



اوبورسيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

**FACTORS AFFECTING THE PERFORMANCE OF SINGLE
MOTHER ENTREPRENEUR IN KUCHING**

**NUR FADZILAH BINTI ALI
(2014181007)**

**Presented to the Faculty of
FACULTY OF BUSINESS MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
MARKETING**

DECEMBER 2016



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MOTHER ENTREPRENEUR IN KUCHING**

**NUR FADZILAH BINTI
(2014181007)**

**SUBMITTED FOR THE FULLFILMENT OF THE
REQUIREMENT FOR THE DEGREE BACHELOR OF
BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

JANUARY 2017

UNIVERSITI TEKNOLOGI MARA


ORIGINAL LITERATURE WORK DECLARATION

Name of Student : Nur Fadzilah Binti Ali
Registraion Matric No : 2014181007
Name of Degree : Bachelor of Business Administration (Hons.) Marketing
Title of Research Project : The Factors Affecting The Performance of Single
Mother Entreprenur

Field of Study : Marketing

I do solemnly and sincerely declare:

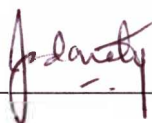
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Date: _____

Student's Signature

Solemnly declared before,



Date: _____

Advisor's Signature

Name : IRDAWATY JAYA
Designation : LECTURER

LETTER OF TRANSMITTAL

6th Jan 2016

Ms. Irdawaty Bt Hj Jaya

Research Advisor,

Bachelor of Business Administration (Hons.) Marketing

Faculty of Business Management

Universiti Teknologi MARA, Samarahan Campus 1

Sarawak.

Dear research advisor,

SUBMISSION REPORT OF PROJECT PAPER (MKT669)

I am pleased to present to you my research report for this Project Paper (MKT669) entitled “The Factors Affecting The Performance of Single Mother Entrepreneur” as a requirement of Bachelor in Business Management program of UiTM. The main objective of the research is to investigate the factors that influencing the performance of single mother entrepreneur in Kuching. Thank you.

Yours sincerely,

.....

(NUR FADZILAH BINTI ALI)

2014181007

ABSTRACT

This paper focuses on two core objectives. Firstly, to examine the relationship between the two factors; economic and social factors towards the performance of single mother entrepreneur. Secondly, to identify what is the most dominant factors that influence the performance of single mother entrepreneur. This study is focuses on the single mother entrepreneur mainly in Kuching.

This study is a correlational research design with a close ended questionnaire. The framework for this study is using a model developed by Wube (2010) and Hishammuddin (2004) which is the factors that influences the performance of single mother entrepreneur and success performance. The sample for this study consisted of 76 single mother entrepreneur in Kuching. The research present the following three research findings.

First, there is a significant relationship between economic factors and success performance. Second, there is a significant relationship between social factors and the factors of success performance. However, even though both independent are significant, the correlation value of economic factors is lower compared to social factors. Third, it can be said that the social factors tend to influence the performance of single mother entrepreneur and it is the most dominant factors that affecting the performance of single mother entrepreneur. Finally, the research also provides several suggestions and recommendations in terms of methodology and sampling technique based on the result which is in order to improve future research.