

FACTORS INFLUENCING WOMEN ENTREPRENEURS BUSINESS SUCCESS OF
SMEs IN MALAYSIA

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FACTORS INFLUENCING WOMEN ENTREPRENEURS BUSINESS SUCCESS OF
SMEs IN MALAYSIA

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ABSTRACT

Small and Medium Enterprise (SME) plays an important role in the economic development of the country. There are an increasing number of women entrepreneurs involve in this sector nowadays. Hence, this paper presents findings of a research study design to investigate the factors that influence women entrepreneurs' business success of SMEs in Malaysia. This research focus on six variables that contribute to the business success namely; financial capital, motivation and goal, social networking, government support, improvisation and adoption of information and communication technology. Questionnaire was used as a method of data collection in this research and has been distributed to 150 women entrepreneurs in Malaysia. Multiple Regression analysis was used to analyze the research hypothesis. Multiple Regression analysis showed that collectively all factors have positive influence on women business success. However, if it indicates individually, motivation and goal and government support factors have no significance influence to women business success. The findings of this study could contribute both theorists and managerial practitioners.

ABSTRAK

Perusahaan Kecil dan Sederhana (PKS) memainkan peranan penting dalam pembangunan ekonomi negara. Terdapat peningkatan jumlah usahawan wanita yang terlibat di dalam sektor ini pada masa kini. Oleh itu, kertas kerja ini membentangkan hasil reka bentuk kajian penyelidikan untuk mengkaji faktor-faktor yang mempengaruhi kejayaan perniagaan usahawan wanita PKS di Malaysia. Kajian ini fokus kepada enam pemboleh ubah yang menyumbang kepada kejayaan perniagaan iaitu; modal kewangan, motivasi dan matlamat, rangkaian sosial, sokongan kerajaan, penambahbaikan dan teknologi maklumat dan komunikasi. Soal selidik telah digunakan sebagai kaedah pengumpulan data dalam kajian ini dan telah diedarkan kepada 150 usahawan wanita di Malaysia. Analisis Regresi Berganda digunakan untuk menganalisa hipotesis kajian. Analisis Regresi Berganda menunjukkan secara kolektif bahawa kesemua faktor mempunyai pengaruh yang positif terhadap kejayaan perniagaan wanita. Walaubagaimanapun, jika ia menunjukkan secara individu, faktor motivasi dan matlamat dan sokongan kerajaan tidak mempengaruhi terhadap kejayaan perniagaan wanita. Hasil kajian ini boleh menyumbang kedua-dua pengamal teori dan pengurusan.

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TABLE OF CONTENTS

Declaration.....	i
Permission to Use.....	ii
Abstract.....	iii
Abstrak.....	iv
Acknowledgement.....	v
Table of Contents.....	vi
List of Tables.....	xii
List of Figures.....	xiv
List of Abbreviations.....	xv

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

1.1	Background of the Study.....	1
1.2	Problem Statement.....	10
1.3	Research Questions.....	21
1.4	Research Objectives.....	22
1.5	Significance of the Study.....	23
1.6	Research Scope.....	24
1.7	Limitations of the Study.....	24
1.8	Definition of Key Terms.....	25
1.9	Organization of the Thesis.....	27

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction.....	29
2.2	Small Medium Enterprise (SME).....	30
2.2.1	Definition of Small Medium Enterprise (SMEs).....	31
2.2.2	The Role of Small Medium Enterprise (SMEs) in Malaysia.....	33
2.3	Entrepreneurship.....	35
2.4	Women Entrepreneurs.....	39
2.5	Business Success.....	41
2.6	Financial Capital.....	44

2.6.1	Financial and Business Success.....	47
2.7	Motivation and Goals.....	48
2.7.1	Motivation and Goals and Business Success.....	52
2.8	Social Networking.....	53
2.8.1	Social Networking and Business Success.....	57
2.9	Government Support.....	58
2.9.1	Government Support and Business Success.....	61
2.10	Improvisation.....	62
2.10.1	Improvisation and Business Success.....	65
2.11	Adoption of Information and Communication Technology (ICT).....	66
2.11.1	Adoption of ICT and Business Success.....	70
2.12	Contingency Theory.....	71
2.13	Summary.....	77

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction.....	79
3.2	Theoretical Framework.....	80
3.2.1	Dependent Variables.....	81
3.2.2	Independent Variables.....	81
3.2.3	Research Hypothesis.....	81
3.3	Operational definitions and measures of variables.....	82

3.4	Research Design.....	86
3.5	Research Population and Sample.....	87
3.6	Sampling Method.....	88
3.7	Questionnaire Design.....	89
3.8	Measurement of Variables.....	92
3.9	Data Collection Method and Procedure.....	94
3.10	Data Analysis Techniques.....	95
	3.10.1 Identifying Outliers.....	96
	3.10.2 Missing Data.....	96
	3.10.3 Screening Normality.....	97
3.11	Factor Analysis.....	98
3.12	Reliability Test.....	98
3.13	Descriptive Analysis.....	100
3.14	Validity and Reliability Test.....	101
3.15	Pearson’s Correlation Analysis.....	102
3.16	Multiple Regression Analysis.....	103
3.17	Summary.....	105

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1	Introduction.....	106
4.2	Data Screening.....	106
4.2.1	Missing data.....	106
4.2.2	Outlier detection.....	106
4.2.3	Response rate.....	108
4.2.4	Normality Test.....	108
4.3	Factor Analysis.....	109
4.3.1	Factor Analysis for Business Success.....	110
4.3.2	Factor Analysis for Financial Capital.....	111
4.3.3	Factor Analysis for Motivation and Goals.....	112
4.3.4	Factor Analysis for Social Networking.....	113
4.3.5	Factor Analysis for Government Support.....	114
4.3.6	Factor Analysis for Improvisation.....	115
4.3.7	Factor Analysis for Information and communication technology (ICT).....	116
4.4	Reliability Analysis.....	117
4.5	Respondents Profile.....	118
4.6	Descriptive Analysis.....	120
4.7	Correlation.....	122
4.8	Regression.....	123
4.9	Hypothesis Testing.....	125
4.10	Summary.....	125

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1	Introduction.....	127
5.2	Recapitulation of the study.....	127
5.3	Discussion.....	128
	5.3.1 Financial capital and business success.....	129
	5.3.2 Motivation and goals towards business success.....	129
	5.3.3 Social networking and business success.....	131
	5.3.4 Government support and business success.....	132
	5.3.5 Improvisation and business success.....	134
	5.3.6 ICT and business success.....	136
5.4	Contribution of the study.....	137
	5.4.1 Theoretical Contributions.....	137
	5.4.2 Managerial Implication.....	139
5.5	Limitation of the study.....	139
5.6	Recommendations from the research.....	141
5.7	Suggestions for Future Research.....	144
5.8	Conclusion.....	146
	REFERENCES.....	148

APPENDICES

LIST OF TABLES

ITEM

1.8	Definition of Key Terms.....	25
2.1	SME Definition Based on the Size of Operation.....	32
3.1	SME definition Based on Number of Full-Time Employees.....	82
3.2	SMEs Definition Based on Number of Annual Sales Turnover.....	83
3.3	Operational definitions.....	83
3.4	Summary of the Questionnaire.....	91
3.5	Likert Scale.....	93
3.6	Item Measure.....	93
3.7	Coeffisien of Cronbach's Alpha.....	99
3.8	The Coeffisien Scale and Relationship Strength of Correlation.....	103
3.9	Summary of Data Analysis Technique.....	104
4.1	Summary of Skewness and Kurtosis value of the variables.....	109
4.2	KMO and Bartlett's Test Business Success.....	110
4.3	Component Matrix of Business Success.....	110
4.4	KMO and Bartlett's Test Financial Capital.....	111
4.5	Component Matrix of Financial Capital.....	111
4.6	KMO and Bartlett's Test for Motivation and goals.....	112
4.7	Component Matrix of Motivation and goals.....	112
4.8	KMO and Bartlett's Test for Social Networking.....	113

4.9	Component Matrix of Social Networking.....	113
4.10	KMO and Bartlett's Test for government support.....	114
4.11	Component Matrix of Government support.....	114
4.12	KMO and Bartlett's Test for Improvisation.....	115
4.13	Component Matrix of Improvisation.....	115
4.14	KMO and Bartlett's Test for ICT.....	116
4.15	Component Matrix of ICT.....	116
4.16	Summary of the reliability result of the study variables.....	117
4.17	Demographic Profile of the Respondents.....	118
4.18	Descriptive Analysis.....	121
4.19	Correlation Analysis.....	122
4.20	Anova.....	124
4.21	Regression Analysis.....	124
4.22	Summary of All Hypothesis.....	125

LIST OF FIGURES

ITEM

2.1	Contingency Theory.....	72
3.1	Theoretical Framework.....	80
4.1	Mahalanobis Distance.....	107

LIST OF ABBREVIATIONS

Abbreviation		Meaning
BNM	=	Bank Negara Malaysia
FEM	=	Federation of Women Entrepreneurs Associate Malaysia
GDP	=	Gross Domestic Product
GEM	=	Global Entrepreneurship Monitor
ICT	=	Information and communication technology
ILO	=	International Labor Organization
KPWK	=	Ministry of Women and Family Development
MITI	=	Ministry of International and Trade Industry
NAAM	=	New Women's Movement Foundation
NAWEM	=	National Association Women Entrepreneurs of Malaysia
NEW	=	New Economic Model
NGOs	=	Non-governmental Organization
RMK6	=	Six Malaysia Plan
RMK9	=	Ninth Malaysia Plan
SME	=	Small Medium Enterprise
SME Corp.	=	Small Medium Enterprise Corporation
SMIDEC	=	Small Medium Industries Development Council

USAHANITA	=	Association of Bumiputera Women Entrepreneurs
WAO	=	Women's Aid Organisation
WEA	=	National Women Entrepreneur Award
WIM	=	Women Institute of Management
WSME	=	Women SME Association of Malaysia

CHAPTER 1

INTRODUCTION

This chapter addresses the introductory part of the research. It basically includes background of the study, statement of the problem, research question, research objectives, significance of the study, research scope, and the limitation of the study.

1.1 Background of the Study

Women constitute a large part of the population of Malaysia (Rozzy, 2009). Great contribution of women to national development has long been recognized. As a wife, mother and children, they are a key pillar in shaping Malaysia generation of more effective and efficient and progressive in future. Women entrepreneurs have contributed significantly to the economic development of the country, both in the jobs created and in the generation of revenue. Even though there is no data about the number of women participation in SMEs, but in the past few decades's women's involvement in small business increased significantly. In fact, there are many women entrepreneurs are increasing in Malaysia (Teoh and Chong, 2008).

Moreover according to Isa and Jusoff (2009), women entrepreneurs play as important role in promoting economic development in Malaysia, as well as help emphasizing employment opportunities. Research has shown the importance of women entrepreneurship has contributed to the overall economic development of the country (Allen, Langowitz, & Minniti, 2007). Although entrepreneurship scholars agree that age,

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