

**RELATIONSHIP BETWEEN MOTIVATION, HUMAN
CAPITAL AND DEMOGRAPHIC FACTORS TO
WOMEN ENTREPRENEURS GROWTH :
A STUDY IN KOTA KINABALU
SABAH**

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**SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITI MALAYSIA SABAH
2007**

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DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF BUSINESS
ADMINISTRATION

SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITI MALAYSIA SABAH
2007

ABSTRACT

The objective of this study is to explain the relationships between motivation, human capital and demographic factors to women entrepreneurs growth. Motivation factors that used to explain in this proposal of research are need for achievement, need for affiliation, need for autonomy and need for dominance. Human capital factors consist of educational level and work experience. Demographic factors consist of age and marital status. The sample of this study comprises of women entrepreneurs in Kota Kinabalu, Sabah. For the purpose of this study, the instrument was modified from Jean (1997) and the Manifest Needs Questionnaire (MNQ) developed by Steers and Braunstein (1979). They are eight hypotheses being developed. It is found that educational level, marital status and need for affiliation have significant relationship to women entrepreneurs growth and these three hypotheses were substantiated. Therefore, this study hope that the result and findings can create awareness and identification to help the women entrepreneurs to improve their business growth and hopefully this research can contribute the information to capital provider, researchers and the policy maker to further improve and enhance the women entrepreneurs growth.



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ABSTRAK

HUBUNGAN DI ANTARA FAKTOR MOTIVASI, MODAL INSAN DAN DEMOGRAFI DENGAN KADAR PERTUMBUHAN WANITA USAHAWAN DI KOTA KINABALU SABAH

Objektif kajian ini adalah untuk mengkaji hubungan di antara faktor motivasi, modal insan dan demografi dengan kadar pertumbuhan wanita usahawan di Kota Kinabalu, Sabah. Faktor motivasi terdiri daripada keperluan kejayaan, keperluan afiliasi, keperluan autonomi dan keperluan dominan. Faktor modal insan terdiri daripada tahap pendidikan dan pengalaman bekerja manakala factor demografi terdiri daripada umur dan status perkahwinan. Sample kajian ini adalah terdiri daripada wanita usahawan di sekitar Kota Kinabalu, Sabah. Kajian soal selidik yang digunakan adalah diubahsuai daripada Jean (1997) dan 'Manifest Needs Questionnaire' (MNQ) yang diasas oleh Steers dan Braunstein (1979). Sebanyak lapan hipotesis telah dibentuk. Daripada keputusan yang dianalisa, didapati tahap pendidikan, status perkahwinan dan keperluan afiliasi mempunyai hubungan dengan kadar pertumbuhan di kalangan wanita usahawan di Kota Kinabalu, Sabah. Kajian ini diharap dapat memberi kesedaran dan identifikasi kepada wanita usahawan untuk memperbaiki prestasi perniagaan dan diharap kajian ini akan menyumbang maklumat kepada pihak kewangan, penyelidik dan kerajaan agar dapat penambahbaikkan dan meningkatkan kebolehterusan wanita usahawan.



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