

**UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF SOCIAL  
NETWORK ON THE RELATIONSHIP  
BETWEEN BUMIPUTERA  
ENTREPRENEURS' PERSONALITY  
TRAITS AND SME BUSINESS  
PERFORMANCE IN SARAWAK**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Master of Science**  
**(Business Management)**

**Faculty of Business Management**

**February 2022**

## ABSTRACT

The growing importance of the moderating role of social network on the relationship between bumiputera entrepreneurs' personality traits and SME business performance necessitated this study to be carried out. A total of 260 SMEs from Kuching, Sibul, Bintulu and Miri were selected through convenience sampling technique from a population of Bumiputera SME entrepreneurs under MARA in Sarawak, Malaysia. Structural equation modelling using PLS version 3.2.7 was conducted to analyse the relationship between the variables. Result showed that only one of the personality traits has a positive and significant relationship with social network. Hence, the study also showed that social network has a positive and significant relationship with SME performance. With a good social network entrepreneurs can excel in their business. Finally, the study found that self-efficacy has a significant influence on SMEs performance through social network. With a high confident in the social network the entrepreneurs have, it will contribute towards their business performance. In addition, bumiputera entrepreneurs are encouraged to create meaningful social networks according to appropriate personality traits while helping to improve their business performance. In summary, it is anticipated that this study will also be as a guide or reference to the policy makers for implementation of programs and policies to increase the number of entrepreneurship involvement Sarawak.

**Keywords:** Bumiputera SME entrepreneurs, social network, self-efficacy, business performance, personality traits.

**Paper type** Research paper

## ACKNOWLEDGEMENT

First of all, all praises to Allah s.w.t for giving me His blessings, guidance and strengths to face all the challenges in life, particularly in the accomplishment of this research thesis, thus completing my Master's studies

I would like to express my truthful and respectful gratitude to my main supervisor, Associate Professor Dr. Jati Kasuma Ali, who has given his valuable time, patience, commitment and advise throughout my research journey. I truly appreciate his constant support, invaluable help as well as his confidence in me to conduct the research within my interest. My appreciation also goes to my co-supervisor Associate Professor Hjh Dr Norlina Mohamed Noor for her support and guidance regarding this research interest.

I also would like to extend my gratitude to my friends for their contributions and supports during good and hard times. Thank you for the never give up spirit, and the realisation that sometimes we have to go through the worst, to arrive at the best. Also, my gratitude to Dr. Thalany Kamri for her kindness and moral support. I am grateful and blessed to be with this community, and for all the friendship and memories.

Last but not least, I would like to express my deepest gratitude to my late father, Haji Edwin Bin Haji Dawi and my beloved mother, Sarifah Funaziah Binti Wan Abu, who has been the 'true' educators and the source of inspiration throughout my life. Thank you for your support, blessing and prayers during the years of my study. For my siblings, thank you for the support and encouragement you all gave me. I would also like to thank my beloved husband, Mohd Junaidi Bin Sulaiman. Thank you for supporting me in everything, and especially I can't thank you enough for understanding and allowing me to make corrections after marriage.

# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINER</b>	<b>ii</b>
<b>AUTHOR DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>LIST OF FIGURES</b>	<b>xii</b>
<b>LIST OF SYMBOLS</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xiv</b>
<b>CHAPTER ONE: INTRODUCTION TO THESIS</b>	<b>1</b>
1.1 Introduction	1
1.2 Background of Study	6
1.2.1 SME Bumiputera	11
1.2.2 Personality Traits	13
1.2.3 Social Network	13
1.3 Problem Statement	15
1.4 Research Objectives	21
1.5 Research Questions	22
1.6 Significance of The Study	22
1.7 Scope of The Study	23
1.8 Limitations of The Study	24
1.9 Definition of Key Terms	25

<b>CHAPTER TWO: LITERATURE REVIEW</b>	<b>28</b>
2.1 Literature Review	28
2.2 Performance	29
2.2.1 Entrepreneurship and SMEs Performance	30
2.3 Personality Traits	33
2.4 Social Network	34
2.5 Entrepreneurs and Social Network	35
2.5.1 Need for Achievement	37
2.5.2 Innovativeness	38
2.5.3 Risk-taking Propensity	38
2.5.4 Internal Locus of Control	39
2.5.5 Self-efficacy	40
2.6 Entrepreneurs' Performance, Personality Traits and Social Network	41
2.7 Underlying Theory	48
2.7.1 Social Network Theory	49
2.7.2 Achievement Motivation Theory	50
2.7.3 Personality-Job Fit Theory	51
2.8 Proposed Conceptual Framework	52
2.9 Hypothesis Development	53
2.9.1 Need for Achievement	53
2.9.2 Innovativeness	53
2.9.3 Risk-taking Propensity	54
2.9.4 Internal Locus of Control	55
2.9.5 Self-efficacy	56
2.10 SME's Social Network (Moderating Variable)	57
2.11 Conceptual Framework and Hypothesis	59