



**THE ROLES OF SELF-EFFICACY TOWARD MICRO-ENTREPRENEURS'  
COMPETENCY IN MALAYSIA**

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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONORS (INTERNATIONAL BUSINESS)  
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“DECLARATION OF ORIGINAL WORK”**

I, Nuralina Binti Mustamam, (I/C Number: 940124-08-5940)

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: 7<sup>th</sup> January 2020

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Nuralina Binti Mustamam

## LETTER OF SUBMISSION

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The Head of Program

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Dear Dr. Nur Melissa Binti Mohammad Faisal Wee,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “The Roles of Self-Efficacy toward Micro-Entrepreneurs’ Competency in Malaysia” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

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Nuralina Binti Mustamam

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## ABSTRACT

The purpose of this paper is to analyse the roles of self-efficacy toward micro-entrepreneurs' competency in Malaysia. There are 4 different independent variables in this research which are marketing, innovation, management and risk-taking.

The method used in this research was descriptive analysis or also known as correlational studies. A non-probability sampling was used in the experiment more specifically, judgment sampling. Researcher used Statistical Package for Social Science (SPSS) software to analyse data collected from 100 respondents. The analysis included analysis of descriptive, reliability and regression.

The results from this project paper demonstrated a significant effect of management and risk-taking on micro-entrepreneurs' competency, while the elements of marketing and innovation were trivial. Therefore, it is hoped this study will fill the gap of understanding the importance of self-efficacy in growing more competent micro-entrepreneurs.

**Keywords:** *Self-Efficacy, Micro-Entrepreneur, Marketing, Innovation, Management, Risk-Taking*