

**UNIVERSITI TEKNOLOGI MARA**



**RELATIONSHIP THE EFFECT OF RELIGIOUS FAITH,  
LIBERALISM AND VALUES TOWARDS THE SUCCESS ON  
MALAY ENTREPRENEUR IN  
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# Table of Contents

<b>AUTHOR'S DECLARATION</b> .....	i
<b>LETTER OF SUBMISSION</b> .....	ii
<b>ACKNOWLEDGEMENTS</b> .....	iii
<b>Chapter 1</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Introduction .....	1
1.2 Background of Study .....	3
1.2.1 Malay in Johor .....	3
1.2.2 Malay Johor Historical .....	4
1.2.3 Malay Religiosity and Business Performance .....	4
1.3 Research Problem .....	5
1.4 Research Question .....	7
1.5 Research Objective .....	7
1.6 Scope of Study .....	8
1.7 Limitation of Study .....	9
1.8 Significance of Study .....	10
1.9 Definition of Term .....	12
1.10 Chapter Summary .....	13
<b>Chapter 2</b> .....	<b>14</b>
<b>LITERATURE REVIEW</b> .....	<b>14</b>
2.0 Introduction.....	14
2.1 Johor Malay Entrepreneur.....	14
2.2 Islamic Work Ethics.....	15
2.3 Religious Faith.....	16
2.4 Liberalism in Business.....	17
2.5 Values in Business.....	18
2.6 Theoretical Framework.....	19
2.7 Chapter Summary .....	21
<b>Chapter 3</b> .....	<b>22</b>
<b>RESEARCH METHODOLOGY</b> .....	<b>22</b>
3.0 Introduction.....	22
3.1 Research Design .....	22

# Chapter 1

## INTRODUCTION

### 1.1 Introduction

In general, business performance is the measurement towards total quality management based on department in organization. According to Morgan (2012), the role of marketing in explaining firms' business performance has received significant attention throughout the history of the marketing discipline. Marketing discipline is vital to organization to avoid bankruptcy and have a strong incentives to gain revenue in a short term to the long term in future. Thus, having a good entrepreneur performance can increase awareness and can be more effective and productive in organization.

Value is the economic concept towards financial relationship between goods and expectations by organizations to their consumers. In business, value is intangible because it's more benefit and satisfaction between consumer and marketing. In this study, religion and beliefs value influence business success in organization.

Religiosity can be defined as people beliefs that plays in society and levels of engagement with their particular religion in community. Religiosity is generally related to how much a particular community about their belief and trusty depend on human perception about their religion. Religiosity also refer to excessive involvement in religion or religious activity. Such involvement goes beyond the norm for a person of a similar faith and is often driven more by individual beliefs than the content of the actual religion.

## Chapter 2

### LITERATURE REVIEW

#### 2.0 Introduction

Literature review for each of the research is pivotal because the research has to evaluate the previous research in order to conduct a new research. Thus, literature review can be assisted by few previous materials such as journals, articles, questionnaires, speeches, books and other confidential materials. The research may gain multiple information needed by evaluating such materials in order to be included as an evidence for the new research. Also, it can be as a trusted guideline for the research in completing a good research. In fact, these may help the researcher to avoid from experiencing any errors and as a proof what the proposal is for.

#### 2.1 Johor Malay Entrepreneur

According to Schumpeter (1934), entrepreneurship is a driving force of innovation, and more generally an engine for economic development. Researcher, highlighted the importance of human capital and research and development as additional explanations for increasing returns in the aggregate production function, more recently several scholars have proposed entrepreneurship as a third driver of economic growth.

New firm founders differ with regard to characteristics such as previous work experience, family tradition, financial status, personal motivation. To start with, the founder of a new firm is heavily influenced by entrepreneur own background, with particular reference to his/her previous job experience.