DEVELOPING SUSTAINABLE GROWTH MODEL FOR WOMEN ENTREPRENEUR IN MALAYSIA: CASE STUDY IN JOHOR BAHRU

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To my “mak” and siblings, for all thoughts and love
To my “Mie”, for encouragement, support and love
     To my only friend, for the magic sense
I pray all of you with the greatest blessing from Allah,
     this is the glory
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ABSTRAK

Kajian ini telah dijalankan bagi membangunkan satu model pembangunan berterusan untuk usahawan wanita Malaysia. Selain itu, kajian ini juga bertujuan untuk mengenal pasti faktor – faktor kejayaan usahawan wanita, tahap pertumbuhan yang mampan perniagaan mereka dan juga faktor kejayaan yang paling mempengaruhi tahap pembangunan berterusan ini. Kajian ini telah dijalankan di kalangan usahawan wanita daripada semua jenis industri di Johor Bahru. Soalan ujikaji direka untuk mendapatkan tindakbalas yang sesuai bagi memenuhi objektif penyelidikan. Pengumpulan data utama telah dilakukan melalui soal selidik kuantitatif. SPSS 15.0 telah digunakan untuk analisis data. Min ujian perbandingan telah digunakan untuk menganalisa skor min bagi setiap pembolehubah bebas. Regresi berganda telah digunakan untuk membangunkan model pembangunan yang berterusan bagi usahawan wanita di Malaysia. Hasil daripada kajian ini telah mendapati bahawa ada tujuh faktor penting yang menyumbang kepada pembangunan yang berterusan bagi usahawan wanita di Malaysia iaitu; kewangan, semangat, keputusan strategik, jaringan hubungan, inovasi, polisi kerajaan, dan juga matlamat kendiri.
This research was conducted to develop the sustainable growth model for women entrepreneur in Malaysia. Moreover, this research also intended to identify the success factors of women entrepreneurs, the level of sustainable growth of their business and also the most influencing factor those affect the level of sustainability growth. This research was conducted among women entrepreneurs from all types of industries in Johor Bahru. Research question were designed to obtain the appropriate response to meet research objectives. The primary data collection was done through quantitative questionnaire. SPSS 15.0 was used for data analysis in their research. Mean comparison test was used to perform mean score analysis for each independent variable. Multiple regression was used in order to develop sustainable growth model for women entrepreneur. There are seven factors found for sustainable growth for women entrepreneurs in Malaysia were; financial, spirituality, strategic choices, social capital, innovation, government policy, and personal goals.