

Universiti Teknologi MARA

**An Analytic Hierarchy Process (AHP) Model for
Determining Factors Affecting Entrepreneurship
and Business Sustainability in Malaysia**

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STUDENT'S DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

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ABSTRACT

Nowadays, business or entrepreneurship has become the most chosen vocation in the society. Sustainability is one of the aspects which is progressively essential for the society especially in the creation of entrepreneurship and business ventures. Sustainability, which relates to profitability, productivity and financial performance to last in time, is important for entrepreneurship and business as it reflects the ability of a corporation. The factors which are related to entrepreneurship and business sustainability are environment, business factors, behavior and human relations. All these factors are considered as the criteria and each criterion has its own subcriteria. This study focuses on analyzing and ranking the criteria and subcriteria that affect entrepreneurship and business sustainability. Analytic Hierarchy Process (AHP) has been used to analyze the data, which consists of responses from seven experts who compared the relative importance in all the criteria and subcriteria. The results show that behavior factor is the most important criterion in business sustainability, followed by business factor, human relations and environment factor. Meanwhile, motivation is shown to be the most important subcriterion in the behavior factor. For the business factor, business management is ranked first. Leadership is the most important element in human relations and finally, social awareness has the highest rank for the most important element in the environment factor.

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