

KEUSAHAWANAN ISLAM BERASASKAN
CIRI PERSONALITI DAN KEROHANIAN
DI NEGERI KELANTAN

MOHD ZAIN BIN MUBARAK

IJAZAH DOKTOR FALSAFAH
UNIVERSITI MALAYSIA TERENGGANU

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**Tesis ini dikemukakan Bagi Memenuhi Syarat Untuk Memperoleh Ijazah
Doktor Falsafah di Pusat Pendidikan Asas dan Liberal
Universiti Malaysia Terengganu (UMT)**

OKTOBER 2014

Dedikasi khas hasil kajian ini buat Allahyarham Mubarak bin Amir dan Allahyarham Latifah bt. Abdullah yang tidak sempat menyaksikan kejayaan ini

Abstrak tesis yang dikemukakan kepada Senat Universiti Malaysia Terengganu sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

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MOHD ZAIN BIN MUBARAK

Oktober 2014

Pengerusi : Profesor Madya Asyraf Abdul Rahman, Ph.D.

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Kelemahan usahawan Melayu umumnya dikaitkan dengan elemen sikap yang merujuk kepada aspek personaliti dan kerohanian. Namun begitu terdapat sebahagian usahawan yang telah berjaya dan menjadi ikon dalam perusahaan masing-masing. Kajian ini, dalam skop keusahawanan Islam memfokuskan bentuk personaliti dan kerohanian usahawan Islam berjaya berdasarkan prinsip al-Quran, sunnah Rasulullah SAW dan juga para sahabat. Penerokaan terhadap ciri-ciri personaliti dan ciri-ciri kerohanian usahawan dibuat ke atas 10 orang informan terpilih yang merupakan usahawan berjaya dalam pelbagai tahap dan bidang perusahaan di negeri Kelantan. Kajian ini menggunakan kaedah kualitatif di mana pemerolehan data adalah melalui sumber dokumen, temubual mendalam dan pemerhatian tidak turut serta yang dianalisis berasaskan tema-tema yang dikenalpasti. Dapatan menunjukkan bentuk personaliti dan kerohanian usahawan dalam kalangan informan secara umumnya tidak berbeza meskipun berlainan tahap dan bidang perusahaan yang mereka jalankan. Kajian ini juga mendapati bentuk personaliti dan kerohanian informan menepati dengan asas model usahawan Rasulullah SAW dan para sahabat yang merangkumi aspek keimanan, akhlak, kemahiran dan kebajikan. Berdasarkan analisis tema, kajian menunjukkan terdapat 15 ciri-ciri personaliti dan 12 ciri-ciri kerohanian yang berperanan dan menyumbang dari sudut keterlibatan, menanganai cabaran dan amalan rutin informan dalam kegiatan keusahawanan mereka. Selain itu faktor keluarga dan persekitaran juga banyak mempengaruhi dari segi asas pembentukan ciri-ciri usahawan sehingga berjaya dalam perusahaan yang diceburi.

Abstract of thesis presented to the Senate of Universiti Malaysia Terengganu
in fulfillment of the requirement for the degree of Doctor of Philosophy

**ISLAMIC ENTREPRENEURSHIP BASED ON PERSONALITY
AND SPIRITUALITY TRAITS IN KELANTAN**

MOHD ZAIN BIN MUBARAK

October 2014

Chairman : Associate Professor Asyraf Abdul Rahman, Ph.D.
Member : Associate Professor Mohd Rafi Yaacob, Ph.D.
Centre : Centre For Fundamental and Liberal Education

The weakness of Malay entrepreneurs is generally associated with attitude which refers to the aspects of personality and spirituality. Nonetheless, despite the weakness, there are some of the entrepreneurs who have been successful and become icons in their respective enterprises. The scope of this study is the Islamic entrepreneurial characteristics of successful entrepreneurs based on the Quran, Sunnah of the Prophet and his companions, focusing on personality traits and spiritual characteristics. With that in mind, the researcher selected 10 informants who were successful entrepreneurs in the various levels and areas of enterprise in the state of Kelantan to take part in this study. This study employed qualitative method in which data were gathered by analysing related literature, in-depth interviews and non-participant observation based on the identified themes. The results showed that despite the different levels and types of enterprises they were involved in, these entrepreneur's process development, personality traits and spiritual characteristics however did not differ with one another. The study also found that it had similarities with the basic entrepreneurial models exemplified from the history of the Prophet and his companions which comprised aspects of faith, moral, skill and welfare. Based on thematic analysis, the study found that there were 15 personality traits and 12 spiritual characteristics which played an important role and contributed towards entrepreneurs' involvement, overcoming the challenges and their routine practices in entrepreneurial activity. In addition, family and environmental factors also have an influence in forming the fundamental entrepreneurial characteristics of the informants towards their success in respective fields.