



**“FACTORS AFFECTING THE PERFORMANCE OF BUMIPUTERA SMEs IN
MELAKA”**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"**

I, MUHAMMAD AZLAN BIN ZULKIFLI, (I/C Number: 920801-05-5143)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Date: 6th July 2015

(Head of Program)

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTORS AFFECTING THE PERFORMANCE OF BUMIPUTERA SMEs IN MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, University Technology Mara.

Thank you.

Yours sincerely,

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ABSTRACT

The purpose for this quantitative research is to study the factors that affect the performance of Small Medium Enterprises (SMEs) in Melaka. There were five variables used in this research to collect quantitative data from the subjects which were effective entrepreneurship, appropriate human resource, the use of marketing information, information technology and the performance of the company. The respondents of this study consist of bumiputera SMEs in Melaka. The data for this research were collected by questionnaires that given to the respondents. 140 questionnaires were distributed randomly to the entrepreneurs to identify whether there is a relationship between independent variables and dependent variable. Then, the data were analyzed using frequency analysis, reliability analysis, Pearson's Rank Correlation Coefficient and multiple linear regressions. Results of the study show that there is positive significance for the variables. The results also indicate that the use of marketing information and appropriate human resource are independent variables that contribute in SMEs performance in Melaka ($\beta = 0.361$, $p = 0.000$) and ($\beta = 0.314$, $p = 0.003$).

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