The Impact of Universiti Teknologi MARA (UiTM) towards Local Entrepreneurial Development: The Case of Negeri Sembilan

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Abstract
Universiti Teknologi MARA has branch campuses in almost every state in the country and Negeri Sembilan Darul Khusus was the last state selected for establishing more branch campuses. The establishment of the Universiti Teknologi MARA Negeri Sembilan Branch (UiTM CNS) in 2009 has provided major changes to local socio-economic growth. This paper aims to study the pattern of business economic activities around UiTM CNS and measure the level of economic impact contributed by UiTM CNS. The method use in this paper are land use categorization using geographical information system (GIS), and followed by a survey. Questionnaires were distributed by employing simple random sampling method. 63 respondents participated was the chief executive or the owner of industrial or business companies within a distance of 10 km radius from the UiTM campus. Data collected from the survey were analysed using cross-tabulation. It was found that, more than 90% of the business owners agreed that UiTM CNS is one contributor to their business growth. The findings further explained that the high numbers of students and staff in UiTM CNS are the customer's main target group for their business. 60 percent of the local business/ industry owners agreed that location is the main reason they choose to set up their business. The area near UiTM CNS is a strategic location that has a high number of customers. This also supported by result from land used observation which using using site data collection, satellite image interpretation and digital image processing. Analysis for land use categorization was done using geographical information system (GIS), geospatial web-based maps applications and the production of the map. From the map, the developed areas shows the increase of infrastructures inclusive road and highway. It is from the increases the population of people that stay within the area that indirectly contribute to the development area. Hence, the findings from the study can

rationalize the development impact by UiTM CNS and be a benchmark to strategize future plan.

Keywords: Higher Education Institutions, Socio-economic Growth, Sustainability, Local Entrepreneurial, Development

Introduction
The development of the branch of Universiti Teknologi MARA Negeri Sembilan Branch (UiTM CNS) has created institutional growth and provide opportunities for people in this country to gain knowledge in different major fields. The newly established campuses in the state are in line with institutional growth to open up a corridor for education hubs. The first UiTM Negeri Sembilan branch campus in the state is in Kuala Pilah followed by Seremban 3, while the third campuses located in Rembau. Apart from the small town of Kuala Pilah, Seremban 3 and Rembau town itself, the development area consists of 90 percent of conventional village areas, not really very quality suburban areas. Even though vigorous development has taken place but the identity, and the landscape of the state remains the same. The aim is to retain the identity of the village and at the same time improve certain areas without affecting the original landscape as customary land. The presence of growth in education offers an incentive for dramatic change in the sector. Therefore, the existence at the same time of many students and teaching staff creates different basic requirements, such as accommodation needs, books and stationery, transportation, etc.

UiTM Negeri Sembilan branch is located in the South of Malaysia. It has three campuses where the main campus is located at Kuala Pilah. The temporary campus started operating on June 1, 1999, by taking over the East Negeri Sembilan Agricultural Complex, Ministry of Agriculture in Jalan Melang, Kuala Pilah. The UiTM Negeri Sembilan Campus Kuala Pilah permanent campus construction project was on 160 acres in Mukim Parit Tinggi that was started on March 13, 2007. UiTM Kuala Pilah has become one of the factors that influence the development of the Seremban area. Within the 20 years, the land conversion into the developed area is also noticed as quite significant. The transformations of the land into developed areas can be seen along with the Kuala Pilah areas where UiTM Kuala Pilah is located. The land-use conversions are mainly due to human settlements and business areas.

In the year of 2011, UiTM Seremban campus was launched on January 19, 2011. UiTM Seremban campus has become one of the factors that influence development in the Seremban area. Within the 20-year time frame, the conversion of land into developed areas is also quite significant. The transformations of land into developed areas can be seen along the Seremban Road, where UiTM Seremban is located. The land-use conversions are mainly due to human settlements and business areas. Universiti Teknologi MARA Negeri Sembilan Branch, Rembau campus covering 32.4 hectares, was built on August 26, 2013, and fully completed on August 25, 2016. The Rembau campus was officially operational on February 1, 2017, with a strength of almost 800 students and staff.

Meanwhile, this UiTM CNS is expected to accommodate up to 10,000 students as it hits its maturity stage. All facilities, including hostels, halls, labs, sports centres and others, are completed at the university. Only 50 percent of students are equipped with hostel facilities. This means that the demand for housing needs in surround area will be higher to provide student placement needs later. The development of the UiTM CNS would provide educational

benefits and cause the robust economic development chain in this district. It is also expected to be capable of achieving the plan of the government to increase the population in the region.

However, further research is needed to obtain up-to-date data on the impact of the existence of UiTM CNS campus on the local economic growth within the last 20 years. Furthermore, the fact that there are only a small number of papers discussing the direct relationship between the presence of a university and its local economic performance necessitates such research to be conducted. Therefore, the objectives of this study are:

1. To identify the pattern of the economic activity around UiTM Negeri Sembilan among the industries and businesses.
2. To identify the level of economic impact contributed by UiTM Negeri Sembilan on the development of the industries and business communities.

Literature Review

Potential Environmental Effects

In Malaysia, development policies that emphasize the industrial and municipal sectors the rapidity experienced has given some implications to the environmental health of the country especially in areas that have been developed. This is because the development project is aimed at encouraging economic growth is largely implemented regardless environmental problems that may arise. Thus, nowadays the deterioration of environmental quality can be said to occur anywhere in Malaysia especially in urban and even rural areas (Jahi, 1996).

The environmental problems experienced have increased as a result the impact of the implementation of unsustainable development. Therefore, it is not surprising why the impact development on the environment is currently increasing, although there are various the body responsible for overseeing it and increasing the rules and lines guidelines formulated to control it (Jahi, 1996).

In planning a development project, the ability of something the environment for recovery should be taken into account so that development activities do not destroying the natural system. Therefore, project suitability, site selection, planning, implementation, construction methods and technologies need to be planned especially in a dynamic environment recovering is very low so that the natural system is not disturbed (Said, 1999).

Development is a positive thing if carefully planned and take into account all the impacts on society and the environment but can have a negative impact if the development process takes place rapidly without control. There are several direct effects and problems that arise as a result of development, especially in urban areas, among them are as follows; Concentrated and uncontrolled development, Migration of rural people, poverty, provision of basic facilities, isolation of housing by race and economic status, social problems, pollution of physical environment (Jamaluddin, 2003).The urbanization that has occurred will inevitably lead to various positive and negative impacts on the socio-economic population of the suburbs (Samad et al., 2013).

Shirkanloo (2013) states that every urbanization process carried out should emphasize the economic, social and cultural aspects of the local people without giving significant changes to them. Salleh et al (2012) explained that most of the urbanization processes that have taken place now have led to the existence of various negative effects such as high land use, high

energy production and water problems. Due to these inherent effects in urban areas, many residents have migrated to suburban areas to get a more perfect quality of life.

Salleh et al (2012) explained that as a result of the existence of development, there have been new economic opportunities for the community to participate in the development process involved.

Methodology

Study design plays a vital role in obtaining data or information. The satellite data is acquired from the satellite and sensors to study the land use land cover area. Another part of this study using quantitative data collected through questionnaires. The quantitative approach, example survey methods using questionnaires to collect adequate information, is used in this analysis. It is more realistic to use the method of administering the questionnaire to boost the precision and truthfulness of the respondents ' answers. Emphasis is provided to nearby UiTM Negeri Sembilan traders such as Kuala Pilah, Seremban 3 and Rembau,. In this study, respondents must run their business 50 meters within UiTM A Malaysian citizen must be the respondent.

Sampling Method and Size

In general, this study uses a random sampling method (convenience sampling). The questionnaires are distributed to 63 local businesses who agree to answer the questions given. The questionnaire is submitted to the Chief Executive of an industrial / business company taken according to the specific environmental distance in a district. This information will be collected along with other industries / businesses. The respondent was not identified as the industry / business individually.

Study Instrument

Two parts of questionnaires have been prepared for local businesses respectively. The questionnaire provided has been prepared in Malay. Part A contains the information of the respondents and Part B contains 18 items with respect to the impact of Value 3 urbanization on local traders. The questionnaire is dedicated to the industries / businesses around UiTM CNS area for the purpose of identifying the economic impact of the use of UiTM CNS existence on the industry.

Research Scope

This study has been set to local business located 10 meters within the area from UiTM CNS Kuala Pilah campus, Seremban 3 campus and Rembau campus respectively. This area has a strategic position and is close to UiTM CNS itself and there are various business activities carried out in the area. There are 63 respondents were randomly chosen. The respondent must be the local business within an area of 50 meters from UiTM CNS. The research was designed to be performed approximately 10 metres from the UiTM CNS area in order to fulfil the research objectives in order to evaluate the impact of UiTM CNS development on the local socio-economy.

Findings and Discussion

Demographic Factors

This study was conducted to 63 of local business/ industry owner s in three districts of Negeri Sembilan which were 21 of the local business/ industry owner from Kuala Pilah (33.3%), 21

from Rembau (33.3%), and 21 of local business/ industry owner from Seremban (33.3%). As shown in Table 1, most of the companies that participated in this study were from a local company with a total of 61 (96.8%) and only two companies from multinational. Thus this finding was dominantly by the local companies. Also, the sectors that involved were services which total of 43 (68.3%), 4 of them were from manufacturing (4%) and only one from construction (1.6%). Furthermore, 45 of the companies in this study registered as Bumiputra (71.5%), and 18 were non-Bumiputra (287.5%). There were also 42 of them have individual company (67,74%), 6 of them were partnership (9.68%), 2 of them were Public Company Berhad (3.23%), and 5 of them were Private Limited company (8.06%).

Table 1
Demographic Factors

Demographic Factors	Frequency (n)	Percentage (%)
Location of industry		
Kuala Pilah	21	33.3
Rembau	21	33.3
Seremban	21	33.3
Types of Company		
Multinational	2	3.2
Local Company	61	96.8
Sectors		
Construction	1	1.6
Manufacturing	4	6.3
Services	43	68.3
Others	15	23.8
Status Bumiputra		
Non Bumiputra	18	28.5
Bumiputera	45	71.5
Types of Company Registered		
Individual	42	67.74
Partnership	6	9.68
Public Company Berhad	2	3.23
Private Limited company	5	8.06

Business Background
In this study, 35 of the business have started the company from 2010 until the present (55.6%) and followed by 14 operated companies from 2000 to 2010 (22.2%), and only 12 of the business operated from 1970 to 1999 (19%). Meanwhile, most companies conducted restaurants and food (41.27%), 16 of the business are grocery (7.94%), and 25.40 percent operated the services such as barber, printing, and 25.4%. Next is the number of employees in the business. A majority of the local company has less than five employees (41.27%), followed by 6 to 10 employees who were 22.2 percent. Furthermore, only five businesses have 11 to 20 employees, and 4 have more than 20 employees. Commonly there were from the manufacturing industry that operates the company near the location.

Table 2
Years of Business Operation

Years	Frequency (n)	Percentage (%)
1970 -1999	12	19
2000-2010	14	22.2
2010-2020	35	55.6

Table 3
Types of Products

Types of Product	Frequency (n)	Percentage (%)
Restaurant and Food	26	41.27
Grocery	5	7.94
Services	16	25.40
Others	16	25.40

Table 4
Numbers of Employees

No of Employees	Frequency (n)	Percentage (%)
1 to 5	39	61.90476
6 to 10	12	22.2
11 to 20	5	7.9
More than 21	4	6.3

Factors that influence local business/ industry owner to operate business in Negeri Sembilan
There were many reasons for the local business/ industry owner chooses the location to start the business. As shown in Table 5, 60 percent of the local business/ industry owner s gave reasons and claimed the area is the main reason why they choose to set up their business in the location. One of the sites is near the UiTM itself. The area near UiTM is a strategic location that has a high number of customers. Fifteen percent of them agreed due to the facilities surrounding the place, the residence, school, and shop lot. More finding highlights 15 percent of the business decision as no business provides such as stationery, printing, and salon. They believed that no company started yet at the location; there is a high opportunity to expand their business and attract more customers to fulfil their demand.

Table 5
Reason to Set the Business

Reason	Frequency (n)	Percentage (%)
Location	37	60.00
Facilities	9	15.33
Demand	17	26.98

Business and Alumni
As shown in Table 6, there were 59 of respondents which is not alumni from UiTM (95.23 %), and only 3 of them were alumni which from UiTM Rembau and UiTM Kuala Pilah (4.77%)

Table 6
Business and Alumni

Response	Frequency (n)	Percentage (%)
No	60	95.23
Yes	3	4.77
UiTM Rembau	2	
UiTM Kuala Pilah	1	

Business and UiTM Development
As shown in Table 7, a question aimed to understand local local business/ industry owner s' perceptions of UiTM's existence as their surroundings. One of the questions was, "does UiTM development has an impact on the growth of the local business. Almost 90.5 percent of 57 local local business/ industry owner s agreed that UiTM is one contributor to their business growth. The findings further explained that the high numbers of students and staff in UiTM are the customer's main target group for their business. In detail, most of the local local business/ industry owner s claimed that 29 of them perceived there would be a minimal impact (46.5%), 20 of them perceive moderate effects (31.7%), and only 9 of them perceived as high impact (14.3%) on UiTM development.

Table 7
Business and Alumni

Response	Frequency (n)	Percentage (%)
Yes	57	90.5
Minimal Impact	29	46.5
Moderate Impact	20	31.7
High Impact	9	14.3
No	4	6.3
No impact	3	4.8

Recommendation from local business/ industry owner to UiTM to assist the local business
In this study, Table 8 shows the recommendation from the local company to UiTM to help them. Most of the local business/ industry owner recommend UiTM to organize the local business/ industry owner ship program for local business. The program such as business management, marketing, and digital local business/ industry owner ship. Also, they also suggest having technical skill training and program such as automotive and construction.

Table 8
Recommendation

List of Recommendation	Frequency (n)	Percentage (%)
Local business/ industry owner ship Program -Marketing - Local business/ industry owner ship -Computer and IT - Social Marketing -Food management -Graphic Design	40	65.00
Technical Skill Training -Repair Motorcycle - Automotive -Construction	19	30.33
Others	4	5.46

Conclusion

From the study, the entrepreneurs agree the development UiTM is simultaneously giving major impact to their business. Even the students will not have all time in the area, but the facilities and amenities provided for the student's convenience indirectly will beneficial to the community nearby. Apart from that, UiTM CNS also undertake the consulting services and expertise to the government and the private sector, as well as Non Profit Organization. In addition, social responsibility activities has also become an organizational culture at work with the organization or community service programs consistently, especially to the benefits of local community in Negeri Sembilan.

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