

**ENHANCE THE EFFECTIVENESS OF PIK ENTREPRENEURSHIP TRAINING  
AT PIK LANGKAWI**

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A project report submitted in partial fulfilment of the requirement for the award of the  
degree of Master of Business Administration

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## **DEDICATION**

This thesis is dedicated to all PEDI staff who have high determination and always give their full commitment in helping the community improve its socioeconomic status. This thesis is also as a thank you to the hard work of the PEDI team who are directly or indirectly involved in the preparation of this thesis. My supervisor that always be patient and never give up in supporting me. Also not forget my family, my MBA families and my office mate that always there to support me when I down.

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## ABSTRACT

This study focuses on enhancing the effectiveness of entrepreneurship training at PIK Langkawi, Kedah. The main objective of the establishment of PIK is to increase the social economy of local community by providing them with internet facilities (underserved areas) and to inculcate ICT skills. PIK has conducting numbers of entrepreneurship training and has trained many of entrepreneurs and personal but numbers of successful participants after join the training still low.

There are three objectives: to understand the current approach and determine issue of PIK conducting the Entrepreneurship training, to implement interventions plan to increase the numbers of successful participants after the entrepreneurship training and to recommend appropriateness monitoring and frameworks to increase the effectiveness of the entrepreneurship training.

Two interview session was conducted for pre intervention involving 4 personnel and after the Intervention of second cycle involving 3 personnel and the data was analysed using Thematic Analysis. The questionnaires were distributed pre-intervention and post-intervention to 22 Participants to assess their opinion and needs. The data was analysed using SPSS for Descriptive analysis to measure the effectiveness.

It was found out that lacks of monitoring and no objective or target among PIK and participants are the factors of the issue for low numbers of successful participants after attending the Entrepreneurship training at PIK. From the analysis, the data from pre intervention and post intervention shows the increasing numbers of successful participants after attending the Entrepreneurship Training.

The study shows the importance of the monitoring and motivational session to encourage the successful participants after attending the entrepreneurship training at PIK. The study is relevant based on the high demand of the entrepreneurship training and can contribute to the body of knowledge. The study will lead to better and more impactful entrepreneurship training in the future.

**Keywords:** Entrepreneurship, Training, Effectiveness, Success, PIK

## **ABSTRAK**

Kajian ini memfokuskan kepada mempertingkatkan keberkesanan latihan keusahawanan di PIK Langkawi, Kedah. Objektif utama penubuhan PIK adalah untuk meningkatkan social ekonomi masyarakat setempat dengan menyediakan kemudahan internet (kawasan kurang liputan) kepada mereka dan memupuk kemahiran ICT. PIK telah mengadakan beberapa latihan keusahawanan dan telah melatih ramai usahawan dan orang perseorangan tetapi bilangan peserta yang berjaya selepas menyertai latihan masih rendah.

Terdapat tiga objektif: untuk memahami pendekatan semasa dan mengenalpasti isu PIK menjalankan latihan Keusahawanan, untuk melaksanakan rancangan intervensi untuk meningkatkan bilangan peserta yang berjaya selepas latihan keusahawanan dan untuk mengesyorkan pemantauan kesesuaian dan rangka kerja untuk meningkatkan keberkesanan latihan keusahawanan.

Dua sesi temu bual telah dijalankan untuk pra intervensi melibatkan 4 personel dan selepas Intervensi kitaran kedua melibatkan 3 personel dan data dianalisis menggunakan Analisis Tematik. Soal selidik telah diedarkan sebelum intervensi dan pasca intervensi kepada 22 Peserta untuk menilai pendapat dan keperluan mereka. Data dianalisis menggunakan analisis SPSS for Descriptive untuk mengukur keberkesanan.

Didapati kekurangan pemantauan dan tiada objektif atau sasaran dalam kalangan PIK dan peserta menjadi faktor penyebab rendahnya bilangan peserta yang berjaya selepas mengikuti latihan Keusahawanan di PIK. Daripada analisis, data daripada pra intervensi dan pasca intervensi menunjukkan peningkatan bilangan peserta yang berjaya selepas mengikuti Latihan Keusahawanan.

Kajian menunjukkan kepentingan sesi pemantauan dan motivasi untuk menggalakkan peserta yang berjaya selepas mengikuti latihan keusahawanan di PIK. Kajian ini adalah relevan berdasarkan permintaan tinggi terhadap latihan keusahawanan dan boleh menyumbang kepada badan pengetahuan. Kajian ini akan membawa kepada latihan keusahawanan yang lebih baik dan memberi impak pada masa hadapan.

**Kata Kunci:** Keusahawanan, Latihan, Keberkesanan, PIK

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## **LIST OF ABBREVIATION**

PIK	-	Pusat Internet Komuniti
PEDi	-	Pusat Ekonomi Digital Keluarga Malaysia
ET	-	Entrepreneurships Training
ICT	-	Information Communication Technology
SPSS	-	Statistical Package for Social Sciences
MCMC	-	Malaysia Communication and Multimedia Commission
KPI	-	Key Performance Indicators
IOT	-	Internet of Thing
IPTA	-	Institut Pengajian Tinggi Awam
IPTS	-	Institut Pengajian Tinggi Swasta
LADA	-	Langkawi Authority Development Agency

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This research focuses on the enhancement of the effectiveness of Entrepreneurship Training at Pusat Internet Komuniti (PIK). Entrepreneurship training is fundamental since it contributes in the basic development and expansion of main business sectors (Nadeem Khalid et al. 2013). Entrepreneurship training is one of the popular training offered by PIK. Entrepreneurship training is one of the key performance indicators (KPI) that PIK has to achieve in term of numbers of training and numbers of participants. Based on the record submitted by PIK numbers of participants attending the training is high but unfortunately the numbers of successful participants after attending the training very low. Take up for the unsuccessful participants never been discussed but its significant to MCMC to understand this situation for future improvement. When a participant registers and attends this training, it means that the participant has the desire to succeed. There are factors that result in the participants not achieving the original goal that prompted the participants to attend training at PIK.

This study will lead to the improvement of existing entrepreneurship training at PIK to increase the number of successful participants after attending training at PIK. An increase in the number of successful participants will increase the effectiveness of entrepreneurship training at PIK. Effectiveness is defined as the capacity to achieve a desired outcome or generate a desired outcome. When something is regarded successful, it indicates it achieves the desired result or leaves a lasting impression.

This chapter will cover the sub-chapter that contains the background of the company, problematic situations that occur in the business, research questions and objectives, the researcher's function, ethics, the theoretical and practical value of the proposed research, and term definitions.



## 1.2 Case Company Introduction

Pusat Internet Komuniti (PIK) is an initiative under the Malaysian Communications and Multimedia Commission (MCMC) to provide internet facilities to underserved areas as well as to inculcate computer-based skills and know-how that have become an indispensable attribute for everyone in this day and age. Currently there are 873 PIK all over the country.

The response from local communities to the facilities and programmers provided at the PIK have been very encouraging, with membership exceeding 590,000 people, 57% of whom are students.

Initial establishment of PIK is as an ICT training center for the youths and senior citizens to empower them with basic computer skills, as well as exposing them to expansive information. Other services such as e-government apps are also provided to enable rural communities to access government services online.

After 5 years' establishment of PIK, MCMC through Service Providers and Technology Partners come out with new initiative/content that should be carried out at each PIK nationwide such as Entrepreneurship program in PIK, PIK as a center of digital learning hub, and My Maker program at PIK.

Entrepreneurship program is where PIK actively promote local products to a larger market. Through the Internet, local entrepreneurs have been able to run their businesses online, thereby increasing their income and at the same time, growing demand for their products. On average, the entrepreneurs have enjoyed more than 60% increase in income, and to date, 16,393 entrepreneurs have participated in various online entrepreneur development programmers that were held in the PIK across the country.

A new digital learning hub programs at PIK is depending on the Service Provider. PIK under supervise Digi (Service Providers) will be having "JomStudi" at theirs PIK, which is a joint initiative by Digi, Astro, and Media Prima was recently launched in Pusat Internet Kampung Kering, Labu on 8 March 2019. JomStudi is a digital learning hub that aggregates educational content in a single platform, enabling school students to access and explore digital content. Meanwhile, "eKelas" which is a programme that was initiated by Maxis in 2017, exposes students to digital learning and currently it has 9,000 registered students all over Malaysia. This program focuses on the three critical subjects namely Science, Mathematics and English for Form 1, 2 and 3.

To nurture skills such as coding and robotics to cater to the needs of the Fourth Industrial Revolution (IR 4.0), MCMC will organize programs such as “myMaker”, which is an initiative that is meant to increase public awareness on subjects relating to Science, Technology, Engineering and Mathematics (STEM), utilizing Internet of Things (IOT) at the selected PIK.

There are 73 PIK in Kedah and 13 PIK in Perlis. Average PIK has been operated since 2015. In Kedah and Perlis PIK are grouped based on a district known as PIK Clustering. The purpose of PIK Clustering is to encourage PIK to work as a team regardless of service providers (SP). In Kedah there are 11 cluster and 1 cluster for Perlis. By having this clustering easy for MCMC state to monitor and also benefited PIK itself because they have a huge team to handle or organize any event-related.

### **1.2.1 External Environment Analysis**

PIK is a center equipped with 20 computers, high-speed internet, and a conducive space for training and learning sessions. In each PIK there are 2 staff consisting of managers and assistant managers who will ensure that the PIK operates for 7 days a week. Unlike typical cyber centers, PIK is translated to reduce the digital divide between rural and urban populations and for underserved areas.

In addition to providing high-speed internet facilities, PIK provides learning content regardless of age starting from school students to senior citizens is the target group to use PIK facilities. Entrepreneurship training is one of the PIK fillings conducted directly by PIK staff or cooperation programs with external agencies or NGOs for the benefit of the local community.

PESTLE analysis is used by researchers to examine the external factors that have an impact on an organization (political, economic, sociological, technological, legal, and environmental)

Table 1: PESTAL Analysis

Factors	Opportunity	Threat
<p><b>Political Factor</b> Political instability and current political changes have caused policies and initiatives to change.</p>		✓
<p><b>Economic Factor</b> The rising cost of living have prompted many to seek alternative sources of income.</p>	✓	
<p><b>Social Factor</b> Increasing the number of unemployed among the people of Langkawi and awareness to increase income</p>	✓	
<p><b>Technology Factors</b> Advances in mobile technology are increasing the use of e-commerce platforms makes business easy and fast</p>	✓	
<p><b>Environmental Factor</b> People who are reluctant to merge with the currents technology will left-behinds especially during this hard time people who are refuse to use the e-commerce platform now are used to it.</p>	✓	
<p><b>Legal Factor</b> Taxes and licenses are required for businesses.</p>		✓

**Political Factor**

Organizations under the ministry are also influenced by the current political changes of the country. The recent political changes have resulted in some policy changes as well. If before this a lot of attention was given to awareness programs and programs such as Internet of things (IOT) while entrepreneurship programs are only as a side but the change in political structure today priorities on entrepreneurship programs. The Malaysian economy is actively

focusing on infusing entrepreneurship into the society in order to improve national and corporate results (Ariff & Abubakar, 2002; Robuan et al., 2017).

### **Economic Factor**

The global economic slowdown has resulted in an increase in the cost of living of households. Countries around the world have begun to encourage the ordinary population to join in business to help them with challenging financial problems (Nadeem Khalid et.al 2019). Many are trying to find additional income to increase household opinion. Housewives are among the group who are now more active in finding additional sources of income to ease the burden of the head of the family. Entrepreneurship training is the training needed by the target group who are affected by the rising cost of daily expenses.

### **Social Factor**

Malaysia's unemployment rate increased to 5.3 percent in May 2020, up from 3.3 percent a year earlier, due to public health measures to combat the COVID-19 outbreak. The number of unemployed rose by 306.3 thousand to a record high of 826.1 thousand, while employment declined 0.23 million to 14.89 million, marking the highest jobless rate since the series began in March 1998 (Economics, T. (2020). Unemployment levels are rising and getting worse when we face Covid 19 now. Langkawi is an island that depends on 100% tourism resources causing the island to be completely paralyzed. If the previous unemployment rate was mostly from IPTA and IPTS graduates but now this rate is added to those who are already working and retrenched due to the Covid 19 epidemic. Online business is the best alternative as almost no capital is required to start a business.

### **Technology Factor**

The current situation today has accelerated the national digitization plan. The implementation of digital technologies is also known as digitalization, and it facilitates in the creation of limitless boundaries and potential for company growth (Ernst & Young, 2017). The increase in coverage rates across the country has resulted in an increase in e-commerce users through mobile applications making business faster and easier

### **Environmental Factor**

The emergence of COVID-19 would lead to bankruptcy for many well famous firms in several industries as customers stay at home and economies shut down (Tucker, 2020). Covid 19 has changed the economic landscape and way of life of all world societies. all

sectors lead to the use of online applications. The current situation makes the online platform a necessity instead of an option as before. To remain competitive and survive in the current situation all industry players will be adapting online technology and those who have not yet been able to adapt this technology will be left behind.

### **Legal Factor**

There have been discussions at the ministry level to enforce laws related to online business but to this day it is still not complete. Each state and local enforcer has established laws such as taxation and certification from an accredited laboratory. Although this factor is considered a threat for this study but it can be overcome by improving the existing modules for legal matters.

### **Summary of PESTAL Analysis**

Based on PESTAL's analysis, from the point of view of opportunity and the current situation of Covid 19, all things lead to online platform, therefore the opportunity for potential entrepreneurs to penetrate the international market is very high. From a threat standpoint, legislation for businesses varies by country and local authorities.

As a conclusion, entrepreneurship training will focus on the use of online platforms e-commerce such as Shopee, Lazada, eBay and social media platforms while to address issues related to laws and procedures, this will be a sub topic to be taught in entrepreneurship training.

### **1.2.2 Internal Environmental Analysis**

An internal analysis assesses the company's resources, abilities, and competitive advantages by looking at its internal environment. Internal environmental analysis may discover the company's strengths and weaknesses by conducting an internal study.

SWOT analysis is an important tool for evaluating a company's internal and external environment by identifying strengths, weaknesses, opportunities, and threats. This research performing SWOT analysis to identify internal environment of PIK and Entrepreneurship training for further action.

Table 2: SWOT analysis of low numbers of successful participants towards Entrepreneurship Training at PIK

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> <li>a. Has completed facilities including high speed internet.</li> <li>b. Conducive training room environment</li> <li>c. The teaching staff is experienced and consists of local people.</li> <li>d. Ongoing training for PIK staff to make sure they are updated with the latest skills and info.</li> <li>e. PIK is open daily excluding holidays and special holidays. Facilitate participants' use of facilities</li> </ul>	<ul style="list-style-type: none"> <li>a. There are no goals set for participants in the course.</li> <li>b. training is provided free of charge.</li> <li>c. no feedback sessions or post-training sessions</li> <li>d. uses the same module for all participants regardless of the level of each participant.</li> <li>e. weaknesses in the way participants registered interest in participating in training</li> </ul>
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>a. PIK often conducts collaborations programs with other agencies.</li> <li>b. PIK gets recognition from local authorities such as LADA for PIK Langkawi</li> <li>c. PIK offers a variety of training for the community not limited to entrepreneurship only</li> </ul>	<ul style="list-style-type: none"> <li>a. Tax is charged for each item sent by post.</li> <li>b. Participants who are not interested and not focused but follow the training.</li> <li>c. participants who are not serious and join the training because of other reasons.</li> </ul>

The SWOT analysis shows the internal environmental situation in the topic that needs to be evaluated further. Thus, conducting this study is also a step to understand the strength, weaknesses, opportunities, and threat-related to Entrepreneurship Training at PIK. PIK provides a good platform? for participants to learn and become successful digitalization entrepreneurs who can penetrate not only local but international markets. However, the effectiveness of program implementation is still lacking. Lack of monitoring after ET can cause participants to lose direction and feel unmotivated when faced with difficult situations. Monitoring is not necessarily done in a formal setting, but it can be done more casually between PIK and participants just to keep track of the current situation and guide participants when faced with various questions that will only arise after they apply it after ET.

## SMART Criteria

The problem is regarding lower numbers of successful participants after attending Entrepreneurship training at PIK analyzed based on the SMART criteria.

Table 3: SMART Criteria analysis of low numbers of successful participants towards Entrepreneurship Training at PIK

S-Seriousness	Lower numbers of successful participants after attending ET at PIK Therefore, people thrust towards the PIK Entrepreneurship program will be compromised.
M-Measurable	The data for unsuccessful participants' after attending ET at PIKs can be gathered from PIKs. Besides, the data involved in this research can be obtained by quantitative and quantitative study conducted.
A- Appropriateness	The Entrepreneurship Training at PIK is very interesting and in high demand from the local people and also outside people. Digitalization has spur all the things to the online platform especially for business(e-commerce).
R- Remediable	Appropriate remedial action such as monitoring be done to increase the number of successful participants after attending ET at PIK.
T- Timeless	Duration of ET have to be revised. This research can be done within recommended time frame.

As a summary base on the SMART Criteria analysis, numbers of successful participants attending ET at PIK can be increase by add a monitoring element after the training. PIK offering a good platform for participants to learn, gain and practice entrepreneurship with a comprehensive module but must do some improvement in term of monitoring. Monitoring for a certain period giving confident to participants as a pushing factor to participants to practice what they have learned during the ET. Monitoring also gives an advantage to PIK for future improvement of the ET.

### 1.3 Problematics Statement

Entrepreneurship training is the most requested training with high numbers of participants especially due to current situation where unemployment is high and cost of living increase. People are looking for alternative to get additional income with low capital.

Apart from organizing entrepreneurship training directly at PIK, there are also collaboration programs where PIK is the instructor with external agencies.

Current practice, PIK will organize/conducted entrepreneurship training based on the planning schedule or requested by any agencies/group/personal participants. There are no proper guideline or instruction on conducting entrepreneurship program at PIK. Entrepreneurship training at PIK utilize of e-commerce platform such as Shopee. The learning module will begin with:

**setup the shopee account – register virtual shop – taking picture technic – upload product with description – setup shopee e-wallet- boosting technic – check the order – print the order form – custom clearance- wrapping the order – send to currier service.**

There is also additional module related with entrepreneurship such as financial planning, writing business plan pitch for funding’s, balance sheet report and others. All this additional module is not available at all PIK’s nationwide because it is depending on the manager initiative and expertise.

During the training, participants will be taught directly to use the Shopee platform to familiarize them with the interface and features available on Shopee. Training will continue on how to prepare to respond to inquiries and manage orders from customers. There are 4 issue has been identified regarding the research problem which is low numbers of successful participants after attending PIK Entrepreneurship training at PIK as below:

Table 4: Low numbers of successful participants towards Entrepreneurship Training

PIK conducting entrepreneurship program just for achieving KPI	PIK will used the same module to all kinds of participants
participants who are not serious and join the training because of other reasons	no continuity/coaching sessions after the entrepreneurship programs

This situation happened when PIK conducting entrepreneurship program just for achieving KPI requested by MCMC instead of producing quality and successful entrepreneurs. There is no standard module that can be used by all PIKs. Most of PIK depending on module given by Service providers and collaboration partners or develop by PIK itself. Some of PIK will collaborate/combine PIK/Cluster and conducting one entrepreneurs program utilize the expertise from others PIK/Cluster. As a result, PIK will used the same module to all kinds of participants that may resulted entrepreneurship program at PIK did not meet the needs

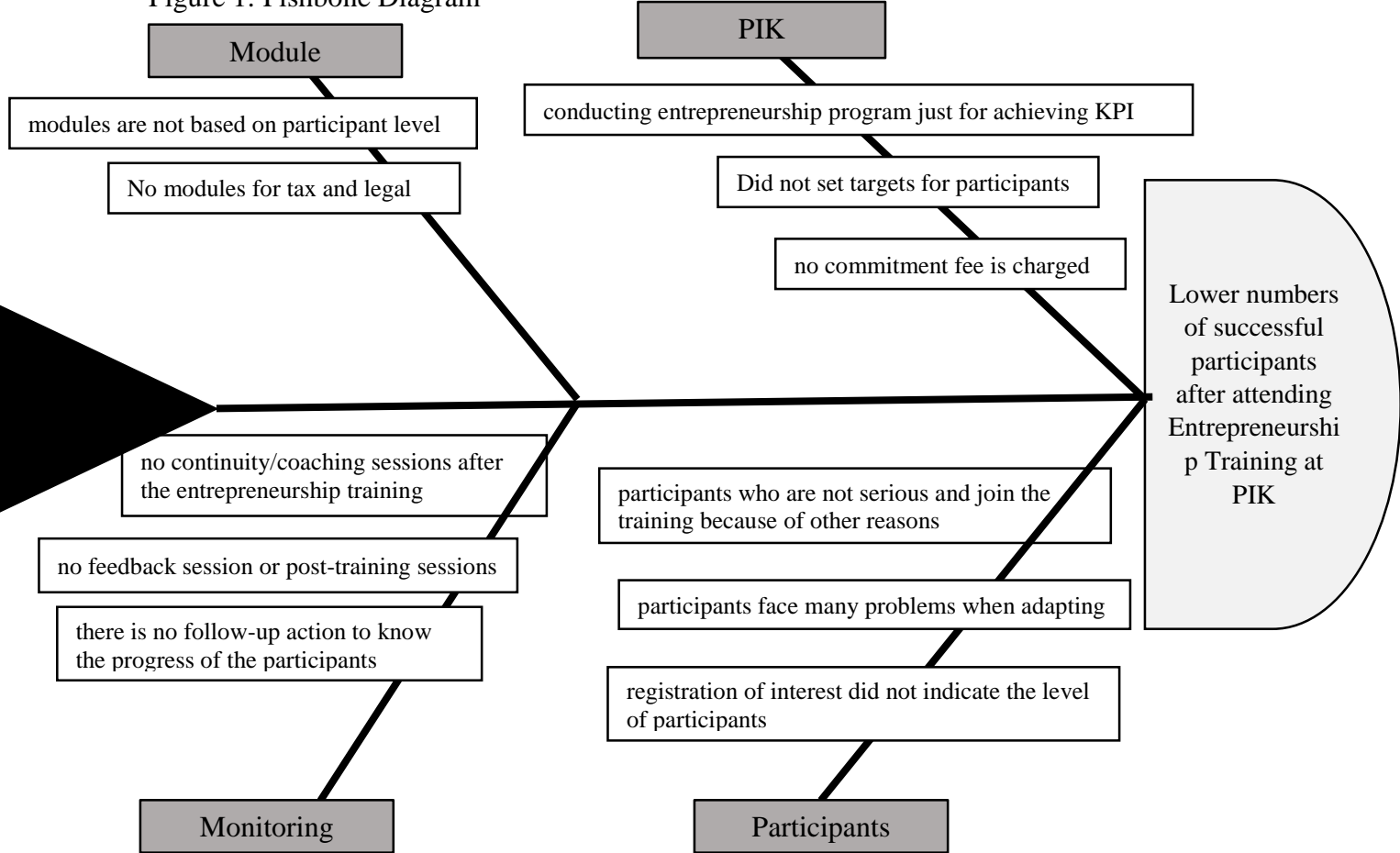


and expectations of the participants. Duration for entrepreneurship program at PIK normally one day's sessions or half day sessions and there are no continuity sessions after the entrepreneurship programs.

**1.3.1 Problem Diagnosis**

Performing problem diagnosis for this research is using Fishbone diagram. The fishbone diagram, also known as the Ishikawa diagram, is a cause-and-effect diagram that assists managers in determining the causes of flaws, variances, problems, and failures. The diagram resembles the skeleton of a fish, with the problem at the top and the causes feeding down the spine. The technique was developed by Professor Ishikawa in the 1960s. The Fishbone diagram show the factors that affect the low numbers of successful participant's after ET at PIK

Figure 1: Fishbone Diagram



The analysis of the main causes from the fish bone diagram has identified 4 factors that are the cause of the low number of successful participants after attending ET at PIK. PIK provide a good platform for those to learn and becoming digitalisation entrepreneurs but there is several issues in term of PIK. Entrepreneurship training is just a key performance

indicator (KPI) for PIK to achieve every quarter. There are numbers of training with numbers of participants that each PIK must achieved to ensure they are on track with the management instruction, they conducted the ET for the sake to achieve their KPI. Thus, no target for each ET towards participants either they success or not it's not PIK concerns. Most of the commercial consultant offering ET with high commitment fee because they want to retain participants focus during the training and participants more value the training because they have to paid high enrolment fee contradict with PIK that are offering ET with no commitment charge.

Apart from that, the modules used are not based on the ability level of the participants. PIK offers a comprehensive range of modules related to ET but these modules are relatively weak in terms of mastery to beginner participants. PIK. Each module should be aligned with the level of participants to increase the effectiveness rate of each module. For the same module to be matched to the abilities of different participants, it may be that more time allocation is needed to ensure participants 'mastery. Existing modules need to be added on business -related legal procedures such as licenses required, agencies to be consulted for verification and authorization as well as business -related taxes. This module is important in line with current business developments and preparing participants with real business.

In terms of participants, the root because that been identified is participant's commitment during the ET. Importance to have participants who are clear with their vision why they join the ET at PIK. Participants must focus and concentrate during the training to ensure they can do well after the training. The strong will led to the success, so instead of what PIK can offer, participants commitments also be a factor to the success. upon the registration of interest, participants should state their current skill and experience because it is importance to the training coordinator to know their participant's ability either to group them with the same level participants or giving more attention to those who are still new.

Half-day training will promise nothing except to those who are gifted with great ability and super mind to remember everything and practice what is learned during training. No feedback sessions before and after training will result in the training coordinator (PIK) not being able to know the effectiveness of the training and the level of mastery of the participants. Continuity of training depends on the request of the participants, where continuity of training will be more interesting as the participants will have many questions after going through the actual business. this very important time to determine their survival, needed direct guidance or supervision by a specialist. Not required to be in the training space,

it can be more flexible leverage on the advances of technology training can be made in various form and different location for example zoom class or even group chat.

As a conclusion the researcher can tackle the issue of the low numbers of successful participants after attending the ET at PIK by find the remedy to overcome root because that has been identify in the fishbone diagram. Training coordinator and participants should have clear target on what they are doing and what they want to achieve. Improvement in the current module base on the participant’s level and need. Monitoring or follow up with the participants is an importance to ensure the successful of the ET.

### Summary Conclusion

Table 5: Summary of Analysis

	PESTAL Analysis	SWOT Analysis	SMART Criteria	Fish Bone Diagram
Digitalisation has spur entrepreneurship training focus on the use of online platforms e-commerce such as Shopee, Lazada, eBay and social media platforms	✓		✓	
The modules used now should be improved according to the suitability and level of the participants		✓		✓
A description of taxes and business-related legislation should be included as part of entrepreneurship training	✓	✓		✓
Monitoring sessions between PIK and participants can stimulate participants to be more successful.		✓	✓	✓

### 1.3.2 Theoretical Gap

Based on the search through the Mendeley platform, there is a total of 2859 journals from around the world regarding the study of Entrepreneurship Training. Most of the study is to identify factors lining behind that influent participants, training, or program to be considered as a success.

However, from the literature review, there are around 220 journals regarding the Entrepreneurship Training that originate from Malaysia. Most of the study done aimed for identifying factor that influence the training success. To overcome the problem MCMC managements has approved this topic to be studied to overcome the gap of lacks of study regarding enhancement the effectiveness of Entrepreneurship Training by increasing the numbers of successful participants after the training.

### **1.3.3 Practical Gap**

After 13 years of PIK was established and has trained more than 16,393 participants for entrepreneurship training, no effectiveness study related to PIK, especially the activities implemented by PIK have been carried out by the project owner, MCMC, or any department and individual. The topics selected for this study will have a significant long-term impact on the survival of the PIK itself. This study is important for MCMC to measure the level of effectiveness of initiatives and investments that have been carried out. It is important to know whether the activities carried out achieve the basic objectives of the establishment of PIK or simply cover the existing weaknesses.

### **1.4 Research Questions**

After the establishment of the problem statement, the research questions were viewed as the active stage in this study. It is critical to lead the flow of the study, demonstrate what to look for, and provide a clear aim. As a result, the research topics for this project are as follows:

#### Research Question 1:

What is the prevalence of entrepreneurship training conducted at PIK?

#### Research Question 2:

What should be done to improve and increase the number of successful participants after undergoing entrepreneurship training at PIK.

#### Research Question 3:

What recommendation can be given to improve entrepreneurship training and increase the number of successful participants after participating?

## **1.5 Research Objective**

The development of research questions is linked to the study's objective. As it immediately contributes to resolving the research questions, the study objectives should be realistic, precise, and verifiable. As a result, the following are the study's objectives:

- To understand the current approach and determine the issue of PIK conducting entrepreneurship program at PIK in Langkawi.
- To implement interventions to increase the number of successful participants after entrepreneurship training.
- To suggest improvements that need to be made to increase the effectiveness of entrepreneurship training.

## **1.6 Researcher's Role**

As an MCMC staff, it is the researcher's responsibility to conduct this study to address the problem that has arisen. The researcher is responsible for explaining the approach, collecting data, and suggesting implementation ideas in the department to improve the practice of Entrepreneurship training at PIK. The researcher wished to contribute to the department and the community.

Open-minded and must also adopt a critical way of thinking is necessary for a researcher to produce effective study results by acting and conducting research at the same time. This action research is to increase the effectiveness of Entrepreneurship program at PIK with the increasing numbers of successful participants attending the Entrepreneurship program at PIK in Kedah and at the same time achieving PIK main objectives. In some cases, programs have failed to achieve their intended outcomes for participants when implementation was poor whereas, in other cases, program impact was much higher when there were reports of more effective implementation (Durlak & Dupre, 2008). In other words, participants may receive more benefits because of better program implementation, or they may receive no significant benefit if program implementation is poor.

Another role in this research is to gain input and feedback from the participants who are attending the Entrepreneurship program at PIK about the whole program from the module, delivery of the trainer, support and facilities provided during and after the program. PIK staff normally decided what module will be using during the Entrepreneurs program instead of depending on participant's preferences. Finding for this point consequently will lead to the advancement of PIK's future planning. The last and never estimated the

importance of this point, to identify the factors that influence participants to be successful after attending Entrepreneurs program at PIK.

## **1.7 Research Ethics**

The study was conducted in compliance with ethical principles. The study only involves the application of a teaching module and data retrieval from PIK log records. All records and data are to be kept strictly confidential and can only be used for the purpose of this study. All precautions are taken to maintain data confidentiality.

While selecting this topic, researcher must inform the project owner in Community Development and Management Department in MCMC headquarters, regarding the researcher intention on ET at PIK. An email has been sent out for the approval and blessing from that department. After get approval, researcher direct discuss with the PIK in Langkawi to conducting this study. Data collection regarding total numbers of participants that attending the ET have been collected through the owner project department and PIK in Langkawi. Since this study consist of MCMC initiative there are no specific related letters are needed to pursue with my request.

## **1.8 Significance of the Research**

The proposed research is critical in terms of improving the organization's workflow. Analysis and in-depth specifics of the issue can be examined further by conducting research and enacting adjustments for the benefit of the community and organisation.

### **1.8.1 Significance to Theory**

Significance of this study will contribute to the body of knowledge about the Effectiveness of Entrepreneurship Training at PIK. This research can be as reference for future study regarding the effectiveness and program related with PIK incentive. There will be more journal and article will be producing related with PIK after this with the different angles of study.

### **1.8.2 Significance to Practice**

Significance of this study will contribute to MCMC, community, entrepreneurs, and even local authority of Langkawi to improve the effectiveness of the entrepreneurship training. Towards MCMC, this study can be replicate to all PIK in Malaysia. Community and entrepreneurs can leverage this study to be innovative and competitive in e-commerce platform indirectly can increase the number of successful participants. LADA as a local

authority can diversify this study to reduce the numbers of poverty among Langkawi residents and assist Langkawi local economy to survive in this pandemic outbreak.

### 1.9 Definition of Terms

An important element of the research paper or report is the definition of terms in which the major or crucial terms in the study are explicitly specified. Authors may apply conceptual notions to demonstrate the meanings of terms in order to explain the terminology used in this research.

Table 6: Definition of Term

Term	Definition
PIK	Pusat Internet Komuniti (PIK) is an initiative under the Malaysian Communications and Multimedia Commission (MCMC) to provide internet facilities to underserved areas as well as to inculcate computer-based skills and know-how that have become an indispensable attribute for everyone in this day and age.
ET	Entrepreneurship training conducted by PIK
MCMC	Malaysian Communications and Multimedia Commission
Service Providers (SP)	The agency responsible for handling PIK project. Each PIK will be governed by a different SP consisting of TM, Maxis, Celcom, Digi, Web
Participant	Individuals who are registered and undergoing entrepreneurship training at PIK

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