

Effectiveness Of Community Entrepreneurship Skills Improvement Program At Nibong Tebal Community College

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Abstract

The Community Entrepreneurship Program, designed and implemented by the Lifelong Learning Unit, Nibong Tebal Community College, aims to help the local community increase their income and enhance their skills in the entrepreneurship sector. To ensure that the Nibong Tebal Community College remains relevant as a lifelong learning hub to the local community, this study aims to see how well the program can meet their demands. Studies are conducted to identify the level of satisfaction with the program and to evaluate the level of effectiveness of the program in upgrading the quality of life and improving the skills of each participant. The respondents of this study were focused on 15 participants from the local community of Simpang Ampat District, Seberang Perai Selatan, Penang. This study was conducted using quantitative methods. Data were collected using the questionnaire instrument and then distributed using Google Forms. Data were analysed using Statistical Package Social Science (SPSS) version 26. It used a 5 Point Likert Scale to assess the questionnaires. After that, data were analysed using descriptive statistics methods that involved the mean and percentage. The findings revealed that the mean level of satisfaction with the program and the mean average for the programme's effectiveness was very high. The results also showed that Nibong Tebal Community College has successfully implemented high-impact programs and produced successful entrepreneurs from selected local communities through the skills improvement programme implemented. The programme has successfully created a potential, skilled community and produces entrepreneurs in the culinary field.

Keywords: Entrepreneurial, Community Entrepreneurship Programs, effectiveness, level of satisfaction.

1.0 Introduction

The Lifelong Learning Unit organises the Community Entrepreneurship Program, Curriculum Division, Department of Polytechnic Education and Community College (JPPKK) under the Ministry of Higher Education. This entrepreneurial creation program is a pure effort to create a Malaysian community that focuses on entrepreneurship to face global competition. The Community Entrepreneurship Program is a primary focus at the Community College to produce successful entrepreneurs. The application agenda, acculturation, improvement and strengthening of entrepreneurship activities are important to ensure that producing individuals with great human capital become successful entrepreneurs who can perform the good values of entrepreneurship and practice a prestigious work culture.

Familiarising the community with entrepreneurship and TVET skills is one of the main agendas of the government and the Ministry of Higher Education in creating a skilled community and thus producing a high-income community. This direction aims to provide opportunities and guidance to the target groups so that they no longer rely on government assistance but strive to find opportunities and opportunities to engage in entrepreneurship through skills and business. Furthermore, this community entrepreneurship program focuses on practical hands-on learning and the need for real experience. The mastery of entrepreneurship knowledge and skills acquired can build self-confidence and efficiency in producing products to compete with non-Bumiputera latest products. Utilising modular learning concepts, participants will be exposed to the skills course in manufacturing products and learn about product storage, proper packaging, and the marketing level. Entrepreneurial elements will also be implemented during the course as knowledge for participants to generate income and open a business.

1.1 Background Of The Study

The Nibong Tebal Community College organises the Community Entrepreneurship Programme (KKNT) to train participants as entrepreneurs to manufacture products or services as a result of learning culinary and entrepreneurship. In addition, the programme also produces competitive entrepreneurs at a local community level to fulfil the country's economic needs. The rationale for selecting culinary and entrepreneurship is that the college instructors are experts in the field. At the same time, the programme can provide new experiences to the instructors to train and produce entrepreneurs in the community. This is different from ordinary learning and teaching, which needs students to be fully involved in the process. Other than that, this study aims to identify the level of effectiveness of the programme that provides and offers lifelong learning opportunities in adding the participants' skills and improving their quality of life that emphasises entrepreneurship elements in TVET institutions. Nibong Tebal Community College serves as an educational institution that produces entrepreneurs who can help the country's economy, which can bring our country to become a high-income country and are based on innovation towards achieving developed countries. Looking at the importance of entrepreneur development,

the community entrepreneurship program has organised holistic, high-impact entrepreneurial culture programs.

1.2 Problem Statement

Community College is a lifelong learning hub established in 2000 through a memorandum from the Education Minister. The implementation of PSH is through a short course conducted by the local community regardless of age and education. This study plays a role in identifying the effectiveness of programs that short course units have conducted at Nibong Tebal Community College, which provides the path for the local community to improve skills that produce job opportunities and enhance knowledge and skills in line with local economic concepts. The problem statement in this study is global. Bumiputera entrepreneurs do not have high skills in running their businesses. This has led to the low-level involvement of Bumiputera in entrepreneurship.

The Community College Education Department has taken various steps to ensure the community is educated, including implementing the Malaysian Education Development Plan 2015-2025 (Higher Education) or PPPM (PT) (Malaysia, 2015). In addition, the lack of skills in entrepreneurship and culinary fields has constrained the strive for success in the entrepreneurship sector. These include organising outreach programs, providing guidance and training, and promoting entrepreneurship as a career option. So, the Community Entrepreneurship Program is organised in response to the government to produce more successful Bumiputera entrepreneurs (Bernama, 2019).

1.3 Objectives Of The Study

The objective of this study is to

- i. Identify the level of satisfaction among participants in implementing the community entrepreneurship program.
- ii. Evaluate the effectiveness of implementing the Community Entrepreneurship Program at Nibong Tebal Community College.

1.4 Limitations Of The Study

The limitation of this study covers participants from the local community of Seberang Perai South District. Conducted at the Nibong Tebal Community College, which involved only respondents from housewives and small entrepreneurs.

1.5 Importance Of Study

The findings of this study have benefited stakeholders such as Nibong Tebal Community College Management to provide skill training to the local community continuously. This study is important to the programme organisers as it can identify the challenges and effectiveness of skills improvement programs. Besides that, it helps improve the program's effectiveness in terms of quality in achieving the particular objectives. A study is conducted to develop learning through the implementation of entrepreneurship activities which benefit TVET institutions. In addition, this

study is expected to assist the management team in planning high-impact programs related to entrepreneurship and, at the same time, produce more quality community entrepreneurs that contribute to the country's economy. Besides, this study contributes to the ongoing improvement of program management efficiency. It is especially in realising entrepreneurship activities that fulfil the requirements of the Ministry of Higher Education through the Malaysian Education Development Plan 2015-2025 (Higher Education), which to improve the quality of the country's education system to be relevant, competitive and line with the latest global changes and trends. Offering Skills Improvement Courses to the Community by providing training opportunities for skills improvement in short periods with flexible hours based on modules that suit the community to increase their income. This study is also important to provide opportunities to improve the local community economy and the standard of living for the participants and families and contribute to a greater impact on the country's economic status.

2.0 Literature Review

According to Musta'amal (2014), the research results show that challenges need to be overcome and completed to achieve the effectiveness of entrepreneurship-based training programs. Therefore, in terms of workshop facility equipment, technical equipment, research on the level of skills and knowledge of instructors in the process of conducting workshops and training to identify the challenges of managing the implementation of the challenging Skills Course program. A study by Broad and Newstrom (2002) shows that most training and development programs implemented by organisations lead to waste. This happens when the skills program is ineffective and does not apply knowledge and skills in the field studied.

According to Smith (2010), the entrepreneurship program that is carried out is a catalyst for growth to the economic development of a country in line with various efforts to create creativity, innovation and competitiveness. While according to Brinkerhoff (2003), based on the case study, a good effective study should have answered one or all of the basic questions to find out what happened. The results obtained from the program implementation, the value of the program results, and methods of improvement and assessing reliability are high, consistent and practical. Fatimah Daud (2002), who conducted a study on the effectiveness of the entrepreneur training program, stated that the factors that influence the success of entrepreneurs are effective time management and strong finances that impact business. The lack of capital makes it difficult to deal with increasingly limited marketing problems.

3.0 Methodology

This chapter discusses the procedure for conducting research studies. According to Sulaiman Ngah (1996), questionnaires are one of the easiest ways to collect qualitative and quantitative data, with several advantages over other methods. This chapter generally explains the research method to be conducted. It includes the scope of study, design and procedures, population

and sampling, research instruments, research procedures, data collection and data analysis techniques used in this study.

3.1 Scope Of The Study

The study was conducted at the Nibong Tebal Community College, Penang. Fifteen respondents involved in this programme were from the local community with various backgrounds: small entrepreneurs and housewives.

3.2 Design And Procedure

This study uses a questionnaire to collect data from the target group through an online form (Google Form) built based on the study's objectives. This study focused on local communities selected to participate in a short course program organised by the Lifelong Learning Unit, Nibong Tebal Community College. Quantitative data were obtained from a set of survey questions prepared to obtain feedback on the problem studied. A set of questions is prepared and divided into several relevant parts to be adapted to facilitate the data analysis process. Data collection through a survey form was distributed to the respondents using Google Forms and then analysed using Statistical Package for Social Science (SPSS) version 26.

3.3 Population And Sampling

This study involved 15 respondents from the local community population in the Seberang Perai Selatan district. The respondents are among small entrepreneurs and housewives selected by the secretariat to participate in the Community Entrepreneurship program organised by Nibong Tebal Community College.

3.4 Instrumentation

This survey form is constructed based on reviews from previous research models. The questionnaires are closed questions. The rationale is to obtain various answers that are easier to compare, process, and analyse through a standard coding system. Furthermore, the questionnaires enable researchers to obtain respondents' profiles to identify the level of programme implementation as well as the effectiveness of the programme that has been implemented. This questionnaire is divided into three main parts, namely Part 1 (Respondent Demographics) and Part 2 (Respondent Satisfaction Level towards the Program) and Part 3 (Program Effectiveness). Respondents have to answer Parts 2 and 3 according to their perception based on the five levels of the Likert Scale, as shown in Table 1.

Table 1: Likert Scale

Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source : (Ghafar, 1999)

This study uses descriptive analysis of frequency, percentage and mean. The interpretation of the mean score is based on the scale in Table 2.

Table 2: Interpretation of Mean Score

Mean Score	Scale Description
1.00 – 1.89	Very Low
1.90 – 2.69	Low
2.70 – 3.49	Medium
3.50 – 4.29	High
4.30 – 5.00	Very High

Source: (Tschannen-Moran, 2004)

3.5 Pilot Study

The instrument used in this study is a questionnaire developed and adapted from the Course Evaluation Form for the use of each community college through the implementation of short courses. A pilot study was conducted to ensure and determine that the instructions for answering the questionnaire are clear and understandable, determine the appropriateness and comprehensibility of the items, and the use of language is clear and easy to understand. To avoid potential contamination in the pilot study, the respondents will not be used as respondents in the actual study. For the pilot study, the sample used was only five respondents.

3.6 Data Collection

This study uses a data collection method using a questionnaire instrument method. The data collection process is carried out formally and systematically to collect information uniformly and according to standards. Secondary data collection is also used to obtain additional information to support existing data, such as printed reference materials from several sources such as government agency reports, books, journals, newspapers, and bulletins.

3.7 Data Analysis Techniques

Data obtained from data collection distributed through questionnaires were analysed using descriptive statistics. According to Chua (2006), descriptive statistics use frequency, percentage and mean indicators to

express and answer the constructed objectives. This statistic is used to summarise raw data and process it into a simpler and easier-to-understand form using SPSS version 26.

4.0 Analysis And Discussion

4.1 Introduction

This chapter presents the results of the survey on the targeted group. The findings were analysed with a descriptive method to obtain the frequency, percentage and mean for each part of the instrument to achieve the study's objectives. The study's findings are clearly explained and presented in tables and diagrams. The researchers also organise the information accordingly based on the research objectives. The research findings are quantitative data from multiple-choice responses on the Likert scale.

4.2 Background Of Respondents

Data on the respondents' backgrounds were obtained through a questionnaire distributed online. Based on the analysis of the study, Table 3 represents the demographic distribution of the respondents, showing that 14 respondents (93.3%) are female and one male (6.7%). The respondents are participants from the Community Entrepreneurship Program and reside in the District around Seberang Perai Selatan, Penang.

Table 3: Distribution of Respondents According to Gender

Gender	Frequency	Percentage (%)
Men	1	6.67
Female	14	93.3
Total	15	100.0

Table 4 shows the age composition of the respondents. The majority of respondents are aged between 30-39 years (40.0%), followed by respondents aged 20-29 years (13.3%), respondents aged 40-49 years (13.3%), respondents aged 50-59 years (20.0%) and respondents aged 60-69 years (13.3%). All respondents are Malay (100.0%) involved in this study based on Table 5: Distribution of Respondents by Race.

Table 4: Distribution of Respondents by Age

Age	Frequency	Percentage (%)
20-29 year	2	13.3
30-39 year	6	40.0
40-49 year	2	13.3
50-59 year	3	20.0
60-69 year	2	13.3
Total	10	100.0

Table 5: Distribution of Respondents by Race

Race	Frequency	Percentage (%)
Malay	15	100.0
Chinese	0	0
Indian	0	0
Total	15	100.0

Next, Table 6 shows the Distribution of Respondents with an SSM Business Registration Certificate under the Companies Commission of Malaysia. In terms of business classification, a total of 5 respondents (33.3%) did not have the Certificate of Registration of the Companies Commission of Malaysia (SSM), while 10 respondents (66.7%) had the certificate.

Table 6: Distribution of Respondents Possessing SSM Certificates

SSM	Frequency	Percentage (%)
Yes	10	66.7
No	5	33.3

Next, Table 7 shows that 6 respondents (40.0%) did not have a Food Handling Certificate, while 9 respondents (60.0%) participated in the Food Handling Certificate Course that has been organised before. This Food Operator Training Course is mandatory for all food operators who work in food preparation activities, and it is a requirement needed when applying for a Food Premises License in PBT throughout Malaysia.

Table 7: Distribution of Respondents Possessing Food Handling Certificates

Possess an Operating Certificate Food	Frequency	Percentage (%)
Yes	9	60.0
No	6	40.0

The data collection results that have been carried out, Table 8: Distribution of Respondents According to Employment Status, shows that 4 respondents are unemployed or housewives (26.7%) while 11 respondents work (73.3%) online and offline business.

Table 8: Distribution of Respondents According to Employment Status

Employment Status	Frequency	Percentage (%)
Working	11	73.3
Unemployed or Housewives	4	26.7

The total income stated for the working group is as much as RM 0 to RM500 for 3 respondents (27.3%), 1 respondent earns RM501 to RM1000 (9.1%), 4 respondents earn RM1001 to RM1999 (36.4%), 2 respondents earn RM2000 to RM2999 (18.2%), and 1 respondent earns between RM3000 and RM3999 (9.1%) based on Table 9: Distribution of Respondents According to Income.

Table 9: Distribution of Respondents According to Income

Income	Frequency	Percentage (%)
RM0 – RM 500	3	27.3
RM501 – RM1000	1	9.1
RM1001 – RM1999	4	36.4
RM2000 – RM2999	2	18.2
RM3000 – RM3999	1	9.1

4.3 Results Of Study Analysis

4.3.1 Analysis of the Level of Respondents' Satisfaction towards the Programme

Table 10 below shows the respondent's level of satisfaction with implementing the programme that Nibong Tebal Community College has organised. The average mean of the seven items tested is 4.44, which is at a Very High level, based on Table 2: Interpretation of the Mean Score. The highest mean score is 4.67 for the item of time use and duration of program implementation, as well as the item of effective delivery methods. At the same time, the lowest item is 3.93, which is the delivery of content that achieves the programme objectives. Based on the mean score for each item set by the researchers show that this mean value is at a very high level. Based on the data obtained, the researchers conclude that the respondents' perception towards the programme was very positive and encouraging.

Table 10: Analysis of the frequency, percentage and mean of the participant's level of satisfaction towards implementing the Community Entrepreneurship Program

		Frequency					
Item	Question	1	2	3	4	5	Mean
1.	Is the time and period set for implementation sufficient?	0	0	0	5	10	4.67
		0.0	0.0	0.0	33.3%	66.7%	
2.	The practical presentation by watching the video is easier because I can repeat the video if there is a process that is not clear.	0	0	0	5	10	4.67
		0.0	0.0	0.0	33.3%	66.7%	
3.	Use of creative and attractive social media design (delivery method)	0	0	1	8	6	4.33
		0.0	0.0	6.7	53.3%	40.0%	
4.	Online demonstrations by lecturers are easier	0	0	1	7	7	4.40

	to understand and deliver content achieve the objective	0.0	0.0	6.7	46.7%	46.7%	
5.	The course content and exposure to digital platforms in business are very helpful in improving capabilities product marketing.	0	0	0	9	6	4.40
		0.0	0.0	0.0	60.0%	40.0%	
6.	Exposure to multimedia skills such as photo and video editing for product marketing.	0	0	0	8	7	4.47
		0.0	0.0	0.0	53.3%	46.7%	
7.	Culinary lecturers at Nibong Tebal Community College can impart knowledge and skills well.	0	0	0	6	9	4.60
		0.0	0.0	0.0	40.0%	60.0%	
Average Mean							4.51

4.3.2 Analysis of Program Effectiveness

Table 11 below shows the effectiveness of the programme organised by Nibong Tebal Community College to produce community entrepreneurs in Seberang Perai Selatan District. The total mean of the six tested items is 4.47, which is at a Very High level, based on Table 2: Interpretation of the Mean Score. All items in the questionnaire showed a mean above 4.30. Based on the mean score for each item set by the researchers shows that this mean value is at a very high level. Based on the data obtained, the researchers concluded that implementing the organised programme has brought positive results and effects in producing highly skilled entrepreneurs.

Table 11: Frequency, percentage, and mean analysis of the effectiveness of the implementation of the Community Entrepreneurship Program

Frequency							
Item	Question	1	2	3	4	5	Mean
1.	Does this course help participants in improving their economic status (source of income family)	0	0	0	8	7	4.47
		0.0	0.0	0.0	53.3%	46.7%	

2.	Creating a business network between entrepreneurs-other entrepreneurs	0	0	0	9	6	4.40
		0.0	0.0	0.0	60.0%	40.0%	
3.	Develop creative ideas through the knowledge learned and be able to produce products that quality	0	0	0	5	10	4.67
		0.0	0.0	0.0	33.3%	66.7%	
4.	Exposure to marketing opportunities through Small and Medium Industries (IKS)	0	0	0	9	6	4.40
		0.0	0.0	0.0	60.0%	40.0%	
5.	Get exposure to the types of businesses that are popular in between communities	0	0	0	7	8	4.53
		0.0	0.0	0.0	46.7%	53.3%	
6.	Skills Improvement – Training to improve communication between entrepreneurs and customers.	0	0	0	10	5	4.33
		0.0	0.0	0.0	66.7%	33.3%	
Average Mean							4.47

Therefore, the analysis shows a strong positive correlation between the two variables. The programme's implementation and the programme effectiveness. A positive response from the participants for each item in the questionnaires towards the programme has contributed to the positive correlation towards implementing the programme. From the analysis, all the trends for the two variables show an upward movement. Thus, the researchers can denote the association between these two quantitative variables. Thus, researchers believe this programme can be implemented continuously in the future.

5.0 Summary And Recommendations

The Community Entrepreneurship Programme is a programme that needs to be implemented in the process of producing local community entrepreneurs and empowering the skills of Bumiputera entrepreneurs for positive competition. However, every programme implemented has constraints that need to be improved for the next programme. Therefore, programme evaluation is very important to be done by the organisation to get a comprehensive and detailed description of the programme's performance

and to be able to identify deficiencies that need to be improved. The impact of this skill improvement programme is that the respondents successfully conduct online and offline businesses and can develop and improve sales products. Participants gave positive feedback stating that they got many orders from the menus they had learned and increased their income. The approach carried out by the online college is also able to attract the interest of the participants who can understand the importance of using the digital medium that is currently monopolising the business world.

The Community Entrepreneurship Programme can help entrepreneurs, especially Bumiputera, build confidence to reduce the risk of loss and competition and improve product quality to penetrate the market. This program provides guidance and facilitation for obtaining a business license, registering a business with the Companies Commission of Malaysia (SSM), and the Food Handling Certificate course. In addition, through this guidance and consultation, the entrepreneur can add branding information from various angles related to business development, such as the basics of financial management, creating a business account, cleanliness, and the quality of the products to be marketed. This process of guidance and consultation is important to form entrepreneurs with a competitive culture and prevent entrepreneurs from repeating mistakes. The creativity of creating and improving products or services through new ideas can help entrepreneurs produce and market goods that meet the needs of the current economy.

This Community Entrepreneurship Programme has helped to improve the competence of entrepreneurship instructors and mentors. The effectiveness of this programme depends heavily on the competence of skilled instructors and entrepreneurial mentors. If the competencies are continuously improved, the delivery and implementation of entrepreneurship programs in community colleges can positively impact the learning process. Entrepreneurship is an important part of maintaining the country's economic growth to face the global challenges of IR4.0.

5.1 Recommendations For Further Study

The Community Entrepreneurship Program is organised to help the local community and is very important to encourage participation in entrepreneurial activities. Therefore, this survey will also help to assess the issues faced by all stakeholders in planning programs with the community. Therefore, further study recommendations need to be implemented for the improvement and implementation of the programme as well as to improve the effectiveness of such activities. Researchers also suggest that this study be continued with comparative studies, evaluation, implementation impact and others to obtain a more high-impact and holistic study.

5.2 Conclusion

In conclusion, entrepreneurs indeed make invaluable contributions to the development and progress of the country. The Community Entrepreneurship Programme that has been organised is very effective in helping the government's vision and fulfilling the objectives to develop competitive Bumiputera entrepreneurs in line with the development of the

country's economy. Overall, this programme is successful and very beneficial to all, and the research successfully achieved all the objectives.

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