

TECHNOLOGY ADOPTION, SELF-EFFICACY AND ENTREPRENEURIAL BUSINESS SUCCESS

¹Mohd Arpi Ariffien, ²Maheran Zakaria, ³Sharifah Norzehan Syed Yusuf & ⁴Junaidah
Hanim Ahmad

¹ Kelantan State Secretary Office, 15503 Kota Bharu,
Kelantan, Malaysia.

² Universiti Teknologi MARA Kelantan Branch, 18500 Machang,
Kelantan, Malaysia.

³ Accounting Research Institute (ARI), Universiti Teknologi MARA, 18500 Machang,
Kelantan, Malaysia.

⁴ Universiti Teknologi MARA Kelantan Branch, 18500 Machang,
Kelantan, Malaysia.

*Corresponding author: maher835@uitm.edu.my

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ABSTRACT

Background and Purpose: The success and demise of a business venture continuously fascinates the attention of many. Specifically, when it relates to micro-entrepreneurs as they are very vulnerable to business failures. Despite many struggles, there are few who succeed. Intrigued with this scenario, the researchers aim to look for factors that lead to the success of micro-entrepreneurs in their business ventures. Following the Social Cognitive Theory and earlier research, the present study predicts that technology adoption and self-efficacy will influence entrepreneurial business success. Additionally, this study posits that self-efficacy mediates the relationship between technology adoption and entrepreneurial business success.

Methodology: The research employed a survey technique using a quantifiable method. The researchers distributed 350 questionnaires to low-income micro-entrepreneurs in Kelantan, Malaysia. Two hundred forty-five people responded, but only 240 data proceeded for further analysis. The research used SPSS and AMOS version 26 to analyse the data gathered.

Findings: Results indicated that both variables, namely entrepreneurial self-efficacy and technology adoption, significantly influenced business success. Additionally, the results indicated that entrepreneurial self-efficacy significantly mediated the relationship between technology adoption and entrepreneurial business success.

Contributions: The discoveries provide valuable insights to policy makers, poverty agencies, micro-entrepreneurs and the likes in formulating strategies and intervention programs for entrepreneurial success. Indeed, successful entrepreneurs are crucial in elevating the social status of the poor and eradicating national poverty. In addition, it realises the Sustainable Development Goals' agendas that all states in Malaysia are free from poverty by 2030.

Keywords: Business success factors, micro entrepreneurs, self-efficacy, technology adoption.

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1.0 INTRODUCTION

Entrepreneurship is expanding at an exponential rate, creating jobs and enhancing nations' overall economic prospects. Many countries around the world are implementing measures to end poverty that include entrepreneurship, specifically for those in emerging economies. Indeed, the government is supporting low-income household groups with constructive and productive funding so that they can launch successful businesses through a variety of programmes. The benefits of success include being able to generate revenue on one's own, being financially independent, and improving one's life to a decent or higher level.

Entrepreneurs consist of various categories that are micro, small, and medium enterprises (MSMEs). MSMEs are a broad category of firms that contribute significantly to both the domestic and global economies. Micro-entrepreneurs in Malaysia operate very small enterprises with below five full-time workers or less than RM300K in annual turn-over (SME Corporation Malaysia, 2021). Since they are small, the business structure is adaptable and can work in a variety of economic areas.

Data from the Malaysian Department of Statistics showed that MSME has contributed about 38.2 percent of the nation's GDP or an equivalent measure of RM512.8 billion in which smaller firms tend to be less successful than larger ones. Indeed, the growth was at minus 7.3

percent, below Malaysia's Gross Domestic Product (GDP) for the first time over the previous 17 years (DOSM, 2020).

Hence, due to their small size, micro-business owners are more susceptible to the economic downturn than huge firms. As a result, even with government assistance, many businesses fail, especially during the early stage. Zakaria and Nordin (2020) stressed that only 10 percent of the businesses formed by entrepreneurs sustain. Even worse, the Covid-19 pandemic has prevalently impacted the business of micro entrepreneurs. In Malaysia, due to lock down, the Malaysian National News Agency (Bernama) reported that almost 40 percent of micro-entrepreneurs were shut down which resulted in 2 million employees being laid off (Bernama, 2021). Hence, most businesses could not open and operate under usual conditions. However, surprisingly, technology-based businesses thrive and succeed.

As is evident now, the Covid-19 pandemic has adversely impacted the business of micro-entrepreneurs. According to earlier studies, smaller firms tend to be less successful than larger enterprises (Radzi et al., 2017; Suminah & Anantanyu, 2020). The absence of resources, notably management and financial resources is responsible for this. They are unprepared for such disruptions or to deal with any volatility. The aforementioned problems have drawn the attention of numerous academics and researchers who are trying to come up with creative answers as to what causes micro-entrepreneurs to succeed.

To date, numerous variables have been suggested as predictors of SME business success to this point. However, there are no agreed-upon answers, and research findings are thus mixed. Furthermore, insufficient attention has been paid to microbusiness owners. Indeed, small and micro-enterprises may have different success determinants. These factors, in fact, have less tendency to draw attention to the background of a new regular routine that has changed people's everyday lives. Hence, the aim of this research is to predict the determinants of business success for micro-business owners pertinent to the current scenario.

Prior studies have predicted many factors that influence business success. For example, according to the Social Cognitive Theory, personal factors manifested by behaviour and cognitive ability would lead to positive performance (Bandura, 1986). In this study's context, positive performance is construed to business success. After reviewing the literature, the researchers found that prior studies indicated personal factors, namely entrepreneurial self-efficacy, are related to business success (Suminah & Anantanyu, 2020; Zakaria et al., 2020). In addition, many studies predicted that entrepreneurs who adopted technology in their business ventures are more probable to succeed (Ndofirepi et al., 2018; Sardar et al., 2020). Also, prior

studies have proven that entrepreneurial self-efficacy mediates the relationship between technology adoption and business success (Ndofirepi et al., 2018; Sardar et al., 2020).

Following the Social Cognitive Theory (Bandura, 1986) and previous studies (Ndofirepi et al., 2018; Sardar et al., 2020; Suminah & Anantanyu, 2020; Zakaria et al., 2020), the objectives of this study are to investigate:

1. The relationship between self-efficacy and technology adoption on the success of micro-entrepreneur's business.
2. The relationship between technology adoption on micro-entrepreneurial self-efficacy.
3. The role of entrepreneurial self-efficacy in mediating the relationship between technology adoption and micro-entrepreneurs' business success.

2.0 LITERATURE REVIEW

2.1 Social Cognitive Theory

Albert Bandura postulated the Social Cognitive Theory in 1986. The theory offers a model for comprehending and anticipating modifications to performance improvement or behaviour. It describes how personal elements (cognitive, affective, and biological processes) would interact to produce human behaviour. Prior studies have regularly used the theory as an underlying model, and it has successfully forecasted behavioural or performance (Lex et al., 2020; Obschonka & Stuetzer, 2017). For example, self-efficacy is a cognitive factor, while technology adoption is knowledge and behavioural in nature. Following previous research, the social cognitive theory is also used in this study to forecast human performance, namely the success of micro entrepreneurs' businesses.

2.2 Entrepreneurial Business Success

Entrepreneurship produces new businesses, resulting in new jobs and a supply of goods and services. Successful entrepreneurs would have a substantial impact on the economy and society, whether at the local, national, or international levels (Zakaria & Nordin, 2020). Other findings from research is that economic growth needs contribution from small business entities (Zakaria et al., 2020). Hence, the preservation and success of SMEs play a crucial role in fostering a robust business environment and sustaining economic stability (Zakaria, 2009). Strengthening the business success is one of the effective ways of eradicating poverty and thus contributing to the national economy.

The micro-entrepreneurs' success has been defined in multiple approaches. Successful micro-entrepreneurs are those who can survive or sustain themselves in business. In the context of the present study, business success denotes the degree of success perceived by micro-entrepreneurs based on numerous aspects. The aspects include their happiness with the business and their satisfaction with the growth and expansion of the business. The literature has shown that a variety of elements contributed to the micro-entrepreneurial business's success. Some of them are the owner's characteristics, namely self-efficacy (Suminah & Anantanyu, 2020; Zakaria et al., 2020) and technology adoption (Ndofirepi et al., 2018; Sardar et al., 2020).

2.3 Entrepreneurial Self-Efficacy

Self-efficacy is proposed by Social Cognitive Theory which focuses on cognitive-behavioural psychology (Bandura, 1986). Bandura (1986) coined that an individual can adapt and self-regulate to reach his or her desired future, of hope, dream and expectation. In the face of difficulties, the ability of retaining confidence is known as a key to success in many positions. Under this approach, the two main determinants of actions are perceived self-efficacy and anticipated results. In this study, the anticipated result is the business success.

Self-regulation includes the cognitive processes that enable people to control, guide, assess, and modify their behaviour in order to progress toward significant objectives (Baron et al., 2016). It is often described as the willpower or confidence of an individual to carry out demanding tasks and personal life activities. Bandura's (1977) claimed that self-efficacy is the key theory of self-regulation. In general, it describes a person's conviction that he or she has the skills and confidence to carry out particular behaviour or tasks in achieving his/her goals. The theory posits that self-efficacy enhances performance.

Self-efficacy is one's belief of his/her capabilities in organising, handling and executing tasks. The construct is one of the psychology constructs developed by Albert Bandura in the 1970's which became the most highly researched in psychology. Self-efficacy belief for long term goals is a promising construct being recently used in the extant employee and entrepreneurial performance literature. For example, based on goal-setting theory, Baron et al. (2016) found self-efficacy as an indirect predictor of firm performance through goal difficulty under the condition of self-control. Similarly, Nguyen et al. (2017) found self-efficacy belief as the significant conditional factor on the relationship between adaptive and proactive behaviours and employee performance in the medical sector. In a similar vein, Palmer et al. (2019) indicated that self-efficacy is an important element in business performance. Many

studies in education found that self-efficacy is a mediator to students' excellent performance (Larsen, 2018; Palazzolo, 2016).

Entrepreneurial self-efficacy is the conviction in one's competence to carry out the tasks necessary to achieve efficiency and increase productivity. According to several researchers, self-efficacy is a general trust in one's abilities to complete any imaginable task and comprehend its implications (Afolayan et al., 2015), which is compatible with the idea of self-efficacy put forth by Bandura (1986).

How entrepreneurs think and act becomes a prevalent issue for policymakers, scholars and academics. Indeed, this belief is the utmost vital, whereby entrepreneurs will set their mind that they can succeed (Lex et al., 2020). Entrepreneurial self-efficacy has thus arisen as a significant psychological factor in entrepreneurship study to enhance entrepreneurial motivation, purpose, activities, and outcomes (Miao et al., 2017). Additionally, because of the expanding influence of entrepreneurial philosophy and activity on successful entrepreneurial results, entrepreneurial self-efficacy is becoming more and more significant to small business scholars (Lex et al., 2020).

2.4 Self-Efficacy and Micro-Entrepreneurial Business Success

Self-efficacy is a cognition mindset. It reflects how strongly someone feels that they can carry out the duties of entrepreneurship (Cumberland, 2017). Possessing a strong sense of efficacy will promote human achievement. Bandura (1986) articulated the most important characteristic which distinguishes people with high and low levels of self-efficacy is that the former is fast to bounce back from setbacks and relentless in their actions. Indeed, he passionately pursues success.

Besides, many empirical studies supported that self-efficacy relates to positive outcomes (Khan et al., 2021; Palmer et al., 2019; Suminah & Anantanyu, 2020). For example, Khan et al. (2021) carried out a study to evaluate the impact of 722 Malaysian university students' entrepreneurial self-efficacy on their successful business. The results revealed that student self-efficacy has a substantial impact on successful entrepreneurs. As a final finding, Palmer et al. (2019) discovered that self-efficacy significantly influences the outcome of the firm.

Suminah and Anantanyu (2020) studied how 304 female micro-business owners' levels of self-efficacy affected their success. They discovered a favourable connection between the factors. Therefore, emulating Social Cognitive Theory and literature (Khan et al., 2021; Palmer et al., 2019; Suminah & Anantanyu, 2020), this study posits the following hypothesis.

H1: Self-efficacy positively relates to entrepreneurial business success.

2.5 Technology Adoption

It is a fact that Covid-19 pandemic is causing many people to shop online which increases the uptake of e-commerce and necessitates greater adoption of technology by small businesses. Adopting the technology will also improve business partnerships with present clients and foster more trust via mutual assistance, while also discovering and utilising potential new clients (Radzi et al., 2017). Although industries and businesses may implement different modes of social networking, online payments, digital marketing, and e-commerce, adopting technology is vital for the existence and viability of micro enterprises.

Small firms can use technology for internal and external communication using a variety of platforms. This is quite beneficial because it gives the business a thorough understanding of its surroundings. One of the most valuable advantages of technology is the ability to advertise to millions of individuals with only the press of a button (Palmer et al., 2019). The abundance of social media platforms, such as Facebook, Twitter, Instagram, WhatsApp, and YouTube, is accessible for all of this.

Consequently, generating business and increasing visibility become simple. Adoption of technology, whether it be computers or mobile phones, opens the door to a huge amount of conveniently readily available information (Phonthanukitithaworn et al., 2019). Indeed, technology has a big impact on how businesses operate. For example, it can expedite effective information flow and facilitate communication, which are both essential for business success.

As a result, generating business and increasing awareness is simple. Adoption of technology, whether it be computers or mobile phones, opens the door to a large amount of conveniently accessible information. As a result, technology has a big impact on how businesses operate. For example, it can speed up communication and enable effective information flow, both of which are crucial for corporate success. Micro-entrepreneurs should be flexible to deal with any uncertainties and economic vibrations because they are crucial parts of the ecosystem of the digital economy; thus, they must accept, transform and innovate their technical capabilities in order to survive.

2.6 Technology Adoption, Self-Efficacy, and Entrepreneurial Business Success

Indeed, even a tiny business can efficiently reach a wider spectrum of clients by utilising at least basic technology platforms and gadgets. As such, using contemporary technology to improve communication and customer satisfaction is even more essential for micro-business

owners. Numerous studies have emphasised the importance of adopting new technologies in raising self-efficacy among entrepreneurs (Lex et al., 2020; Suminah & Anantanyu, 2020) and the success of small businesses (Afolayan et al., 2015; Phonthanukitithawon et al., 2019; Radzi et al., 2017).

Afolayan et al. (2015) investigated the link between technology adoption and business success. They conducted a survey on 161 business enterprises in Lagos, Nigeria. The results indicated a promising relationship between adopting technology and the success of micro-entrepreneurs. Thus, higher technology use increases the chances of entrepreneurial businesses to succeed. In another study by Phonthanukitithawon et al. (2019), they examined success factors for online business in Bangkok, Thailand. The respondents consisted of 180 online netizens. This prior study indicated that advertising using social media as the platform is vital for business success. Furthermore, they also revealed that the relationship between technology adoption and business success would be mediated by self-efficacy.

Radzi et al. (2017) performed a study to identify the elements that small business owners will find successful. They gathered information via questionnaires from 199 small business owners who participated in the Federal Land Development Authority (FELDA) scheme in Malaysia. Utilising the partial least square (PLS) technique, the findings showed that the usage of technology is associated with small-business success. Additionally, earlier studies showed that self-efficacy mediates the relationship between technology adoption and firm success (Radzi et al., 2017; Phonthanukitithawon et al., 2019).

Consequently, adopting the Social Cognitive Theory and earlier research, the study hypothesises that:

H2: Technology adoption positively relates to self-efficacy.

H3: Technology adoption positively relates to entrepreneurial business success.

H4: Self-efficacy mediates the relationship between technology adoption and entrepreneurial business success.

Emulating Social Cognitive Theory and previous studies, the researchers proposed the following research framework.

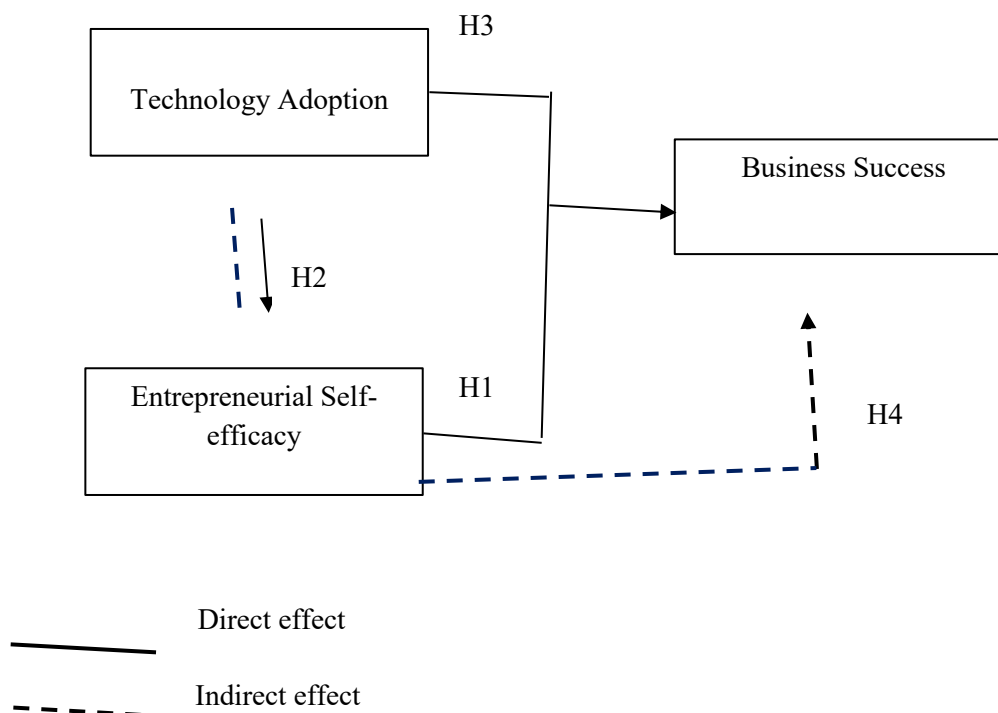


Figure 1: Research framework

3.0 RESEARCH DESIGN

3.1 Population and Sample

The participants of this study were Kelantan-based micro-business proprietors. The study concentrated on Kelantan because the statistics showed that the state recorded the highest poverty increment in 2020 with 8.8 percent, which was from 12.4 percent in 2019 to 21.2 percent in 2020. Because of this, the researchers were motivated to help the micro-entrepreneurs in the state to succeed and thus assisting the state to reduce its level of poverty. The number of SMEs in Kelantan for the year 2020 was 60K (DOSM, 2020). Based on the G-power calculator, the sample size required for two predictors was 107 people. However, following Saidon's (2012) work, the researchers distributed more questionnaires (multiply by three) by taking into consideration that the respondents are less likely to respond.

Emulating Radzi et al. (2017), the researchers distributed the questionnaire to the respondents, based on purposive sampling with one prerequisite condition that only micro-business owners who operate for more than one year. After omitting incomplete and similar pattern of responses, only 240 were proceeded for further analysis.

3.2 Measurement

The researchers utilised business success, technology adoption, and entrepreneurial self-efficacy for the study variables. Fifteen question-items modified from Radzi et al. (2017) were used by the researchers to evaluate the performance of their enterprise. The items consisted of the expansion of business sales, income, the number of products sold, perceived business success, and business growth. However, the former study used the measurement to measure business performance of small business enterprises while the present study would assess the context of micro-entrepreneurship business success. The measuring items are rated on a scale of 1 to 7, or strongly disagree to strongly agree.

To evaluate technological adoption, the researchers also used the measurements from Radzi et al. (2017). The measurements took into account an entrepreneur's use of websites, email, and online shopping. They also covered using the internet to research market trends, as well as using online services to conduct banking transactions, apply for licences, pay taxes, and other business activities. The researchers also employed the continuum of measurements from 1 (strongly disagree) to 7 (strongly agree).

Additionally, the researchers used eight question-items from Chen et al. (2001) to measure self-efficacy. The self-efficacy items in this study would ask the respondents to rate their level of confidence in carrying out several business-related tasks. Eight question-items from a measurement scale developed and tested by Chen et al. (2001) have been modified for the purpose of the present study. On the basis of the expert panel's validation and questionnaire stage pretesting, revisions were made to these measurement items. These items' measurement scales vary from 1 (strongly disagree) to 7 (strongly agree).

4.0 ANALYSIS AND DISCUSSION

The researchers employed SPSS and AMOS version 26 in analysing the data. The researchers evaluated the demographic profile of the respondents by using descriptive and frequency analysis. Findings showed that the respondents consisted of 100 men (41.7 percent) and 140 women (58.3 percent) entrepreneurs. Besides, 164 or 68.3 percent of them were married, followed by 52 divorcees, widows, or widowers, and the remaining 22 people, or 10 percent were single. Most of them (102 or 42.5 percent) were in the 20 to 30 age range, followed by the 31 to 40 age range (79 or 32.9 percent), above 50 of age (29 or 12.0 percent), and under the age of 20 years (9 or 3.8 percent). Additionally, the majority of the participants had the highest level of education of high school (131 or 54.6 percent), followed by a certificate or diploma

(84 or 35.8 percent). The entire samples were Malay. The respondents' profile is depicted in Table 1.

Table 1: Respondents' profile

Gender	Number	Percentage	Marital Status	Number	Percentage
Women	140	58.3	Single	24	10.0
Men	100	41.7	Married	164	68.3
			Divorcee/widow/ Widower	52	21.7

Age	Number	Percentage	Level of Education	Number	Percentage
Less than 20 years	9	3.8	High school	131	54.6
20 - 30 years	102	42.5	Certificate/Diploma	86	35.8
31 - 40 years	79	32.9	Degree	23	9.6
41 - 50 years	21	8.8	Master	0	0
More than 50 years	29	12.0			

N = 240

4.1 Measurement Model

The data were measured in two parts: measurement and structural models. The researchers evaluated the measurement model in the first part. The measurement model shows how latent variables and its indicators are related. In this stage, the researchers measure the validity and reliability of data. The findings showed that all factor loading values were more than 0.50 and the composite reliability (CR) values were above 0.70; thus, it fulfils the specified requirements as suggested by Bagozzi et al. (1991).

In addition, the findings showed that the Average Variance Extracted (AVE's) values surpassed 0.50 (Hair et al., 2013). In conclusion, all values satisfied the convergent validity requirements. Since the data satisfied the criteria for validity and reliability, further analysis was undertaken. The convergent and validity analyses are depicted in Table 2.

Table 2: Convergent and validity analysis

Construct	Items	Loading	AVE	CR
Business Success (BS)	Business Success (BS1)	0.804	0.722	0.876
	Business Success (BS 2)	0.865		
	Business Success (BS 3)	0.803		
	Business Success (BS 4)	0.728		
	Business Success (BS 5)	0.769		
Self-efficacy (SE)	Self-Efficacy (S-E1)	0.872	0.712	0.852
	Self-Efficacy (S-E2)	0.920		
	Self-Efficacy (S-E3)	0.820		
	Self-Efficacy (S-E4)	0.769		
	Self-Efficacy (S-E5)	0.718		
	Self-Efficacy (S-E6)	0.845		
	Self-Efficacy (S-E7)	0.872		
	Self-Efficacy (S-E8)	0.942		
Technology Adoption (TA)	Technology Adoption TA1	0.926	0.845	0.865
	Technology Adoption TA2	0.945		
	Technology Adoption TA3	0.911		
	Technology Adoption TA4	0.942		

Discriminant validity is a different measurement for validity. The researchers used the Fornell-Larcker criterion to evaluate the discriminant validity. The diagonal of the correlation matrix displays the square roots of the AVE coefficients. As proof of discriminant validity, each construct's AVE should have a square root bigger than its highest correlation with any other constructs (Hair et al., 2013). All of the values for the cross-loading criterion were lower than the correlation matrix along the diagonal, establishing discriminant validity for the study's constructs. Findings of the correlation between constructs are shown in Table 3.

Table 3: Discriminant validity Fornell-Larcker

	Business Success	Self-efficacy	Technology Adoption
Business Success	0.843		
Self-efficacy	0.612	0.845	
Technology Adoption	0.214	0.175	0.912

4.2 The Goodness of Fit Test

Next, the researchers tested whether the model is fit for a set of observations. Hair et al. (2013) suggested the use of the minimum of three fit indices to ensure that the model fits the data. Results indicated that all Adjusted GFI (AGFI), Goodness of Fit Index (GFI), Comparative Fit Index (CFI) and Tucker Lewis Index (TLI) values were above 0.9 as suggested by Bentler (1990) and Kline (2005). Meanwhile, the Root Mean Square Error of Approximation (RMSEA) was less than 0.08 as suggested by Browne and Cudeck (1993) and Kline (2005). The goodness of fit indices are essential to ensure that the model is in a relatively good fit. After fulfilling the goodness of fit test, data were analysed in Structural Model for hypothesis testing. Table 4 depicts the results of the Goodness of Fit Index.

Table 4: Goodness of fit index

The Goodness of Fit Index	Results
Adjusted Goodness of Fit (AGFI)	0.922
The Goodness of Fit Index (GFI)	0.932
Comparative Fit Index (CFI)	0.950
Tucker Lewis Index (TLI)	0.945
Root Mean Square Error of Approximation (RMSEA)	0.042

4.3 Hypotheses Testing

The researchers put the hypotheses to the test. The findings were determined to be substantial and in agreement with all of the proposed hypotheses. According to Byrne (2010), the acceptance of the hypothesis is when the critical ratio value should be over 1.96 and the probability (p) value should be lower than 0.05. The findings of the current study demonstrated a significant relationship between self-efficacy and business success (z value = 4.562, $p < 0.01$). The findings were consistent with earlier research that looked at the link between the factors (Khan et al., 2021; Palmer et al., 2019; Suminah & Anantanyu, 2020). Additionally, it demonstrated that entrepreneurs' chances of success increased as they developed a greater sense of self-efficacy or self-belief. This suggests that the likelihood of a business succeeding increases with the level of entrepreneurial self-efficacy. Therefore, having confidence in one's abilities will increase his self-efficacy that he can succeed in the business venture

The findings for the second hypothesis revealed that the z-value was 4.010 $p < 0.01$, indicating that the technology adoption had a positive and substantial impact on entrepreneurial self-efficacy (Lex et al., 2020; Suminah & Anantanyu, 2020). The findings also showed a

favourable connection between self-efficacy and technology adoption. The outcomes were similar with earlier research done by (Afolayan et al., 2015; Phonthanakitithawon et al., 2019; Radzi et al., 2017). In other words, entrepreneurs are more likely to become self-efficacious the more they incorporate technology into their business. In fact, embracing technology at the early era of technology was not a luxury but a need. Therefore, the more that business owners incorporate technology, the stronger their self-efficacy will be.

Additionally, the third hypothesis indicated that there is a link between the use of technology and business success (z value = 5.670, $p < 0.01$). The findings also supported earlier research by indicating that entrepreneurs were more likely to succeed in running successful businesses when they used technology at a higher rate (Lex et al., 2020; Suminah & Anantanyu, 2020; Phonthanakitithawon et al., 2019; Radzi et al., 2017; Afolayan et al., 2015). Therefore, the more technology entrepreneurs use, the more probable it is that their business will prosper. Indeed, individuals who reject technology will fall behind and battle for survival. The outcomes of the hypothesis testing are shown in Table 5.

Table 5: Hypotheses testing

Hypothesis	Estimate	S.E.	P
H1 Self-efficacy → Business Success	.372	.066	.000
H2 Technology Adoption → Self-Efficacy	.212	.053	.000
H3 Technology Adoption → Business Success	.331	.072	.000

4.4 Self-efficacy as a Mediator (Direct and Indirect Effect)

To determine the mediation effect, the researchers evaluated the total effects, direct and indirect effects. The findings indicated that the direct effect between technology adoption and entrepreneurship self-efficacy was 0.137. Additionally, the direct effect between technology adoption and business success was 0.126. The indirect impact of technology use on entrepreneurship self-efficacy and business success was 0.263. To ensure whether the mediation is partial or fully mediated, the researchers used the recommendation of Mathieu and Taylor (2006). They suggested if both direct and indirect effects are significant, the relationship is partially mediated. Meanwhile, if the direct effect is insignificant but the indirect effect is significant, it reflects a full mediation. The outcomes also supported earlier literature (Radzi et al., 2017; Phonthanakitithawon et al., 2019).

Thus, the findings supported earlier research (Radzi et al., 2017; Phonthanukitithawon et al., 2019) in which self-efficacy acts as a mediator in the relation between technology adoption and business performance. Hence, entrepreneurs who are high in technology adoption will be highly self-efficacious and thus succeed in their business ventures. The outcomes of direct and indirect effects are shown in Table 6.

Table 6: Direct effect, indirect effect and total effect

Hypothesis 4	Direct Effect	Indirect Effect	Total Effect	Degree of Mediation
Technology adoption → self-efficacy → business success	0.137**	0.126**	0.263**	Partial

Additionally, technology adoption has a significant indirect impact on business success through self-efficacy (indirect effects: 0.126, 95 percent lower bootstrap CI =.177, upper bootstrap CI=0.077, $p < 0.01$). As such, the relationship between technology adoption and business success is partially mediated by self-efficacy. Table 7 depicts the result of hypothesis testing on self-efficacy as a mediator. Figure 2 depicts the hypothesised relationship.

Table 7: Self-efficacy as a mediator

Prediction → Mediator → Criterion	Indirect effect	Lower CI	Upper CI	Support
TA—SE- BS	0.126	-0.177	-0.077	Yes

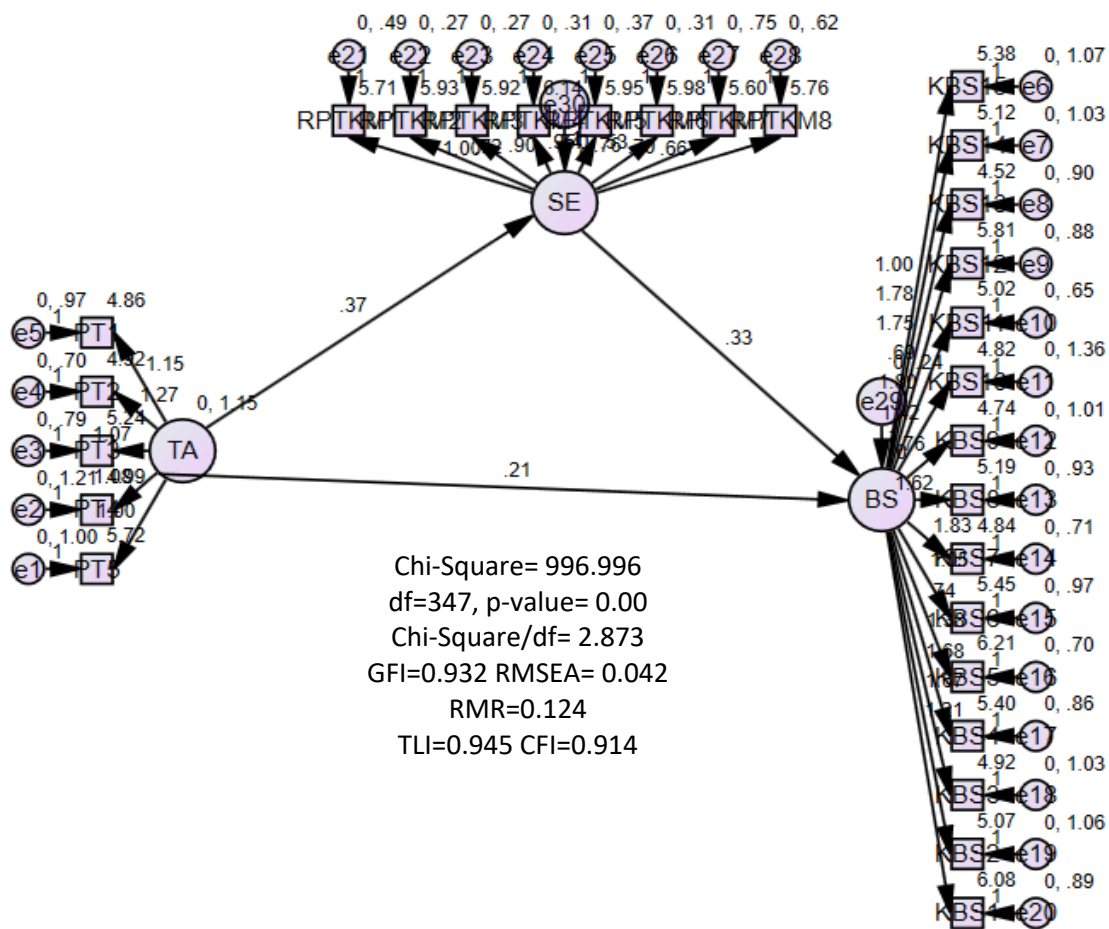


Figure 2: Hypothesised relationship

5.0 CONCLUSION

The results demonstrated that entrepreneurial self-efficacy and technology adoption affected the success of micro-entrepreneurs in their business ventures. The outcomes also demonstrated that technology adoption has an impact on entrepreneurship self-efficacy. Self-efficacy will also act as a mediating factor in the relationship between technology adoption and business success. The findings recognized the usefulness of technology in the 21st century as technology adoption is crucial for a firm to grow and prosper. Additionally, gaining technology knowledge would boost entrepreneurs' confidence in their abilities. It is indeed true that self-efficacious business owners have a higher chance of success. The findings offer insightful information to academicians, government officials, legislators, and others about the value of technology and self-efficacy in pursuing success of business ventures. The discoveries would therefore meet the anticipated outcomes and thus expedite the success of micro-entrepreneurs.

5.1 Implication to Academic

The study broadens our knowledge base by highlighting the significance of technology adoption and self-efficacy for entrepreneurial firms. The study also contributes to the literature by indicating that entrepreneurs who accept technology will grow self-efficacy and thus succeed in their ventures. Last but not least, the study supports and validates the social cognitive theory, which holds that behaviour and cognitive personal variables contribute to one's success in business.

5.2 Implication to Management

The study has implications on how the government might assist underprivileged micro-entrepreneurs by offering them business and technical training. The training will give the business owner the necessary technological know-how and self-confidence to hasten their achievement and prosperity. The study also conveys to micro-entrepreneurs the significance of learning technological skills in the quest for business success. They should also have self-confidence or self-efficacy, which is the belief that they can succeed, grow, and flourish.

5.3 Limitation and Recommendations for Upcoming Research

The study identified few problems even though it has made several contributions. The study was first and foremost quantitative in nature. As a result, it did not examine how and why businesses succeed. This study recommends that future research takes a qualitative approach in order to overcome this methodological restriction. An in-depth analysis will result from the qualitative study's extensive investigation of the phenomenon's causes and mechanisms; thus, providing a comprehensive grasp of the phenomenon and improving the understanding of business performance. Second, in addition to personal variables, previous research has suggested that a variety of social and environmental elements will affect business success. Future research should look into these aspects, so that various interventions can be started to support micro-entrepreneurs in general and those from underprivileged groups in particular. Finally, the study was conducted in Kelantan, which is one of the states in Malaysia. The result might diverse if it is performed in other culture or locations. In order to enhance the findings' generalizability, the researchers recommend a cross-cultural study in the future.

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