



اَوْنَبُورْسِيَّتِي تِيَكْبُولُوكِي مَارَا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**THE PROPHET'S ATTITUDES AS A CATALYST FOR THE
SUCCESSFULNESS OF SMALL AND MEDIUM ENTERPRISES AMONG
THE BUMIPUTERAS IN KOTA BHARU**

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DECLARATION OF ORIGINAL WORK

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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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement.

Signature: _____

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LETTER OF TRANSMITTAL

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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (ECO 660)

Attached is the copy of Economic Project Paper (ECO 660) titled "The Prophet's Attitudes As A Catalyst For The Successfulness Of Small And Medium Enterprises Among Bumiputeras' In Kota Bharu" to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Your kindness in accepting the unbounded thesis is highly appreciated.

Thank You.

Yours faithfully,

NOR SURIANA BINTI SAMSUDIN

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Praise and gratitude to Allah S.W.T for his mercy in helping and giving me the opportunity to complete this research report.

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Last but not least, I would like to thank for those who were involved either directly or indirectly, willing to share their time and consideration in completing this research. Your contributions are exceedingly valuable.

Thank you, may Allah bless all of you.

ABSTRACT

The purpose of the study is to identify whether the prophet's attitudes as a catalyst for the successfulness of Small and Medium Enterprises among Bumiputeras' is mostly influenced by the nature of siddiq, trust, tabligh and fathanah in Kota Bharu. The objective of this study is to estimate a demand equation for the factors influenced successfulness of Small and Medium Enterprise among Bumiputera, to measure the relationship between independent variables which are siddiq, trust, tabligh and fathanah with the dependent variable which is the successfulness of Small and Medium Enterprise and to know the variable that mostly influenced the successfulness of Small and Medium Enterprise among Bumiputera in Kota Bharu. The data collected from the 100 respondents which is the entrepreneur that do the Small and Medium Enterprises business such as retail store, restaurant, homestay, telecommunication shop, batik and handicraft and others. The analysis is done by using multiple regression analysis, t-test approach, F-test approach, chi-square and R squared (R^2). From the finding, it shows that the model of the successfulness of Small and Medium Enterprises among Bumiputera is significant and accepted by 98.5% is explain by the model. The findings also tells that the attitudes of siddiq, trust, tabligh and fathanah have a strongly relationship with the successfulness of Small and Medium Enterprises among Bumiputera in Kota Bharu.