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EXAMINING FACTORS IMPACTING THE PERFORMANCE OF MARA ENTREPRENEURSHIP DEVELOPMENT PROGRAM: PROSPEC

**Noor Huda Mohamed¹*

kl2107008919@student.kuptm.edu.my

Farha Ghapar²

farha@kuptm.edu.my

Muhamad Nizam Jali³

nizam@kuptm.edu.my

**Corresponding author*

Kolej Universiti Poly-Tech MARA Kuala Lumpur^{1,2,3}

ABSTRACT

Across the world, various government have sought to show how taxpayer money is spend through programs and initiatives that can improved quality and quantity of life that covers better public services, better education as well as job creation. In Malaysia, the government have also taken the same measures with the rest of the world in terms of linking allocation of budgets with performance. This is due to the fact that, public organization are answerable to numerous stakeholder and interest group which appear to have a different measure of performance. For example, policy makers are concern on a program that can give social impact while in the eyes of the taxpayer, the success of a program is very much dependent upon what they can experience and benefits from. Majlis Amanah Rakyat (MARA) is one of the public sector organization which the main objectives among others is to developing successful and innovative entrepreneurs, producing a globalised human capital with integrity, contributing to equity ownership and facilitating the delivery system. From the aforementioned statement, MARA had received a tremendous amount of budget allocation from the government annually to initiative various entrepreneurship program in order to achieve its many objective. Professional Entrepreneur Development Program or PROSPEC is one of its many program that received huge budget allocation. This program is to help and encourage Bumiputera to become a professional entrepreneur in the field of medicine, pharmacy, accounting, engineering and architecture. The aim of this study is to examine the factors impacting the performance of MARA PROSPEC program. This study examines factors such as sales turnover, number of jobs creation, satisfaction among entrepreneurs and loyalty and satisfaction among customer to impact the performance of PROSPEC program. The result is expected to show that all of the independent variables understudy to have a significant positive indicator and relationship on the performance of PROSPEC program. The study used quantitative research method in answering all of the objectives in order to examine the indicator and relationship between variables. Structured questionnaire is adopted from the review of related literature and distributed to the 45 entrepreneurs and MARA staffs that participate from earlier PROSPEC program as samples. Data analysed by using correlation and regression analysis and follow all of the procedures. The results shall also identify variables that have the most significant impact on the performance of MARA PROSPEC program.

Keywords: Entrepreneurship Development Program , MARA, Performance, Prospect