

**ORIENTASI SIKAP KEUSAHAWANAN  
DI KALANGAN PELAJAR POLITEKNIK DI MALAYSIA**

**OLEH**

**BAHARU BIN KEMAT**

**Tesis yang diserahkan untuk memenuhi sebahagian  
keperluan bagi Ijazah Sarjana Sains (Pengurusan)**

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## PENGHARGAAN

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## SENARAI SINGKATAN

<b>B.I</b>	-	Bahasa Inggeris
<b>B.M</b>	-	Bahasa Malaysia
<b>ELEK</b>	-	Elektrik
<b>EKON</b>	-	Ekonomi
<b>IND</b>	-	Industri
<b>ITM</b>	-	Institut Teknologi <b>Mara</b>
<b>KAW</b>	-	Kawalan
<b>KEJ</b>	-	Kej uruteraan
<b>MARA</b>	-	Majlis Amanah Rakyat
<b>MEDEC</b>	-	Malaysian Entrepreneur Development Centre
<b>NVSDME</b>	-	New Venture Start-Up Decision Making <b>Excercise</b>
<b>PDGN</b>	-	Perdagangan
<b>PEG</b>	-	Program de Entrenamiento Gerencia
<b>PMK</b>	-	Purata <b>Mata</b> Keseluruhan
<b>POLIMAS</b>	-	Politeknik Sultan Abdul Halim Mu'adzam Syah
<b>SBA</b>	-	Small Business Administration
<b>SIET</b>	-	Small Industry Extension Training
<b>SME</b>	-	Small Medium Enterprise
<b>SOSK</b>	-	Skel Orientasi Sikap Keusahawanan
<b>SPM</b>	-	Sijil Pelajaran Malaysia
<b>TOSK</b>	-	Tahap Orientasi Sikap Keusahawanan
<b>UPM</b>	-	Universiti Pertanian Malaysia

**ABSTRAK**  
**ORIENTASI SIKAP KEUSAHAWANAN**  
**DI KALANGAN PELAJAR POLITEKNIK DI MALAYSIA**

Objektif kajian ialah untuk mengetahui orientasi sikap keusahawanan di kalangan pelajar politeknik di Malaysia serta mengenal pasti hubungan faktor demografi, latar belakang pendidikan, pengalaman responden, pendidikan ibubapa dan pekerjaan dengan orientasi sikap keusahawanan. Dalam konteks ini, masyarakat telah memberikan harapan yang tinggi kepada politeknik sebagai satu dari institusi pengajian yang utama untuk mengembangkan keusahawanan di kalangan pelajar. Isu mengenai sikap pelajar politeknik terhadap bidang keusahawanan telah mendapat perhatian di kalangan pendidik dan kerajaan. Untuk memahami dengan lebih jelas mengenai faktor-faktor yang boleh mempengaruhi orientasi sikap keusahawanan maka satu model pembentukan orientasi sikap keusahawanan telah dicadangkan. Dalam kajian ini instrumen ujian orientasi sikap keusahawanan dan soalselidik mengenai demografi responden telah digunakan. Kajian ini dibuat ke atas pelajar tahun akhir di enam buah politeknik di Malaysia. Walaupun pelajar dari keturunan Cina telah dikatakan mempunyai sikap keusahawanan yang tinggi kerana latar belakang keluarga, kajian ini tidak mendapati bahawa pelajar-pelajar dari keturunan Cina mempunyai orientasi sikap keusahawanan yang tinggi. Penemuan kajian ini telah memperlihatkan bahawa pelajar wanita, pelajar berasal dari kampung, anak petani dan pengalaman mengendalikan akaun adalah kumpulan pelajar yang mempunyai sikap keusahawanan yang tinggi. Mengenai hubungan di antara gred mata pelajaran di peringkat Sijil Pelajaran Malaysia dengan orientasi sikap keusahawanan pelajar, kajian ini mendapati bahawa gred mata pelajaran Bahasa Malaysia dan Matematik Tambahan mempunyai hubungan yang signifikan dengan sikap keusahawanan yang tinggi.

# **BAB 1**

## **PENDAHULUAN**

### **1.1 Pengenalan**

Bab ini menerangkan mengenai konteks kajian, pernyataan masalah, objektif kajian, kepentingan kajian, skop kajian, andaian dan batasan kajian, definisi istilah dan seterusnya pendekatan penyampaian laporan.

### **1.2 Konteks Kajian**

Menurut Morris (1985) seseorang ahli perniagaan perlu mempunyai kualiti personaliti yang tertentu. Sikap ialah salah satu aspek kualiti personaliti yang dimaksudkan oleh beliau. Sikap seseorang memainkan peranan penting di dalam menentukan sama ada seseorang itu mempunyai minat terhadap sesuatu perniagaan. Oleh kerana itu pelajar juga perlu mempunyai sikap yang positif terhadap bidang pemiagaan bagi membolehkan mereka meminati bidang keusahawanan. Sikap yang positif terhadap pemiagaan boleh membantu mereka sebagai seorang usahawan yang berjaya dan berupaya mengatasi masalah serta cabaran yang dihadapi. Swayne dan Tucker (1973) telah mengenai pasti empat halangan utama yang sebahagiannya berkaitan dengan sikap seseorang yang ingin memulakan

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