certainty (xii) Able to convince others and (xiii) Able to use influential strategy. In the study, two types of statistics were used namely descriptive and inferential statistics. Descriptive statistical analysis showed that native students possessed entrepreneurial profiles at the moderate level. This is proven where the mean scores were 3 for all competences. Therefore more effort to raise entrepreneurial profiles among natives students in secondary students should be done through curriculum and co-curriculum activities. T-test analysis was used to determine the difference in entrepreneurial profiles based on the variables. The findings showed there were no significant relationships among gender, school location, family background, residential area and field of studies in determining entrepreneurial profiles among native students in urban and rural secondary schools.*

**Keyword :** *entrepreneurial profiles, entrepreneurial competencies, natives, secondary students,*

## Introduction

Entrepreneurship is an important field for a nation as it helps to eradicate the culture of being employed among the citizens. Entrepreneurship also assists in developing the economy of a nation through the growth of new businesses that usually produce ideas, goods and new services.

In Malaysia, the entrepreneurial profiles have long been in existence especially among the Chinese community. It can be said that the Chinese possess the entrepreneurial profiles and are successful in almost every type of industries and business in the economy.

They have also ventured into the commercial sectors when the tin mining industry was affected. Therefore, the inculcation of entrepreneurial profiles among bumiputeras is very essential in order to produce Malaysians who are balanced in the economic sector. Hence, it must be cultivated while they are in school.

An entrepreneurial profile refers to the entrepreneurial traits or abilities of an individual. In order to be an excellent and successful entrepreneur, one must possess the entrepreneurial traits and abilities. The inculcation of entrepreneurial profiles is a process of attitude and personality development of entrepreneurs so as to love achievement and excellence in every effort. This process will enable entrepreneurs to act in accordance to the demands of moral and ethical demands of moral and ethical demands so that the effect of the activity will bring prosperity to oneself and the community in future. Based on the view of Ahmad Berek (1976) the entrepreneurs can be produced through training, the government has planned various programmes which would enhance the involvement of bumiputeras in the field of commerce and business. In addition, according to the view of Muhammad Salleh Majid (2003) the Chinese had taken their children at early stages in their lives to bicycle or motorcycle shops or sundry shops in order to expose to them the culture of entrepreneurship and inculcate entrepreneurial profiles in their children even though they may not necessarily work in bicycle or motorcycle shops. This shows that they make preparations at an early stage.

The bumiputera entrepreneurial profile is unique based on the present historical, religious and cultural factors. According to Mohamed (1988) the bumiputera entrepreneurs want their children to follow their footsteps. This is a positive sign of forming the entrepreneurial profiles. The same applies to respondents who consider that money is for future use and not for the present. In conclusion, the entrepreneurial profiles can be inculcated among the bumiputeras and the bumiputera students as well as to realize the aims of vision 2020.

### **Objectives of the study**

- a. To identify the relationship between the entrepreneurial profiles of bumiputera students in rural schools and those of urban schools.
- b. To identify the relationship between the entrepreneurial profiles of male and female students.
- c. To identify the relationship between entrepreneurial profiles and the background of families among bumiputera students.
- d. To identify the relationship between the entrepreneurial profiles of bumiputera students and the environment of their place of residence.
- e. To indentify the relationship between the entrepreneurial profiles of bumiputera students in science stream and those in the arts stream.

### **Research Questions**

- a. Is there a difference in the entrepreneurial profiles among the students based on gender?
- b. What is the extent of entrepreneurial profiles among bumiputera students urban and rural schools?

- i. To what extent does the background of the students' families determine the entrepreneurial profiles among them ?
- ii. To what extent does the environment of the place they are residing determine the entrepreneurial profiles among them?
- iii. Is there any difference between the students in the science stream and art stream in determining the entrepreneurial profiles among them?

## **Methodology**

### ***Research Design***

The focus of this study is in the form of international sample observation. The researcher used the observation and descriptive methods. The objective of the study was to observe the entrepreneurial profiles among bumiputera students in secondary schools in urban as well as rural schools. The objective of this study was also to study whether the entrepreneurial profiles among bumiputera students had close relationship with students' family background or the environment of the place of residing. In addition, the researcher also intended to observe the difference between genders and the stream of the study of students in determining the entrepreneurial profiles. According to Sidek Noah ( 2002 ) the study is to give systematic explanation, factors and features of a field of populations. Therefore, a researcher found that the questionnaire was suitable for the research as it did not involve any high cost, reduces error, wider distribution and the identity of the respondents could be kept a secret. The questionnaires for this study are divided into three parts. The details of the instrument of the study are as follows :

#### *Section A*

This section contains the demographic information which covers gender, age, ethnics and religion.

#### *Section B*

This section contains items to measure the significant variations relevant to the issues of the study such as background of the families which is related to entrepreneurship, environment of the place of residence, academic streaming, clubs, societies and others.

#### *Section C*

This section contains items that measure the entrepreneurial profiles of students which cover questions relevant to the 13 entrepreneurial profiles.

### ***Population of the study***

According to Majid Konting ( 2000 ), population is a group of individuals or object observed. An individual or object which is observed must have at least one similar feature or characteristic with the other. The same feature must be observed and measured. The population of this study consisted of bumiputera students of secondary schools in urban and rural areas in the district of Hilir Perak, Perak, Malaysia. The overall total of secondary schools in this district is 19.

## **Sampling**

The sample required was between 34% to 36% of the overall population. The researchers took the average from a percentage of 35% of the actual population.

The researcher used eight schools namely four schools situated in the urban area and four schools from rural as the sample of the study. Thirty sets of questions were distributed to each school. The selection of the samples of the study was done randomly within 1:1 ration between the male and female students from the science as well as from the arts streams. The researcher used convenience sampling in choosing the respondents. Respondents who were deemed fit were randomly selected for the purpose of this study.

## **Data analysis Procedure**

Descriptive statistics was used in the study because the data produces were considered summary from the overall set of data. It also gave direct and convenient information ( Walsh , 1990 ). This test was aimed to elaborate the number, age and other demographic factors based on frequency and percentage. The onferential statistics use in this study was the t-test. These statistical tests tested all the research hypotheses which were developed.

## **Result and Discussion**

### ***Demographic***

The demographic information of the respondents were used as a measurement to the variations to be tested. The respondents' demographic were gender, age of the students ethnic group, ambition and locayion of school. Of the 20 respondents, 102 ( 51%) were male and 98 ( 49 % ) were female. The location of scholls from where the samples were taken was as follows : 112 ( 51 % ) urban , 98 ( 49 %) rural. One hundred and two ( 59 % ) of them were female and 98 ( 41%) ere male. In terms of age, 10 ( 5%) of them were ages between 14-15 years old, 178 ( 89 % ) were between 16-17 years old while 12 ( 6%) were between 18-19 years old. Based on religion of respondent, 194 ( 97%) were Muslims, 3 ( 1.5%) no religion and 3 (0.5%) were Christians. Information regarding ambition showed that, 110 ( 55%) would like to work for the government, 56 ( 28%) work in the provate sector, 29 ( 14.5%) to be self employed and 5 ( 2.5 % ) others. For types of main occupation of families , 117 ( 88.5% ) were in non-business and 23 ( 11.5%) were in business. For types of part-tme jobs of families, 115 ( 77.5%) were in non-business and 45 ( 22.5%) were in business. As for family oncome, 39 ( 20%) were in the category of less than RM 400, 46 ( 22%), were in the RM 400-RM 600 category, 34 (17%), were in the RM 600 – RM 800 category, 41 ( 20 % ), were in the RM 800 – RM 1000, 25 ( 13 % ) were in the RM 1000 – RM 2000 category, 15 ( 8 % ) were in the more than RM 2000 category. In terms of streams taken by students, 99 ( 49.5%) were in the science stream and 101 ( 50.5%) were in the Arts stream.

To analyze the data collected, the researcher categorized 70 items in part C of the questionnaires to 13 self abilities or 13 enterpreneurial profiles ( MEDEC, 2000 ) as follows :

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## Entrepreneurial Profiles

1. Initiative
  2. Looking and seeking the opportunity
  3. Tenacity
  4. Search of information
  5. Emphasis on high quality achievement
  6. Comitted to work contract
  7. Orientation of proficiency
  8. Making systematic planning
  9. Problem solving
  10. Self confidence
  11. Certainty
  12. Ability to persuade/convince others
  13. Ability to use influential strategies
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The average mean of itemas relevant to certain abilities was used as the method to analyze each abilities stated above. When te mean reaches 3 and above, it incidates that the respondents possess the entrepreneurial profiles. The ean below 3 indicates that the respondents do not possess entrepreneurial profiles. The *t*-test was used for this purpose.

Based on the dindings, bumiputera students in urban and rural schools in Hilir Perak district possess the entrepreneurial profiles. This statement was made based on the average mean obtained for very ability exceeding 3.

## Result and Discussions

*Table 1 : Findings of the research*

Var	1	2	3	4	5	6	7	8	9	10	11	12	13
Average mean													
Gender male	3.36	3.25	3.19	3.19	3.19	3.19	3.19	3.19	3.19	3.19	3.19	3.19	3.19
Gender Female	3.44	3.48	3.22	3.22	3.22	3.22	3.22	3.22	3.22	3.22	3.22	3.22	3.22
Location Urban	3.31	3.40	3.21	3.21	3.21	3.21	3.21	3.21	3.21	3.21	3.21	3.21	3.21
Location Rural	3.35	3.32	3.20	3.20	3.20	3.20	3.20	3.20	3.20	3.20	3.20	3.20	3.20
Family Business	3.45	3.42	3.38	3.38	3.38	3.38	3.38	3.38	3.38	3.38	3.38	3.38	3.38
Family Non Bus	3.42	3.39	3.14	3.14	3.14	3.14	3.14	3.14	3.14	3.14	3.14	3.14	3.14
Environ Business	4.57	3.46	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26
Environ Non Bus	3.37	3.33	3.16	3.16	3.16	3.16	3.16	3.16	3.16	3.16	3.16	3.16	3.16
Stream Science	3.44	3.44	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26	3.26
Stream Arts	3.35	3.28	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15

*Variables : 1. Initiatives 2. Looking & seeking oppurtunities 3. Tenacity 4. Search for information 5. Emphasis on high achievement 6. Committed to work contract 7. Orientation of Proficiency 8. To make systematic planning 9. Ability to solve problem 10. Self confidency 11. Certainty 12. Able to convince others 13. Able to use influential strategies*

Based on the findings, the bumiputera students in urban and rural school in the district of Hilir Perak possess the entrepreneurial profiles. This statement is made based on the average mean obtained for each ability or trait exceeding 3. This is relied upon as there is no difference in terms students' gender, location of school, family background, environment of the place of residing and their choice of stream in school based on *t*-value and the significant value obtained. Although the researcher had categorized the entrepreneurial profiles into 13 parts, the average mean exceed 3 and the significant value was above the definition level of 0.05. This clearly shows that the students or the bumiputera respondents who were randomly selected for this study possess entrepreneurial profiles even though not a very high level based on the mean which is within the range of 3. The findings also indicated that the bumiputera students possess entrepreneurial profiles regardless of gender, background, location of school, their environment and the stream they had opted in school.

### **Suggestion and Conclusion**

Based on the findings of the study, by researcher proposes several enrichment processes which should be given emphasis by the schools and also the relevant authorities in cultivating the entrepreneurial profiles possessed by the bumiputera students. This can be done by,

- a. offering relevant elective subject of entrepreneurship knowledge for science stream students so that bumiputera students get benefit and can make use of the knowledge in the field of science.
- b. encouraging students to involve actively in the management of the school's cooperative shops.
- c. holding the School Canteen Day annually involving all students through their respective club/societies in order to make it success.
- d. encouraging students to participate in co-curriculum activities related to entrepreneurship.

It is found that bumiputera students possess the entrepreneurial profiles and every one of them has the potential to become an entrepreneur if they are given the entrepreneurial education and exposed to the reality of the world of entrepreneurship. It is hoped that with more studies and research on involvement of bumiputera in the world of entrepreneurship then more bumiputera entrepreneurs would be produced and in line with the efforts taken by the government to upgrade the achievement of bumiputera and the involvement of the bumiputera in the economy sector will improve.

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