



**THE DETERMINANTS OF FACTORS INFLUENCING  
INVOLVEMENT OF WOMEN ENTREPRENEURS  
IN SMALL BUSINESSES AT BAZAR TUAN PADANG,  
BAZAR TENGKU ANIS AND BAZAR TOK GURU  
IN BANDAR KOTA BHARU**

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**LETTER OF TRANSMITTAL**

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Dear Sir / Madam,

**SUBMISSION OF A PROJECT PAPER (BM 250)**

Attached is the project paper titled “The Determinants of Factors Influencing Involvement of Women Entrepreneurs in Small Businesses at Bazar Tuan Padang, Bazar Tengku Anis and Bazar Tok Guru in Bandar Kota Bharu” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

2. Hopefully, this project paper is able to meet its objective and would be able to cover the topic that I had chosen.

Thank you.

Yours sincerely,

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## **ACKNOWLEDGEMENT**

“In the name of Allah, The Merciful, The Beneficent”

Assalamualaikum w.b.t

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## **ABSTRACT**

The purpose of this study is to evaluate the determinants of factors that influencing involvement of women entrepreneurs in small businesses at Bazar Tuan Padang, Bazar Tengku Anis and Bazar Tok Guru in Bandar Kota Bharu. The researcher has decided to choose 100 respondents for this study. Besides that, the findings of the study were analysed by using the Statistical Package for the Social Science (SPSS). Next, the data collected in this study is analyses by using frequency distribution statistic, descriptive analysis, reliability analysis and regression analysis in order to achieve the research objective. The main objectives is to find out the influencing factors contributing to involvement of women entrepreneurs in small businesses at Bazar Tuan Padang, Bazar Tengku Anis and Bazar Tok Guru in Bandar Kota Bharu. The researcher found that this research have positive relationship between independent variables and dependent variable. Then, all hypothesis for this research also significant which is there is a significant relationship between family factors, personal attributes and environmental factors with the involvement of women entrepreneurs in small businesses. Lastly, the researcher found that the most significant factor on the involvement of women entrepreneurs in small businesses is personal attribute while the least significant relationship with the involvement of women entrepreneurs in small businesses is family factors.