

The role of achievement striving, social networking and optimism in determining the entrepreneurial motivation

Abstract

The main purpose of this study is to investigate the key success factors in determining the entrepreneurial motivation among entrepreneurs Sabah, Malaysia. In present years, the importance of entrepreneurship in Sabah has increased. In 2005, about 24,796 Small and Medium Enterprises (SMEs) registered under one-stop SMEs resources. These SMEs are mostly from manufacturing sector, services sector and agriculture sector. The study on entrepreneurial motivation in Sabah is very important since it can help in determining factors that can promote more entrepreneurial activities in Sabah. This study focuses more on behavioral factors such as achievement striving, social networking and optimism in determining the entrepreneurial motivation among entrepreneurs in Sabah. The respondents for this study were entrepreneurs that operate businesses for the period of three years and located around Kota Kinabalu, Sabah. The total number of questionnaires distributed was 133 and the usable questionnaires were 104 questionnaires. Based on the results and findings of this study, it was found that achievement striving and optimism have contributed significantly towards entrepreneurial motivation. This study through its research and findings has contributed significantly to both theoretical and practical implications while social networking has no significant relationship with entrepreneurial motivation. This study can help to provide the information related to entrepreneurial motivations among entrepreneurs in Sabah and can benefit the government in an effort to encourage and support the success of entrepreneurs in their entrepreneurial ventures.