



FACTORS THAT AFFECTING THE PERFORMANCE OF SMEs IN MALAYSIA

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ABSTRACT

The purpose of this research is to conduct a study of how innovativeness, marketing strategy, resource and human resource management affect the performance of SMEs in Malaysia. In order to achieve the research objectives of this study, research questions and hypothesis are developed and tested.

Besides, each hypothesis is measured and the results obtained from the study are then explained. Then, the literature review is included in this study, for a better understanding of the topic, which is “Factors that Affecting the Performance of SMEs in Malaysia”

Secondary data is collected and survey questionnaires were distributed to 121 of targeted respondents, which are the employees of SMEs. Statistical Package for Social Science (SPSS), version 20.0 is used and the data collected through the survey are analyzed and result obtained is discussed in the form of tables. The findings of this research are discussed to understand the relationship between the variables involved.

The recommendation and conclusion are provided as well, in order to summarize the overall of this research study.

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