



UNIVERSITI PUTRA MALAYSIA

***KESAN STATUS ANGGOTA ENACTUS SEBAGAI PENYEDERHANA ANTARA  
PERSONALITI USAHAWAN, MODAL INSAN DAN MODAL SOSIAL DENGAN  
TEKAD KEUSAHAWANAN SOSIAL DI INSTITUSI PENGAJIAN TINGGI***

***RADIN SITI AISHAH BINTI RADIN A RAHMAN***

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SOSIAL DENGAN TEKAD KEUSAHAWANAN SOSIAL DI INSTITUSI  
PENGAJIAN TINGGI

Oleh

RADIN SITI AISHAH BINTI RADIN A RAHMAN

Tesis ini dikemukakan kepada Sekolah Pengajian Siswazah,  
Universiti Putra Malaysia sebagai memenuhi keperluan untuk  
Ijazah Doktor Falsafah

Februari 2016

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sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

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**Februari 2016**

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**Fakulti : Pengajian Pendidikan**

Kajian ini bertujuan untuk mengenal pasti kesan status anggota ENACTUS sebagai penyederhana antara personaliti usahawan, modal insan dan modal sosial dengan tekad keusahawanan sosial (TKS) di Institusi Pengajian Tinggi. Teori Tingkah laku Terancang, Ajzen (1991) dan Model Tekad Keusahawanan Sosial, Ernst (2011) telah dijadikan sebagai asas kajian ini. Kajian deskriptif-korelasi dikhurasukan kepada faktor personaliti usahawan, modal insan dan modal sosial untuk meramal TKS. Seramai 742 sampel yang terdiri daripada pelajar IPT dan Alumni ENACTUS telah dipilih berdasarkan persampelan rawak berstrata mengikut pembahagian universiti penyelidikan, berfokus, komprehensif dan swasta. Statistik deskriptif digunakan sebagai langkah pertama analisis kajian bagi mendapatkan ciri-ciri demografi, tahap TKS, personaliti usahawan, modal insan dan modal sosial. Manakala statistik inferensi melibatkan analisis perbezaan menggunakan ANOVA dua hala bagi TKS yang berlainan status keanggotaan ENACTUS mengikut kategori universiti. Manakala, hubungan antara personaliti usahawan, modal insan dan modal sosial dengan TKS dianalisis menggunakan pekali korelasi Pearson. Seterusnya dilanjutan dengan teknik SEM bagi menguji pengaruh faktor personaliti usahawan, modal insan dan modal sosial ke atas TKS serta kesan status anggota ENACTUS sebagai penyederhana.

Penemuan kajian mendapati tahap TKS dan modal sosial adalah sederhana bagi pelajar IPT dan Alumni ENACTUS. Sebaliknya, tahap personaliti usahawan adalah tinggi bagi anggota ENACTUS. Manakala, tahap modal insan adalah sederhana bagi pelajar IPT. Namun, tahap modal insan adalah tinggi bagi Alumni ENACTUS. Kajian juga mendapati terdapat perbezaan kecil yang signifikan bagi TKS anggota ENACTUS antara universiti penyelidikan dengan universiti berfokus. Selain itu, wujud hubungan positif antara ketiga-tiga faktor dengan TKS. Model struktural menunjukkan ketiga-tiga faktor peramal menyumbang 45.4% varians ke atas TKS dengan modal insan merupakan faktor

paling tinggi menyumbang kepada TKS, diikuti personaliti usahawan dan modal sosial. Selain itu, status anggota ENACTUS memberi kesan yang positif ke atas hubungan faktor personaliti usahawan dengan TKS. Model ini dapat dijelaskan oleh 8 item TKS, 4 item personaliti usahawan, 11 item modal insan dan 4 item modal sosial dalam kalangan anggota ENACTUS di IPT. Akhirnya, kajian ini mengesahkan bahawa status anggota ENACTUS bertindak sebagai penyederhana hubungan antara personaliti usahawan, modal insan dan modal sosial dengan TKS di IPT.

Implikasi kajian ini menyumbang kepada pengukuhan Teori Tingkah laku Terancang, Ajzen (1991) dalam menentukan faktor luaran yang bertindak sebagai peramal terhadap keinginan keusahawanan sosial. Dapatkan kajian ini memberi panduan kepada pihak universiti dan penggubal dasar untuk mengimbangi strategi pembudayaan keusahawanan sedia ada di samping memperkuuh Pelan Perusahaan Sosial Malaysia (2015-2018). Selain itu, ujian saringan dapat dilakukan dengan mengenal pasti potensi individu yang memiliki ciri-ciri personaliti usahawan, modal insan dan modal sosial, sebagaimana yang diinginkan oleh setiap organisasi keusahawanan sosial. Selain itu, beberapa cadangan telah dikemukakan bagi meningkatkan penyertaan pelajar dengan menjadikan keusahawanan sosial sebagai aspirasi kerjaya setelah mereka bergraduat kelak.

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

**THE MODERATING EFFECTS OF ENACTUS MEMBERS' STATUS  
BETWEEN ENTREPRENEURIAL PERSONALITY, HUMAN CAPITAL AND  
SOCIAL CAPITAL, AND SOCIAL ENTREPRENEURIAL INTENTION IN  
HIGHER EDUCATION INSTITUTIONS**

By

**RADIN SITI AISHAH BINTI RADIN A RAHMAN**

February 2016

**Chairman : Professor Zaidatol Akmaliah Lope Pihie, PhD**  
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This study aims to identify the effect of ENACTUS members' status as a moderator between entrepreneurial personality, human capital and social capital, and social entrepreneurial intention (SEI) in Higher Education Institutions (HEIs). The Theory of Planned Behavior, Ajzen (1991) and Model of Social Entrepreneurial Intention, Ernst (2011) were used as the basis of this study. This descriptive-correlational study focused on entrepreneurial personality factors, human capital factors and social capital factors to predict SEI. A total of 742 samples consisting of students in institutes of higher education and ENACTUS alumni were selected using stratified random sampling according to the division of research universities, focus universities, comprehensive universities and private universities. Descriptive statistics were used to obtain demographic characteristics, level of SEI, entrepreneurial personality, human capital and social capital. Inferential statistics using two-way ANOVA was utilised to determine the differences in SEI levels between ENACTUS status with different university categories. Meanwhile, the relationship between entrepreneurial personality, human capital and social capital with SEI were analyzed using Pearson's correlation. Next, SEM techniques were used to examine the direct effect of entrepreneurial personality, human capital and social capital on SEI and the effects of ENACTUS members' status as a moderator.

Research findings showed that the level of SEI and social capital in HEI students and ENACTUS Alumni was moderate. In contrast, entrepreneurial personality was high among ENACTUS members. Meanwhile, the level of human capital among HEI students was moderate and the level of human capital among ENACTUS Alumni was high. The study also found that there was small significant difference for the SEI of ENACTUS members between research universities and focus universities. In addition, there was a positive relationship between the three factors with SEI. The structural model showed three predictive factors which accounted for 45.4 % of the variance of SEI, while human capital

is the biggest factor contributing to SEI, followed by entrepreneurial personality and social capital.

In addition, the status of ENACTUS members gives a positive effect on the relationship between entrepreneurial personality factors and entrepreneurial intention. This model can be explained using 8 items of SEI, 4 items of entrepreneurial personality, 11 items of human capital and 4 items of social capital among ENACTUS members in HEIs. Finally, this study confirms the status of ENACTUS members as a moderator between entrepreneurial personality, human capital and social capital by SEI in HEIs.

The implications of this study reinforces the Theory of Planned Behavior, Ajzen (1991) in determining the external factors that act as a predictor of social entrepreneurial intention. This findings of this study may serve as a guide for universities and policy-makers to balance the existing strategies of entrepreneurial culture and fortify the Malaysian Social Enterprise Blueprint (2015-2018). Furthermore, screening tests can be done to identify potential individuals who possess entrepreneurial personality characteristics, human capital and social capital as desired by all social entrepreneurial organizations. In addition, some suggestions have been made to increase the participation of students who inspire to make social entrepreneurship as a career after graduation.

## PENGHARGAAN

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Tesis ini telah dikemukakan kepada Senat Universiti Putra Malaysia dan telah diterima sebagai memenuhi syarat keperluan untuk ijazah Doktor Falsafah. Ahli Jawatankuasa Penyeliaan adalah seperti berikut:

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## SENARAI SINGKATAN

1Malaysia-YEC	1	<i>Malaysia Young Entrepreneur Challenge</i>
1Met		Usahawan 1 Malaysia
AGFI		<i>Adjusted Goodness-of-Fit Index</i>
AIC		<i>Akaike Information Criterion</i>
AIM		Amanah Ikhtiar Malaysia
ANOVA		<i>Analysis of variance / Analisis sehala</i>
BPU		Bahagian Pembangunan Usahawan
CBR		<i>Community-Based Rehabilitation</i>
CEDI		Institut Pembangunan Keusahawanan dan Koperasi
CESMED		<i>Centre for Entrepreneurship &amp; SME's Development</i>
CFA		<i>Confirmatory Factor Analysis</i>
CFI		<i>Comparative Fit Index</i>
CPC		<i>Centre of Entrepreneurial Development and Graduate Marketability</i>
CSR		Tanggungjawab sosial korporat
eMAK		Ekonomi Menjana Aspirasi Keluarga
ENACTUS		<i>Entrepreneurial Action Us</i>
GEM		<i>Global Entrepreneurship Monitor</i>
GFI		<i>Goodness-of-Fit Index</i>
GTP		Program Transformasi Kerajaan
HEI		<i>Higher Education Institution</i>
IM4U		<i>I am for youth</i>
INSKEN		Institut Keusahawanan Negara
IPT		Institusi Pengajian Tinggi
IPTS		Institusi Pengajian Tinggi Swasta
IUMW		<i>International University of Malaya-Wales</i>
JICA		<i>Japan International Cooperation Agency</i>
JKM		Jabatan Kebajikan Masyarakat
KI		Kemahiran Insaniah
KLMUC		Kolej Universiti Metropolitan Kuala Lumpur
KPKK		Kementerian Penerangan, Komunikasi dan Kebudayaan
KPMG		<i>Klynveld Peat Marwick Goerdeler</i>
KPTM		Kementerian Pengajian Tinggi Malaysia
KS		Keusahawanan sosial
KUS		Kelab Usahawan Sosial
MaGIC		Pusat Inovasi dan Kreativiti Global Malaysia
MANOVA		<i>Multivariate analysis of variance</i>
MASMED		<i>Malaysian Academy of SME &amp; Entreprenuership Development</i>
MBE		Model Baru Ekonomi
MITI		Kementerian Perdagangan Antarabangsa dan Industri
MMU		Universiti Multimedia
MPPB		Masyarakat Perdagangan dan Perindustrian Bumiputera
MQA		<i>Malaysian Qualifications Agency</i>
NFI		<i>Normed Fit Index</i>
NGO		<i>non-government organisation</i>

PbP	Pembelajaran Berasaskan Perkhidmatan
PID	Pusat Industri Desa
PKS	Perusahaan Kecil dan Sederhana
PMB	Pos Malaysia Berhad
PPUM	Pusat Perubatan Universiti Malaya
PSPTN	Pelan Strategik Pengajian Tinggi Negara
PLTV	Pendidikan, Latihan Teknik dan Vokasional
PPSM	Pelan Perusahaan Sosial Malaysia
RMSEA	<i>Root Means Square Error of Approximation</i>
SEED	<i>Social Enterprise and Economic Development</i>
SEI	<i>Social Entrepreneurial Intention</i>
SEM	<i>Structural Equation Modelling / Permodelan</i>
	Persamaan Berstruktur
SIFE	<i>Student In Free Enterprise</i>
SOHO	<i>Small Office, home office</i>
STP	Program Transformasi Sosial
TAR-UC	Tunku Abdul Rahman University College
TKS	Tekas Keusahawanan Sosial
TLI	<i>Tucker Lewis Index</i>
UIA	Universiti Islam Antarabangsa
UiTM	Universiti Teknologi MARA
UKM	Universiti Kebangsaan Malaysia
UM	Universiti Malaya
UMERC	Pusat Penyelidikan Mata Universiti Malaya
UMK	Universiti Malaysia Kelantan
UMP	Universiti Malaysia Pahang
UMS	Universiti Malaysia Sabah
UMT	Universiti Malaysia Terengganu
UniKL	Universiti Kuala Lumpur
UniMAP	Universiti Malaysia Perlis
UNIMAS	Universiti Malaysia Sarawak
UNIRAZAK	Universiti Tun Abdul Razak
UNISZA	Universiti Sultan Zainal Abidin
UNITEN	Universiti Tenaga Nasional
UNMC	Universiti Nottingham-Malaysia Campus
UPM	Universiti Putra Malaysia
UPNM	Universiti Pertahanan Nasional Malaysia
UPSI	Universiti Perguruan Sultan Idris
USIM	Universiti Sains Islam Malaysia
USM	Universiti Sains Malaysia
USM	Universiti Sains Malaysia
UTeM	Universiti Teknikal Malaysia Melaka
UTHM	Universiti Tun Hussein Onn Malaysia
UTM	Universiti Teknologi Malaysia
UTP	Universiti Teknologi Petronas
UUM	Universiti Utara Malaysia
WISE	<i>Women in Social Enterprise</i>
YEM	Yayasan ENACTUS Malaysia
YKS	Yayasan Keusahawanan Sosial

## BAB 1

### PENDAHULUAN

#### 1.1 Pengenalan

Keusahawanan memainkan peranan penting dalam meningkatkan pembangunan sosio-ekonomi bagi sebuah negara maju dan negara membangun. Namun, kebanyakan kajian menumpukan penyertaan belia di negara membangun (Nabi dan Linan, 2011). Aktiviti keusahawanan ini bukan sahaja dapat menghasilkan kepelbagaian inovasi, tetapi meningkatkan aspirasi ke arah bekerja sendiri dengan mencipta peluang pekerjaan baru kepada masyarakat. Usaha ini menarik perhatian penyelidik semasa yang lebih menumpukan kajian berkaitan peranan keusahawanan kepada sektor ekonomi (Henley, 2007; European Commission, 2003; Shane dan Venkataraman, 2000). Manakala pihak kerajaan telah merangka program sokongan berbentuk pemberian geran perniagaan, pembiayaan kredit dan insentif ke atas cukai perniagaan khususnya kepada usahawan di peringkat permulaan. Di tambah dengan ketidaktentuan ekonomi semasa turut mempengaruhi peningkatan perbelanjaan sektor pembangunan negara. Justeru, satu pendekatan baru secara holistik diperlukan bagi menambah baik sektor keusahawanan tradisional yang semakin ketinggalan zaman dan tidak berkesan dalam meningkatkan ekonomi negara (Pelan Perusahaan Sosial Malaysia, PPSM 2015-2018). Maka, pendekatan ini merujuk kepada dimensi keusahawanan yang mewujudkan fenomena baru yang dikenali sebagai keusahawanan sosial.

Keusahawanan bertindak sebagai benteng keusahawanan sosial (Mohammad, Westover dan Gholam, 2010). Keusahawanan sosial bukan bidang yang tersendiri malah gabungan antara proses keusahawanan dan matlamat sosial. Bertepatan dengan hujahan ini, maka keusahawanan sosial muncul sebagai pemangkin ekonomi, sosial dan alam sekitar (*triple bottom-line*) yang menyumbang kepada pembangunan masyarakat. Kini, anggaran 100 perusahaan sosial beroperasi kebanyakannya dalam bidang pendidikan, kemiskinan, pembangunan luar bandar, kelestarian alam sekitar, pekerjaan kepada terpinggir, dan remaja yang berisiko (PPSM 2015-2018). Menyedari hakikat ini, wujud tiga elemen kemunculan dinamik menyumbang kepada keperluan keusahawanan sosial. Pertama, peningkatan terhadap keperluan yang tidak dapat dipenuhi oleh kekurangan penawaran produk dan perkhidmatan sosial (Light, 2008; Mair dan Marti, 2006). Kedua, peningkatan terhadap ketidak seimbangan tahap agihan pendapatan di negara membangun dan negara maju yang memerlukan pendekatan strategi perniagaan baru (Bornstein, 2004). Ketiga, persaingan antara organisasi sektor bukan-keuntungan termasuk penerimaan dana dan pelaksanaan aktiviti secara profesional bagi mengurangkan pergantungan kewangan supaya kestabilan pembangunan ekonomi dan matlamat sosial tercapai (Perrini, 2006; Fowler, 2000).

Seterusnya, Bacq dan Janssen (2011) menumpukan kepada peningkatan minat dalam keusahawanan sosial yang didorong oleh dua faktor merangkumi pertama, inovasi dalam menangani masalah sosial menjadi lebih kompleks (Weerawardena, Sullivan dan Mort, 2006; Nicholls, 2006; Roberts dan Woods, 2005; Mair dan Martí, 2004; Johnson, 2000; Thompson, Alvy dan Lees, 2000) melalui kisah-kisah kejayaan perusahaan di peringkat tempatan (Amanah Ikhtiar Malaysia) dan global (Grameen Bank). Manakala faktor kedua iaitu menggunakan penyelesaian pasaran untuk menangani masalah sosial tertentu yang paling sukar dikawal daripada masyarakat bagi mengurangkan pergantungan daripada pihak swasta dan kerajaan.

Aktiviti keusahawanan sosial memberi kesan kepada penurunan kadar kemiskinan dan penambahbaikan pembangunan ekonomi berskala besar. Hal ini dipersetujui beberapa penyelidik seperti Zahra, Gedajlovic, Neubaum dan Schulman (2009); Dees (2007); Dean dan McMullen (2007); Anderson dan Dees (2006); Mair dan Seelos (2006); Alvord, Brown dan Letts (2004); Borzaga dan Defourny (2001). Seterusnya meninggalkan impak sejauh mana keinginan individu untuk menjadi usahawan yang berorientasi sosial. Manakala penyelidikan terhadap keinginan keusahawanan sosial menjadi asas penting kepada bidang keusahawanan semasa kini memandangkan fungsinya dapat mengubah tahap kehidupan masyarakat yang lebih baik. Justeru, keinginan ini berkait rapat dengan tekad keusahawanan telah menjadi satu topik yang telah dibincangkan secara meluas oleh kebanyakan penyelidik sejak beberapa tahun kebelakangan ini (Noorseha, Yap, Dewi dan Md. Zabid, 2013; Ernst, 2011).

Kini, aktiviti keusahawan digalakkan dalam kalangan pelajar dan graduan ke arah mengukuhkan kesediaan mereka untuk bekerja-sendir. Penyelidikan lepas mendapati kepentingan peranan IPT dalam membangunkan keusahawanan pelajar (Dermol, 2010). Lantaran itu, potensi pelajar ke arah penceburan bidang keusahawan sosial perlu digilap dari semasa ke semasa supaya mereka sentiasa termotivasi dan terlatih menghasilkan inovasi sosial baru setelah bergraduat kelak. Galakan menceburi bidang ini penting bagi melahirkan graduan usahawan sosial, bukan sahaja faham dan peka terhadap permasalahan yang dihadapi oleh masyarakat sekeliling, tetapi mempunyai kemahiran keusahawanan untuk meningkatkan taraf hidup masyarakat dari aspek ekonomi, kebajikan, pendidikan dan kesihatan (Amanat Tahun Baharu, 2012). Walaupun penyelidikan keusahawanan sosial semakin berkembang tahun demi tahun, namun masih kurang kajian dibuat mengenai faktor yang mendasari motivasi TKS. Keputusan pelajar untuk menjadi usahawan sosial bergantung kepada faktor-faktor latar belakang dan faktor luaran yang mempengaruhi tekad seperti yang disarankan oleh Ajzen (1991). Justeru, kajian ini ingin meneliti peranan status anggota ENACTUS ke arah kecenderungan TKS.

## **1.2 Perkembangan Keusahawanan Sosial di Malaysia**

Prestasi kegiatan keusahawanan perniagaan di Malaysia berkembang dengan baik. Hal ini dibuktikan melalui Laporan World Economic Forum dalam Global Competitiveness Report 2014-2015 mendapati negara ini telah menduduki tempat kedua (nilai skor sebanyak 4.6) daripada 144 buah negara dalam kesediaan modal teroka usahawan. Namun, keadaan ini tidak dapat menangani taraf hidup golongan terpinggir keseluruhannya. Oleh itu, keusahawanan sosial menjadi alternatif terbaik bagi menangani isu-isu sosial yang memberi kesan perubahan paling kuat dalam kehidupan masyarakat terpinggir (Jacobi, 2006; Alvord, Brown dan Letts, 2004; Bornstein, 1998). Kegiatan ini juga memberi peluang kepada usahawan baru dan sedia ada menghasilkan inovatif berdasarkan permasalahan masyarakat.

Kronologi keusahawanan sosial di Malaysia bermula pada tahun 1986 hasil daripada penubuhan Bank Grameen, Bangladesh yang dibawa oleh dua orang pensyarah Universiti Sains Malaysia (USM) iaitu Profesor David Gibbons dan Profesor Sukor Kassim. Idea tersebut digunakan bagi mengasaskan Projek Ikhtiar yang kini dijenamakan semula sebagai Amanah Ikhtiar Malaysia (AIM). Semua aktiviti yang dilaksanakan bermatlamat untuk mengurangkan kemiskinan luar bandar dengan menawarkan hak kredit-mikro kepada golongan miskin dan peranannya kekal sehingga kini. Namun ketika itu, penggunaan terminologi keusahawanan sosial masih belum digunakan secara rasmi di Malaysia. Kegiatan ini secara berperingkat telah diterapkan dalam agenda sektor awam dan swasta serta badan bukan-keuntungan di seluruh negara (Johnson, 2002).

Kerajaan menyedari keperluan dalam memperkasa sektor keusahawanan sosial memandangkan potensinya mampu menyumbang kepada KDNK dalam jangka masa panjang. Mengambil contoh kejayaan dari United Kingdom, negara ini memiliki 70,000 perusahaan sosial dengan menggaji lebih 1 juta pekerja telah menyumbang lebih 5% KDNK (Chong, 2015). Maka, PPSM (2015-2018) ditubuhkan bertujuan bagi melahirkan 1000 usahawan sosial dalam masa 3 tahun. Selain itu, Pelan Tindakan Usahawan Sosial di bawah Dasar Pembangunan Baru (2016-2020) dilacarkan bagi menyokong pelan ini ke arah memperkasa sektor keusahawanan yang mampan, saksama dan mesra rakyat. Kerajaan terus komited menawarkan pelbagai insentif kepada Pusat Inovasi dan Kreativiti Global Malaysia (MaGIC), Usahawan 1Malaysia (1Met) dan program Tabung Usahawan Siswazah (Laporan Ekonomi 2014/2015). Dalam konteks keusahawanan sosial, kerajaan menggalakkan belia di Malaysia untuk menceburi bidang ini melalui peruntukan RM20 juta yang disalurkan kepada MaGIC bagi menyediakan sistem sokongan kepada mereka.

Dalam konteks ini, kerajaan telah menerapkan aktiviti keusahawanan sosial ke dalam program setiap agensi kementerian seperti dalam Jadual 1. Di peringkat komuniti, Pusat Industri Desa (PID) diwujudkan pada tahun 2002 hasil daripada peningkatan akses capaian maklumat oleh komuniti luar bandar. Program ini dijalankan untuk merapatkan jurang digital antara masyarakat luar bandar dan bandar melalui kerjasama firma *Japan International Cooperation Agency* (JICA). Kesan program ini menunjukkan bahawa pejabat pos adalah lokasi yang sesuai

kerana ianya menjadi tumpuan masyarakat dan mempunyai kemudahan yang lengkap. Sehingga kini, Kementerian Penerangan, Komunikasi dan Kebudayaan (KPKK) dengan usahasama dengan Pos Malaysia Berhad (PMB) telah membina 42 bangunan tambahan di pejabat-pejabat pos. Di samping itu, PID turut menubuhkan satu organisasi baru yang dikenali sebagai Kelab Usahawan Sosial (KUS) yang bertujuan menjalankan aktiviti-aktiviti komersial dan sosial. Anggota KUS terdiri daripada penyelia telecentre, usahawan tempatan dan komuniti setempat.

Selain itu, Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPMKM) dan Yayasan Keusahawanan Sosial (YKS) menganjurkan program eMAK (Ekonomi Menjana Aspirasi Keluarga). Suri rumah daripada keluarga berpendapatan rendah di bandar kini berpeluang menjana pendapatan menerusi konsep '*Small Office, Home Office*' (SOHO) yang membolehkan mereka berniaga dari rumah (Siaran Media, 2010).

Jabatan Kebajikan Masyarakat (JKM) telah memperuntukan RM10 juta untuk melaksanakan Program Keusahawanan Purple DNA telah dilancarkan pada Mei 2012. Program ini bertujuan untuk memperkenalkan model perniagaan berdasarkan prinsip keusahawanan sosial di samping memperkasakan sosio-ekonomi golongan terpinggir (Laporan Ekonomi 2014-2015).

Kementerian Pengajian Tinggi Malaysia (KPTM) telah merangka strategi dan pelan tindakan fasa dua (2011-2015) dengan memasukkan elemen keusahawanan sosial sebagai platform bagi merapatkan jurang ekonomi antara masyarakat dan industri. Misalnya, Institut Keusahawanan Negara (INSKEN) di bawah Kementerian Perdagangan Antarabangsa dan Industri (MITI) telah melancarkan 'Projek Keusahawanan Sosial' kepada pelajar kelab ENACTUS (*Entrepreneurial Action Us*) untuk menggalakkan lagi 'pembudayaan dan keusahawanan siswa' di peringkat IPT (Buletin Keusahawanan BPU, 2010; Utusan Malaysia, Januari 2012). Selari dengan itu, penubuhan *Social Enterprise and Economic Development* (SEED) merupakan program sukarelawan yang bertujuan memupuk semangat kesukarelawan seiring dengan keusahawanan sosial yang dianggotai oleh beberapa IPTA dan IPTS.

Selain itu, Kementerian Pengajian Tinggi Malaysia (KPTM) telah melaksanakan program *Women in Social Enterprise* (WISE) merupakan program berimpak tinggi berteraskam program keusahawanan sosial pada tahun 2015. Objektif WISE adalah untuk menerapkan nilai keusahawanan kepada pelajar melalui aktiviti keusahawanan sosial, mengupayakan masyarakat usahawan mikro (program Sahabat) berkaitan kemahiran perniagaan yang memberi kesan positif kepada pembangunan sosio-ekonomi mereka dan meningkatkan kerjasama strategik IPT dan industri dalam pembangunan komuniti. Program WISE bertaraf nasional merupakan usaha kementerian meningkatkan sistem penyampaian dan sumbangan IPT kepada masyarakat melalui Strategi Lautan Biru dalam Program Transformasi Kerajaan (GTP) antara KPT dan Amanah Ikhtiar Malaysia (AIM).

Kerajaan juga merancang untuk memperkasakan hub kemahiran komuniti yang berkualiti dan mampan menerusi program *My Community* melalui Pelan

Strategik Pengajian Tinggi Negara 2, (2011) bagi mencapai sasaran RMKe-11 iaitu melahirkan satu ribu usahawan sosial dalam masa 3 tahun hadapan akan tercapai melalui kejayaan pemerkasaan keusahawanan sosial di peringkat sekolah dan IPT serta mengembangkan kerangka wakaf dan infak ke arah membina masyarakat usahawan yang mampan (Rancangan Malaysia Kesebelas, 2016-2020). Ini menunjukkan kerajaan memandang serius bidang keusahawanan sosial melalui pendidikan kerana potensinya khusus kepada pembangunan rakyat dan negara Malaysia.

Kini, kerajaan telah memperkenalkan Program 'I am for youth' (IM4U) kepada belia secara langsung untuk menggalakkan keusahawanan sosial. Ini dikukuhkan melalui kenyataan Timbalan Menteri Pengajian Tinggi, Datuk Saifuddin Abdullah dalam perasmian Pusat Penyelidikan Mata Universiti Malaya (UMERC) di Pusat Perubatan Universiti Malaya (PPUM) iaitu langkah memperkasakan keusahawanan sosial dapat membantu rakyat mengurangkan beban kewangan untuk membeli sesuatu barang dengan wujudnya kerjasama antara IPT dan dunia keusahawanan (Keusahawanan sosial dalam penyelidikan: Utusan Malaysia, 29 Julai 2009). Sehubungan itu, kerajaan sedang giat menggalakkan pembudayaan keusahawanan sosial untuk memupuk semangat kesukarelawan kepada golongan muda supaya lebih mudah memahami matlamat ke arah menghasilkan inovasi yang mensejahtera masyarakat.

**Jadual 1. Penekanan keusahawanan sosial di Malaysia**

Agensi	Program	Matlamat
Kementerian Penerangan, Komunikasi dan Kebudayaan (KPKK)	Pusat Internet Desa (PID)	Akses kepada maklumat komunikasi kepada komuniti luar bandar dengan menubuhkan pusat <i>tele-centre</i> .
Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM)	eMAK (Ekonomi Menjana Aspirasi Keluarga)	Konsep ' <i>small office, home office</i> ' (SOHO) yang membolehkan mereka bermula dari rumah untuk membangunkan usahawan wanita.
Kementerian Pengajian Tinggi Malaysia (KPTM)	Pelan Tindakan Fasa Dua (2011-2015)  Pelan Strategik Pengajian Tinggi Negara 2 (2011)	Keusahawanan sosial sebagai platform bagi merapatkan jurang ekonomi antara masyarakat dan industri.  Memperkasakan hub kemahiran keusahawanan sosial melalui <i>My Community</i>
	Pendidikan formal	Agensi Kelayakan Malaysia ( <i>Malaysian Qualifications Agency</i> ) telah memperakunkan program Sarjana Muda Keusahawanan Sosial di Universiti Malaysia Perlis.
		Program keusahawanan sosial di Universiti Malaysia Kelantan dan Universiti Malaysia Sabah.
		Pusat penyelidikan keusahawanan sosial di Kolej Universiti Binary dan Universiti Tun Abdul Razak (unirazak).

Agensi	Program	Matlamat
	Pendidikan tidak formal	<i>Entrepreneurial Act for Us</i> (ENACTUS atau SIFE) di semua IPT  <i>Social Enterprise and Economic Development</i> (SEED).
		<i>Finishing Schools</i> oleh UiTM
	<i>Women in Social Enterprise</i> (WISE)	Menerapkan nilai keusahawanan kepada pelajar melalui aktiviti keusahawanan sosial, mengupayakan masyarakat usahawan mikro (program Sahabat), dan meningkatkan kerjasama strategik IPT dan industri dalam pembangunan komuniti.
Kementerian Perdagangan Antarabangsa dan Industri (MITI)	Projek Keusahawanan Sosial (2012)	Menggalakkan pembudayaan dan keusahawanan siswa di peringkat IPT melalui Institut Keusahawanan Negara (INSKEN).
Jabatan Perdana Menteri (Dasar Transformasi Nasional)	'I am for youth' (IM4U)	Mengalakkan kesukarelawan belia melalui aktiviti keusahawanan sosial.
Jabatan Kebajikan Masyarakat (JKM)	Program Keusahawanan Purple DNA	Memperkasakan kesan sosioekonomi golongan yang memerlukan perhatian seperti program <i>Community-Based Rehabilitation</i> (CBR) dan penghuni institusi kebajikan.

### 1.3 Penerapan Keusahawanan Sosial dalam Pendidikan Latihan Teknikal dan Vokasional

Kepentingan membangunkan pendidikan keusahawanan telah berkembang pesat di seluruh dunia sejak bidang ini dinilai sebagai sumber untuk kemakmuran ekonomi dan daya saing di sesebuah negara (Martinez, Levie, Kelley, Saemundsson dan Schott, 2010). Keusahawanan menjadi antara elemen utama yang ditekankan dalam Pendidikan Latihan Teknikal dan Vokasional (PLTV) atau *Technical Vocational Education and Training* (TVET). Pelaksanaan PLTV bertujuan untuk melahirkan kualiti pelajar yang memenuhi keperluan industri ke arah tenaga buruh berkemahiran tinggi setelah menamatkan pengajian. Di samping melatih pelajar sebagai pekerja (Ashmore dan Sandra, 1983). Pembangunan modal insan yang holistik memerlukan kesepadan keupayaan pengetahuan dan kemahiran keusahawanan melalui proses pendidikan, latihan dan pembelajaran sepanjang hayat. Maka, keusahawanan sosial diperlukan untuk pembangunan mampan PLTV dan mendapat pengiktirafan daripada institusi UNESCO-UNEVOC (*United Nations Organization for Education, Science and Culture – International Centre for Technical and Vocational Education and Training*). Sistem PLTV ini berupaya mengenal pasti kemahiran yang diperlukan untuk pembelajaran, menyediakan

sokongan keusahawanan sosial dan menawarkan jaringan pengajaran yang luas dalam kepelbagaiannya persekitaran kepada pelajar.

Cabarannya dalam melahirkan usahawan sosial bergantung kepada minat dan motivasi individu tersebut (Ernst, 2011). Minat dan motivasi menjalankan aktiviti keusahawanan sosial didorong oleh komitmen dan kerelaan individu untuk menghasilkan inovasi bagi kemampaman hidup golongan terpinggir. Semua aktiviti pengajaran dan pembelajaran PLTV ini tidak tersasar daripada matlamat penubuhan Falsafah Pendidikan Kebangsaan (FPK) terutama dalam menerapkan nilai-nilai murni dalam kurikulum. Begitu juga dalam mengukuhkan profesionalisme Kemahiran Insaniah (KI) sedia ada, melalui pengurusan kewangan (Nicholls, 2006); sikap kepimpinan dalam menangani masalah masyarakat (Bornstein, 2007); dan keterbukaan kepada inovasi (Scholtz, 2011). Keperluan terhadap inovasi sosial yang semakin meningkat telah mensasarkan kecekapan para pelajar dalam skala yang lebih luas terhadap pembangunan kemahiran keusahawanan sosial.

Pendidikan keusahawanan sosial berupaya diserap ke dalam bidang PLTV bagi memperkuuh elemen kemampaman dalam pendidikan keusahawanan sedia ada berdasarkan hujahan oleh Scholtz (2011). Mengambil kira pendekatan pengkaji tersebut, maka pendidikan keusahawanan sosial berupaya menyediakan laluan kerjaya dan kemahiran keusahawanan yang berbeza kepada pelajar yang berhasrat memulakan sesuatu perniagaan yang berorientasi sosial.

Kemahiran keusahawanan sosial perlu dikenal pasti dan diterapkan ke dalam diri setiap individu khususnya pelajar supaya mereka dapat meneroka inovasi sosial baru sebelum menempoh alam pekerjaan yang sebenar. Bidang keusahawanan sosial telah berkembang luas dengan wujudnya kursus-kursus berkaitan di universiti-universiti terkemuka seluruh dunia (General Entrepreneurship Monitor, 2013; Bornstein, 2007; Mair dan Marti, 2006). Hal ini menjelaskan bahawa keusahawanan sosial dalam PLTV semakin relevan di Malaysia. Sehubungan itu, penerapan aktiviti keusahawanan sosial dalam pengajaran dan penyelidikan kini diharapkan dapat meningkatkan motivasi dan tekad keusahawanan pelajar untuk membawa perubahan sosio-ekonomi masyarakat yang lebih baik.

#### **1.4 Latar Belakang Masalah**

Keusahawanan sosial melibatkan aktiviti keusahawanan yang diterapkan bersama tujuan sosial (Austin, Stevenson dan Wei-Skillern, 2006). Bertepatan dengan persoalan mengapa keusahawanan sosial perlu dikaji? Ia dikaitkan dengan kebanyakan penyelidikan lepas mendapat wujud hubungan yang kuat antara pembangunan ekonomi sebuah negara dan aktiviti keusahawanan perniagaan (Zahrah, Rawhouser, Bhawe, Neubaum, dan Hayton, 2008; Mair dan Marti, 2006; Baumol, 1990). Sebaliknya, hubungan ini masih kurang dikaji dalam konteks keusahawanan sosial.

Perkembangan keusahawanan sosial dipengaruhi oleh gerakan semasa dan keperluan abad ke-21 (Mair, 2008). Gerakan keusahawanan sosial negara Eropah bermula di Itali pada lewat 1980-an dan berkembang sekitar pertengahan tahun 1990-an (Defourny dan Nyssens, 2008) setelah melihat kejayaan negara Bangladesh dalam meningkatkan sosio-ekonomi golongan terpinggir melalui perusahaan sosial. Fenomena ini telah berkembang ke Amerika Latin, Jepun dan Korea Selatan. Menurut laporan General Entrepreneurship Monitor (2009) mendapati perkembangan aktiviti keusahawanan sosial di Malaysia masih rendah (0.22%). Selain laporan tersebut, pertumbuhan keusahawanan sosial didapati masih di peringkat embrionik (PPPSM, 2015-2018). Ditambah pula dengan penawaran kursus keusahawanan sosial hanya di sesetengah IPT sahaja melalui kelab dan persatuan. Seterusnya, kajian Suhaimi, Yusof dan Abdullah (2013) mendapati kebanyakan warga Malaysia tidak sedar mengenai kemunculan keusahawanan sosial dan bagaimana memperoleh manfaat daripada aktiviti tersebut.

Penyelidikan dari perspektif psikologi membuktikan bahawa keusahawanan sosial berupaya mengubah pendirian usahawan yang bermotivasiikan keuntungan semata-mata kepada semangat kesukarelawan (Ernst, 2011). Sifat kerelaan ini menjadi salah satu sumber keperluan keusahawanan sosial selain manusia, wang dan premis bagi memenuhi kehendak komuniti yang tidak dapat ditangani oleh sistem kebijakan negara (Thompson, Alvy dan Lees, 2000). Buktinya, peranan Kementerian Belia dan Sukan (KBS) merancang program-program sukarelawan bagi mensejahterakan kehidupan olongan terpinggir. Namun, petunjuk skor penglibatan belia dalam aktiviti kesukarelawan telah menurun pada tahun 2011 sebanyak 65.4% berbanding tahun 2008 sebanyak 67.4% (Indeks Belia Malaysia, 2011).

Kadar penurunan ini tidak seiring dengan keinginan keusahawanan perniagaan oleh belia di Malaysia. Perangkaan menunjukkan bahawa minat graduan IPTA (3.8% kepada 45.9%) dan IPTS (5.1% kepada 28.7%) menjalankan perusahaan sendiri semakin meningkat daripada tahun 2009 hingga tahun 2011 (Kajian Pengesanan Graduan Kementerian Pengajian Tinggi, bagi Bahagian Perancangan dan Penyelidikan KPT). Begitu juga, dengan statistik oleh Indeks Belia Malaysia (2011) menunjukkan minat belia Malaysia untuk menjadi usahawan telah meningkat daripada nilai skor 51.6 (tahun 2006) kepada jumlah skor 68.6 (tahun 2011). Sementara itu, GUESS International Report 2013-2014 membuktikan bahawa nilai kekuatan keinginan keusahawanan perniagaan pelajar di Malaysia iaitu 5.0 melepas purata nilai (3.7) lebih tinggi berbanding Singapura (3.9) dan negara-negara maju yang lain. Justeru itu, gerakan sukarelawan dan keinginan keusahawanan perniagaan telah memberi petunjuk bahawa pendekatan keusahawanan sosial adalah sesuai dilaksanakan. Justeru, dapatan yang tidak konsisten diperolehi bagi tahap keinginan keusahawanan perniagaan pelajar yang tinggi, sederhana dan rendah (Orazallli dan Rivenburg, 2016; Wan Nur, Ab. Rahim, Soaib, Shamsiah dan Noor Syamilah, 2016; General Entrepreneurship Monitor, 2013).

Minat dan motivasi terhadap keusahawanan dan memiliki perusahaan sendiri yang tinggi, tidak dapat mengawal sikap seseorang memilih pekerjaan kerana masih ramai graduan lagi yang sanggup bersaing dalam peperiksaan awam semata-mata inginkan jaminan pekerjaan (Linan, Battistelli dan Moriano, 2008). Dapatkan ini menjadi petunjuk kerana minat menjadi pendorong atau motivasi tinggi untuk seseorang menubuhkan perusahaan sosial (Suhaimi, Yusof dan Abdullah, 2013; Ernst, 2011). Selain itu, keinginan menjadi usahawan sosial juga didorong oleh kepentingan peribadi dan pengalaman yang dimiliki (Mair dan Noboa, 2006; Robinson, 2006). Justeru, wujud keperluan untuk mengkaji kelangsungan keinginan keusahawanan sosial antara pelajar sebelum dan selepas tamat pengajian ke atas hubungan setiap faktor peramal.

#### **1.4.1 Pernyataan Masalah**

Kerajaan telah menggalakkan warga Malaysia untuk menceburi bidang keusahawanan sosial terutama golongan belia. Buktinya, elemen keusahawanan telah diterapkan dalam semua agenda kerajaan di setiap kementerian dan badan bukan-kerajaan. Selain itu, kerajaan juga telah menetapkan dasar sebagai mana dalam Pelan Perusahaan Sosial Malaysia (2015-2018) bagi memacu ekonomi dan mensejahtera kehidupan masyarakat secara mampan. Geran perniagaan sosial juga ditawarkan oleh MaGIC kepada usahawan muda di peringkat permulaan menghasilkan inovasi sosial. Walaupun pengajian keusahawanan perniagaan sedia ada yang ditawarkan di universiti memainkan peranan dalam menghapuskan 40 peratus kemiskinan tegar berdasarkan sasaran Model Baru Ekonomi (MBE). Fenomena ini memberi kesan kepada pewujudan pengajian keusahawanan sosial. Begitu juga, pendidikan keusahawanan sosial telah ditawarkan secara formal dan tidak formal dengan matlamat untuk mendedahkan pelajar kepada bidang keusahawanan sosial yang luas merentas disiplin pengajian.

Hakikatnya, kejayaan aktiviti keusahawanan sosial mempunyai kaitan dengan semangat sukarelawan dalam kalangan pelajar (Ernst, 2012:2011). Namun, situasi di Malaysia menunjukkan tahap keterlibatan keusahawanan sosial dan penyertaan sukarelawan adalah rendah (Indeks Belia Malaysia, 2011; General Entrepreneurship Monitor, 2009). Selain itu, penawaran kerjaya keusahawanan sedia ada yang perlu diperluaskan, bukan sahaja untuk memenuhi keperluan masyarakat tetapi keperluan golongan kurang berasib baik. Ini disebabkan kumpulan graduan masih merupakan golongan yang paling tinggi menganggur berbanding lepasan sekolah. Ini dibuktikan dengan kadar pengangguran graduan sebanyak 3.6% pada tahun 2014 meningkat kepada 3.8% pada tahun 2015 (Jabatan Perangkaan Malaysia, 2015).

Kerelevanannya ini dilanjutkan kepada cabaran dalam mengembangkan potensi keusahawanan sosial di Malaysia melalui PPSM (2015-2018) iaitu 1) kurang kesedaran pihak institusi dalam menerapkan elemen keusahawanan sosial; 2) kurang pengiktirafan undang-undang dan struktur dasar sedia ada; 3) wujud persepsi awam yang negatif dalam pengiktirafan keusahawanan sosial; 4)

kurang akses kepada modal insan berkualiti; 5) kurang akses kepada modal kewangan yang besar; 6) kurang sokongan untuk berkembang dengan bilangan skala perusahaan sosial yang kecil. Maka, satu mekanisme perlu diwujudkan bagi meningkatkan bilangan perusahaan sosial yang kesannya dapat memacu pembangunan ekonomi dengan penawaran peluang pekerjaan (Bacq, Hartog, Hoogendoorn dan Jan Lepoutre, 2011). Hal ini memberi gambaran bahawa fenomena keusahawanan sosial di Malaysia jarang berlaku (Bosma, Acs, Autio, Coduras dan Levie, 2009). Mengambil kira isu dan cabaran yang dibincangkan sebelum ini, maka kajian lebih menumpukan kepada cabaran menginsanakan potensi individu sebagai langkah awal sebelum menilai keberkesanan PPPSM (2015-2018).

Hal ini meninggalkan jurang mengenai sejauh mana pelajar dapat mengubah penetapan matlamat daripada memaksimumkan keuntungan semata-mata kepada orientasi sosial dalam memulakan perniagaan? Perubahan ini merujuk kepada tekad dan memerlukan pengkaji untuk memahami faktor yang mendorong TKS. Apabila tekad semakin lebih kuat, maka individu lebih cenderung untuk melakukan tingkah laku. Kekuatan tekad ini dipengaruhi oleh faktor-faktor yang terdapat dalam Teori Tingkah laku Terancang, Ajzen (1991). Faktor ini merujuk kepada elemen latar belakang iaitu sikap, norma subjektif dan tingkah laku kawalan tertanggap yang mempengaruhi tekad individu. Namun, wujud kekurangan dalam tiga faktor latar belakang yang mempengaruhi TKS. Di mana wujud kemungkinan faktor luaran yang dicadangkan Ajzen (1991) meramal TKS. Justeru, pengkaji ingin menguji faktor luaran merangkumi elemen peribadi, pengalaman dan situasi yang memberi nilai tambah kepada kebolehgunaan dan kecukupan teori Ajzen (1991). Keinginan keusahawanan sosial dapat ditentukan melalui tekad, kerana tekad meramal tingkah laku. Oleh itu, kajian ini hanya melibatkan kesan langsung faktor luaran sahaja merangkumi aspek peribadi (personaliti usahawan), pengalaman (modal insan) dan situasi (modal sosial) sebagai peramal tambahan. Ajzen (1991) menegaskan bahawa, teori ini terbuka kepada peramal tambahan sekiranya sebahagian besar varian didapati dalam tekad setelah mengambil kira ketiga-tiga elemen asas. Justeru, kajian ini ingin meninjau kesan penyederhana secara perbezaan individu, maka boleh ubah ini melibatkan status anggota ENACTUS (pelajar IPT dan graduan) sama ada meningkatkan atau melemahkan kekuatan hubungan faktor dengan TKS. Aktiviti perniagaan dalam konteks kajian ini merujuk kepada projek pembangunan komuniti yang dilaksanakan oleh angota ENACTUS. Seterusnya, teknik Pemodelan Persamaan Berstruktur digunakan berdasarkan Teori Tingkah laku Terancang, Ajzen (1991) bagi menentusahkan model struktural dan kesan penyederhana yang belum dikaji oleh pengkaji lepas. Ini disebabkan kajian lepas hanya menumpukan konstruk peranan harapan (Prieto, 2010) secara analisis multivariat.

Kebanyakan kajian lepas mendapati tekad pelajar melaksanakan aktiviti keusahawanan sosial adalah pada tahap sederhana (Moorthy dan Annamalah, 2014; Noorseha, Yap, Dewi dan Md Zabid, 2013; Baierl, Grichnik, Sporrle dan Welpe, 2012; Ernst, 2011; Prieto, 2011; Tan dan Yoo, 2011; Nga dan Shamuganathan, 2010; Youssry, 2007; Mair dan Noboa, 2005: 2003). Dapatkan ini didorong oleh ketiadaan persekitaran sokongan (Suhaimi, Yusof dan Abdullah, 2013) dan kekurangan pendidikan (Scholtz, 2010) merupakan faktor

penghalang usaha meramaikan bilangan usahawan sosial di Malaysia. Justeru, peranan pendidikan dikaitkan dengan status anggota ENACTUS merangkumi pelajar IPT dan Alumni yang bertindak sebagai penyederhana hubungan personaliti usahawan, modal insan dan modal sosial dengan TKS. Justeru kajian ini wajar mamandangkan bidang keusahawanan sosial menjadi satu keperluan dalam bidang PLTV di Malaysia.

## 1.5 Tujuan Kajian

Kajian ini bertujuan untuk menentukan kesan status anggota ENACTUS sebagai penyederhana antara personaliti usahawan, modal insan dan modal sosial dengan TKS di IPT.

### 1.5.1 Objektif Kajian

Secara khususnya, objektif kajian ini adalah untuk:

1. Mengenal pasti tahap TKS, personaliti usahawan, modal insan dan modal sosial dalam kalangan pelajar IPT dan Alumni ENACTUS.
2. Menentukan perbezaan tahap TKS bagi status anggota ENACTUS yang berlainan kategori universiti.
3. Mengenal pasti hubungan antara personaliti usahawan, modal insan dan modal sosial dengan TKS dalam kalangan pelajar IPT dan Alumni ENACTUS.
4. Mengenal pasti kesan langsung antara personaliti usahawan, modal insan dan modal sosial dengan TKS.
5. Mengenal pasti status anggota ENACTUS sebagai penyederhana antara personaliti usahawan, modal insan dan modal sosial dengan TKS.
6. Menghasilkan model yang sepadan dengan data kajian secara menyeluruh terhadap status anggota ENACTUS sebagai penyederhana antara personaliti usahawan, modal insan dan modal sosial dengan TKS di IPT.

### **1.5.2 Persoalan Kajian**

Persoalan kajian berikut bagi mencapai objektif pertama:

1. Apakah tahap TKS pelajar IPT dan Alumni ENACTUS?
2. Apakah tahap personaliti usahawan pelajar IPT dan Alumni ENACTUS?
3. Apakah tahap modal insan pelajar IPT dan Alumni ENACTUS?
4. Apakah tahap modal sosial pelajar IPT dan Alumni ENACTUS?

Persoalan kajian berikut bagi menjawab objektif kajian kedua:

5. Adakah terdapat perbezaan skor TKS dari universiti penyelidikan, universiti berfokus, universiti komprehensif dan universiti swasta dalam kalangan pelajar IPT dan Alumni ENACTUS?

Manakala persoalan kajian di bawah adalah untuk mencapai objektif ketiga:

6. Apakah terdapat hubungan yang signifikan antara faktor personaliti usahawan dengan TKS dalam kalangan pelajar IPT dan Alumni ENACTUS?
7. Apakah terdapat hubungan yang signifikan antara faktor modal insan dengan TKS dalam kalangan pelajar IPT dan Alumni ENACTUS?
8. Apakah terdapat hubungan yang signifikan antara faktor modal sosial dengan TKS dalam kalangan pelajar IPT dan Alumni ENACTUS?

### **1.5.3 Hipotesis Kajian**

Berdasarkan objektif kajian, hipotesis penyelidikan ( $H_a$ ) digunakan kerana pengkaji ingin menguji pemboleh ubah keusahawanan sosial sepadan dengan Teori Tingkah laku Terancang Ajzen (1991) dan disokong oleh dapatkan literatur. Hipotesis alternatif berikut adalah menjawab objektif kajian keenam hingga kelapan iaitu:

- $H_1$  Terdapat kesan langsung antara faktor personaliti usahawan dengan TKS dalam kalangan anggota ENACTUS di IPT.

- H<sub>2</sub> Terdapat kesan langsung antara faktor modal insan dengan TKS dalam kalangan anggota ENACTUS di IPT.
- H<sub>3</sub> Terdapat kesan langsung antara faktor modal sosial dengan TKS dalam kalangan anggota ENACTUS di IPT.
- H<sub>4</sub> Status anggota ENACTUS menyederhana hubungan antara personaliti usahawan dengan TKS.
- H<sub>5</sub> Status anggota ENACTUS menyederhana hubungan antara modal insan dengan TKS.
- H<sub>6</sub> Status anggota ENACTUS menyederhana hubungan antara modal sosial dengan TKS.
- H<sub>7</sub> Terdapat model fit yang signifikan bagi model kajian kesan status anggota ENACTUS sebagai penyederhana antara personaliti usahawan, modal insan dan modal sosial dengan TKS di IPT.

## 1.6 Kepentingan Kajian

Kajian ini diharap dapat memberi sumbangan ke arah penambahan ilmu keusahawanan dan kurikulum dalam sektor PLTV. Dengan memahami bagaimana TKS dapat dibentuk, pihak KPTM dan NGO boleh mengambil inisiatif baru ke arah memupuk dan membudayakan keusahawanan sosial dalam kalangan pelajar IPT. Seterusnya dapat menjayakan lagi Program Transformasi Kerajaan melalui kepelbagaian peluang pekerjaan dan meringankan beban kerajaan dalam membiayai kos kebajikan sosial yang semakin meningkat. Pendidikan keusahawanan sosial secara formal dapat dirancang oleh para pendidik dan menambah baik kaedah pengajaran sedia ada serta menjadikannya sebagai kursus wajib bagi pelajar prasiswazah setiap IPT.

Kajian ini menjadi penghujung bagi membezakan penyelidikan keusahawanan sedia ada dengan keusahawanan sosial. Seterusnya, menyumbang kepada literatur keusahawanan sosial peringkat tempatan dan global. Literatur keusahawanan sosial menjadi keperluan bagi kajian empirikal berdasarkan penerokaan teori berasaskan penyelidikan dalam konteks penciptaan nilai sosial (Anderson dan Dees, 2006).

Selain itu, untuk merangka satu kurikulum yang berkesan, pembuat dasar (polisi) perlu tahu faktor-faktor terpilih untuk diberi penekanan (Autio, Keeley, Klofsten dan Ulfstedt, 1997) dalam memupuk semangat keusahawanan sosial. Oleh yang demikian, kajian pembentukan model TKS dapat memberi panduan dan kefahaman lebih mendalam kepada pelajar, pendidik dan pihak pentadbir dalam menentukan visi dan wawasan program keusahawanan dalam PLTV.

## **1.7 Skop Kajian**

Kajian ini hanya bertumpu kepada pelajar IPT dan Alumni yang bergiat dengan kelab ENACTUS Malaysia. Oleh itu, sampel kajian tidak boleh digeneralisasikan kepada pelajar IPT atau Alumni yang lain. Manakala data yang diperolehi dari borang soal selidik adalah berdasarkan penilaian kendiri responden kajian. Penilaian ini bergantung kepada kejujuran, keikhlasan, pengalaman dan kematangan mereka semasa menjawab.

Selain itu, dapatan kajian ini hanya menumpukan kepada pengalaman daripada aktiviti pelajar ENACTUS menjalankan projek pembangunan komuniti pelajar semasa. Pemboleh ubah kajian ini terhad kepada TKS dan faktor luaran sebagai faktor peramal sebagaimana yang dicadangkan oleh Teori Tingkah laku Terancang, Ajzen (1991). Cadangan model TKS dalam kajian ini hanya mengambil kira pandangan pelajar IPT dan Alumni ENACTUS.

## **1.8 Batasan Kajian**

Kajian ini melibatkan pelajar IPT dan Alumni di Semenanjung, Sabah dan Sarawak dengan mengambil kira populasi anggota ENACTUS yang kurang daripada keseluruhan bilangan pelajar IPT di Malaysia. Maka, pengkaji memilih responden berdasarkan kategori universiti iaitu universiti penyelidikan, komprehensif, berfokus dan swasta untuk memastikan keseimbangan bilangan sampel. Pendekatan yang sama dilakukan kepada Alumni ENACTUS.

Seterusnya, definisi setiap pemboleh ubah terhad kepada rujukan istilah dan dioperasikan dalam konteks kajian. Contohnya, pengkaji merujuk definisi istilah bagi keusahawanan sosial daripada penyelidik sebelum ini, kemudian mendefinisikan istilah tersebut mengikut kesesuaian konteks kajian.

Selain itu, kajian ini hanya melibatkan reka bentuk kuantitatif secara tinjauan bagi mengenal pasti TKS, personaliti usahawan, modal insan dan modal sosial dari pandangan pelajar IPT dan Alumni ENACTUS sebagai tanda aras sejauh mana kemampuan kepada TKS.

## **1.9 Definisi Istilah**

Bagi memudahkan perbincangan, beberapa konstruk perlu didefinisikan secara operasional dalam kajian ini.

### **1.9.1 Keusahawanan Sosial**

Wujud pelbagai takrifan mengenai keusahawanan sosial oleh pengkaji lepas. Namun, tiada satu definisi keusahawanan sosial yang dianggap tepat dalam penyelidikan keusahawanan sosial. Zahra, Gedajlovic, Neubaum dan Shulman, (2009) mendefinisikan keusahawanan sosial sebagai suatu proses yang melibatkan aktiviti penemuan, mengenal pasti dan memanfaatkan peluang bagi meningkatkankekayaan sosial dengan mewujudkan perusahaan baru atau mengurus organisasi sedia ada secara inovatif. Oleh itu, definisi keusahawanan sosial dalam konteks kajian ini merujuk kepada suatu proses yang melibatkan aktiviti mengenal pasti dan memanfaatkan peluang sedia ada oleh pelajar melalui pendekatan inovatif untuk menangani masalah sosial tertentu secara mampu.

### **1.9.2 Usahawan Sosial**

Usahawan sosial didefinisikan sebagai agen perubahan dalam sektor sosial dengan a) menggunakan pakai matlamat untuk mencipta dan mengekalkan nilai sosial; b) sedar dan gigih mengejar peluang-peluang baru; c) melibatkan diri dalam proses inovasi yang berterusan, penyesuaian, dan pembelajaran; d) bertindak berani menggunakan sumber sedia ada yang terhad; dan e) memiliki sikap kebertanggung jawaban yang tinggi terhadap hasil ciptaan kepada masyarakat sekeliling (Dees, 1998). Berdasarkan definisi tersebut, usahawan sosial dalam konteks kajian ini merujuk kepada individu yang berperanan sebagai agen perubahan dengan a) menggunakan pakai matlamat untuk menghasilkan kreativiti nilai sosial; b) proaktif terhadap peluang baru; c) inovatif; d) sanggup mengambil risiko ke atas sumber yang terhad; dan e) memiliki sifat kebertanggung jawaban yang tinggi terhadap inovasi yang dihasilkan dalam menangani masalah golongan terpinggir.

### **1.9.3 Perusahaan Sosial**

Perusahaan sosial lazimnya beroperasi secara kecil-kecilan dan sederhana. Haugh dan Tracey (2004) mendefinisikan perusahaan sosial sebagai sebuah perniagaan yang menjalankan aktiviti inovasi, keusahawanan bermatlamat sosial, dan berupaya menjana kewangan yang mampu untuk kepentingan golongan terpinggir atau masyarakat dan bukan pihak berkepentingan dalam perusahaan. Justeru dalam konteks kajian ini, perusahaan sosial merujuk kepada projek pembangunan komuniti pelajar (perniagaan bukan-keuntungan) yang berskala sederhana atau kecil, menjalankan aktiviti keusahawanan berorientasi sosial untuk menghasilkan inovasi kepada golongan terpinggir, di mana keuntungan projek akan digunakan bagi memastikan kemampuan operasi projek ini.

#### **1.9.4 Tekad Keusahawanan Sosial**

Tekad keusahawanan sosial didefinisikan sebagai keteguhan pendirian seseorang untuk menjadi usahawan sosial dan secara sedar merancang untuk berbuat demikian pada suatu hari di masa akan datang (Thompson, 2009). Dalam konteks kajian ini, TKS didefinisikan sebagai keinginan seseorang pelajar yang kuat untuk menjadi usahawan sosial dan merancang untuk berbuat demikian setelah bergraduat.

#### **1.9.5 Personaliti Usahawan**

Personaliti usahawan merujuk kepada gabungan antara ciri-ciri umum yang stabil bagi seorang usahawan sosial untuk bertindak dan menghasilkan sesuatu yang luar biasa kepada masyarakat (Ernst, 2012). Definisi personaliti usahawan digunakan dalam kajian ini ialah kecenderungan pelajar memiliki gabungan ciri-ciri keusahawanan perniagaan dan prososial untuk menjadi seorang usahawan sosial. Orientasi keusahawanan yang dikaji merangkumi elemen proaktif, kecenderungan mengambil risiko dan inovatif. Manakala orientasi prososial diukur dari aspek empati dan tanggung jawab sosial.

#### **1.9.6 Modal Insan**

Kajian lepas mengenai modal insan semakin menarik minat ramai penyelidik apabila banyak kajian menggunakan konsep keusahawanan (Ernst, 2011; Rauch, Frese dan Utsch, 2005; Davidsson dan Honig, 2003; Chandler dan Hanks, 1998). Modal insan didefinisikan sebagai gambaran kualiti diri individu merangkumi aspek pengetahuan, kemahiran dan kelayakan, yang diperolehi melalui pendidikan, latihan dan pengalaman (Becker, 1993). Selain pengetahuan dan kemahiran, efikasi-kendiri juga mempunyai kaitan dengan modal insan (Becker, 1964). Maka, modal insan dalam konteks kajian ini merujuk kepada gambaran potensi pelajar untuk menguasai pengetahuan, kemahiran dan keupayaan efikasi-kendiri yang diperlukan untuk menguruskan projek pembangunan komuniti.

#### **1.9.7 Modal Sosial**

Modal sosial didefinisikan sebagai sejumlah sumber nyata dan berpotensi yang diperoleh daripada hubungan jaringan yang dimiliki oleh individu atau unit sosial (Nahapiet dan Ghoshal, 1998). Dalam hal ini, modal sosial difahami sebagai

sejumlah sumber yang dimiliki hasil daripada jaringan perniagaan pelajar dan diperlukan bagi menjalankan projek pembangunan komuniti.

#### **1.9.8 Status anggota ENACTUS**

Anggota ENACTUS dalam kajian ini merujuk kepada pelajar IPT yang mendaftar sebagai anggota kelab di bawah Yayasan ENACTUS Malaysia. Manakala status anggota ini dibahagikan kepada pelajar IPT yang masih aktif dan bekas pelajar sebagai Alumni.

#### **1.10 Rumusan Bab**

Dalam bab ini, pengkaji telah menghuraikan mengenai kemunculan fenomena dan perkembangan keusahawanan sosial di Malaysia. Selain itu, peranan keusahawanan sosial dibincangkan bagi mengukuh sistem PLTV sedia ada. Kemudian diteruskan dengan memperincikan pernyataan masalah, objektif kajian, kepentingan kajian, dan skop dan batasan kajian. Akhir sekali, setiap istilah penting dan boleh ubah terlibat dalam kajian ini telah dijelaskan dalam bentuk definisi operasional. Bab seterusnya akan membincangkan tinjauan literatur berdasarkan kesan status anggota ENACTUS sebagai penyederhana antara personaliti usahawan, modal insan dan modal sosial dengan TKS di IPT.

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