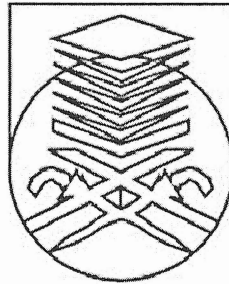


UNIVERSITI TEKNOLOGI MARA



**“THE ENTREPRENEUR CONSTRAINTS AND
QUALITY PERFORMANCE IN BATIK INDUSTRY,
KUALA TERENGGANU”**

AIN NATASHA BINTI ABDULLAH

NUR HAZIMAH BINTI AHMAD

NURUL ‘ATIRAH BINTI MD ISA

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ABSTRACT

Batik handicraft is one of the oldest industries in Malaysia and contributes to the Malaysian economic well-being by first. The main purpose of this study is to identify the constraints to produce batik towards Malaysian Tourism Industry. This study was carried out in the district of Kuala Terengganu, in the state of Terengganu, Malaysia and targeted the batik handicraft entrepreneur enterprise. The key findings reveal the batik entrepreneur evaluation about the constraints that arise in Kuala Terengganu and its effect to the batik quality performance. The findings from this research also reveal if there any relationship between the batik entrepreneur constraints which is the raw material constraint, labor constraint and capital and credit facilities constraint toward the batik quality performance.

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TABLE OF CONTENT

AUTHOR DECLARATION	i
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ORGANIZATION OF STUDY	ix
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	2
1.4 Objective of Study	4
1.5 Study Framework	4
1.6 Hypothesis	5
1.7 Definition of Term	5
1.8 Research Scope	6
1.9 Significance of Study	7
1.11 Conclusion	8
CHAPTER TWO: LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Batik Industry in Malaysia	10

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

In the chapter one, explain the background of the handicraft especially batik. Discussion also, describe the definition of batik and historical of batik in Terengganu. Handicraft entrepreneur was having problem in producing batik which is focus on supply constraint. The outline of this study was to investigate the objective of the research and provided the research question to solve the problems that arise. This research was conduct at Terengganu because most of batik industry was found in Terengganu.

1.2 BACKGROUND OF STUDY

The glory of craft industry primarily in Terengganu was alleged to have been at least 300 years and this industry began with the sultan's palace court recognized and elevated artisanship to one social class higher and employed them as palatial court artisan specifically conferred with the title of protector of certain art (Sharih Ahmad, 2013). (Wan Nor Syahida, 2013) define handicraft as hand-made articles, which was produce by crafts men with or without tools, simple instruments or implement operated by the craftsman mainly by hand such as batik, songket, ceramic, wood carving, bamboo-craft, rattan, mengkuang, and textile.

(Mansoureh Rajabi, 2013) state the history of Batik and how long this method of decorating cloth has been practiced was difficult to establish with accuracy. They added that fragments of fabric decorated with resist technique have been found in