THE MEASUREMENT TOOL TO EVALUATE THE SUSTAINABILITY OF GERAN KHAS PRIHATIN (GKP) TO POST COVID19 RECIPIENTS' IN RETAINING SME'S BUSINESS

Nor Faezah Mohamad Razi[1*], Nor Aslily Sarkam[2], Nor Hazlina Mohammad[3], Nur Hasni Nasarudin[4], & Rosida Ahmad Junid[5]

[1,2,3,4,5]Universiti Teknologi MARA (UiTM), Tapah, Perak, Malaysia

*E-mail: norfa122@uitm.edu.my

1. INTRODUCTION

SMEs face a variety of challenges. Due to the pandemic, SME business owners have had to modify their business models to adapt to this situation. Some of them succeeded, but some of them had to close their business. The organization must be able to withstand adversities and changes to be resilient in this pandemic. To be sustainable, the organization must meet the needs of the present without compromising the future. Multiple changes in the Government's Movement Control Operation (MOC) to stop the transmission of Covid 19 to minimize the economic sector have indirectly affected SME activities. According to Malaysian economic research (MIER), 95% of SMEs will suffer a decline in sales.

To ensure the resilience of SMEs in Malaysia, the Government has launched one of the initiatives by offering a special grant known as Geran Khas Prihatin (GKP) for every micro-enterprise that will benefit almost 700,000 micro-enterprises across the country. It is believed to provide a survival line for Malaysian SMEs to expand or strengthen their financial situation in the post-Covid 19 periods. However, it is necessary to study and investigate how this initiative can help support and develop SMEs' enterprises. Perhaps the GKP subsidy is sufficient to permit SMEs and all beneficiaries to effectively used the grant to grow their business. Still, there is not enough study conducted to evaluate the tools for measuring the efficiency of GKP. Consequently, we will know that the GKP initiative's implementation meets the grant's objective or vice versa.

1.1 Geran Khas Prihatin (GKP)

The Malaysian Government has taken rapid and significant action by introducing the PRIHATIN Package, which was announced on March 27, 2020, for a total of RM 250 billion, to help the entire citizen cope with this agitated pandemic, covering people from different backgrounds, students, and families to entrepreneurs (Shah et al., 2020). The number of SMEs affected is around 170,000 out of some 850,000 SMEs across the country due to a study carried out by SME Corp (Hairom, 2020). Realizing that small and medium-sized enterprises need a unique plan to boost and maintain their business, a special grant called Geran Khas Prihatin (Berita RTM, 2020) has been allocated. Malaysian Finance Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz reported that the grant was awarded to 488,857 candidates as of the year 2020 (Zainuddin, 2020). It is hoped that the aid and support provided will continue to stimulate SMEs so that entrepreneurs' incomes continue to increase, and the country's economy will return to its best level. Therefore, the objective of this proposal is to investigate the usefulness of SMEs benefiting from grants and assess the effectiveness of the GKP initiative.

Geran Khas Prihatin is one-time financial support to qualified SMEs to ease the financial burden of companies while increasing the productivity of production and services. This aid comes under Budget 2021, and in the PERMAI package, the additional GKP was granted to micro-enterprises at the national level. Micro-SMEs eligible for GKP are enterprises that meet the criteria of micro-SMEs and are registered with the Companies Commission of Malaysia (SSM), Local Authorities, or the Inland Revenue Board of Malaysia (IRB).

Overall, GKP initiatives given to SME owners are effective. But to what extent does this grant able to helps SMEs business to sustain during Covid 19 pandemic. Therefore, by conducting this study, it hopes that it will benefit both parties (Government and GKP recipient). Therefore, this study is conducted to meet two objectives which are (1) To investigate the use of Geran Khas Prihatin (GKP) to help SMEs survive in post-Covid and (2)To evaluate the instrument tool used to measure the implementation of the Geran Khas Prihatin (GKP) initiative on SME beneficiaries.

2. METHODOLOGY

The preliminary study was carried out to achieve the primary objective. A set of questionnaires as a measurement tool was distributed to the recipients of the GKP. This study used the quantitative method. Two-phase will be conducted in this study are Phase 1 will discuss the development of the research Instrument and data collection method. At the same time, Phase 2 will explain the evaluation of the research instrument.

After preparing the questionnaire, the instrument was tested using the pretest as part of a pilot study. This test was conducted in July 2021. The questionnaire was administered to a small number of respondents (30 GKP recipients). A pilot study was carried out to ensure that respondents were devoid of any semantic problems. Apart from this, ambiguity, and impreciseness, such as clarification of questions, length of instruments, completeness of content and structure, were addressed based on feedback received. This questionnaire was compiled using a web survey questionnaire and was distributed to GKP recipients via social networks such as Facebook, WhatsApp, and Telegram.

Two analysis methods were used in this study: Descriptive Analysis and Exploratory Factor Analysis (EFA). Descriptive analysis was used to analyze the basic features of the data obtained in the survey using summary and statistical tables. The investigation is conducted to examine respondents in the demographic field, such as sex, age, and details in the business sector. At the same time, Exploratory Factor Analysis (EFA) was conducted to explore the elements (questions) and the dimensions between variables (factors) and respondents. EFA is used to discover the underlying structure of a relatively large set of variables. SPSS software is applied to the principal components to get a more accurate reading when each factor is represented by multiple measured variables in the analysis (Fabrigar et al., 1999). There are two steps in researching the principal components, which are (1) data summarization and identifying the structure and (2) data reduction.

The reliability analysis was used to measure scale reliability and provides information on the relationship between the individual items of the scale. Intra-class correlation coefficients may be used to compute inter-rater reliability estimates. This process was carried out once the EFA was completed. The rule of thumb for Cronbach's alpha must exceed 0.6 and above to

make it acceptable (Sekaran, 2000).

3. RESULTS AND DISCUSSION

The descriptive analysis found that the findings of demographic profile for 30 respondents in this pilot study. The results as shown in Table 1 below.

Table 1: Respondent's Background

Respondent's Background	Attribute	Frequency (n)	Percentage (%)
Gender	Male	13	43.3
	Female	17	56.7
Age	< 30 years old	5	16.7
	31 – 40 years old	16	53.3
	> 40 years old	9	30.0
Type of business	Sole ownership	29	96.7
	Partnership	1	3.3
SSM Registered	Yes	1	3.3
	No	29	96.7
Have a business license?	Yes	23	76.7
	No	7	23.3
Position in the business	Sole ownership	29	96.7
	Others	1	3.3
Business life span	< 1 year	3	10
	1 – 3 years	9	30
	> 3 years	18	60
Number of employees	1 – 2	24	83.3
	3 – 5	4	13.3
	> 5	1	3.3
Annual sales	< RM50,000	26	86.7
	RM50,001 – RM150,000	2	6.7
	RM150,001 – RM300,000	2	6.7

On the other hand, Section C was constructed with a Likert 5-point scale from strongly disagree to strongly agree (strongly disagree = 1 to strongly agree = 5). In this section, five components are General (GKP recipient), Motivation, Satisfaction, Perceived Value, and Perceived Expectation. Each component describes four items, ten items, five items, and every nine items, respectively. The findings found that most of the respondents agreed on component General (GKP), Satisfaction, and Perceived Expectation level while Motivation and Perceived Value were neutral towards GKP. Meanwhile, Table 2 shows that Cronbach's α was used to verify the internal consistency. According to Sekaran (2000), this alpha value is acceptable because it has exceeded the value of 0.6 as recommended by most researchers in social sciences. Thus, all the indicators remain in the measurement model.

Table 2: Reliability Analysis

Component	No of items	Cronbach's Alpha	Remarks
Motivation	10 items	0.918	>0.6
Satisfaction	5 items	0.876	>0.6
Perceived Value	9 items	0.972	>0.6
Perceived Expectation	9 items	0.939	>0.6

4. CONCLUSION

The evaluation of the instrument used to determine the benefit and usefulness of GKP proved to be reliable for further studies as the result of the reliability test showed that each of the components was over 0.6. Therefore, this instrument may be extended to a large scale of samples representing the recipients of the GKP in a real-time situation. The results of this preliminary study show that GKP helps the recipients to sustain their business. However, the response for Perceived Value indicated that respondents were not able to properly define the ease of use and usefulness of the GKP. The results of this study can help the Government identify the need and effectiveness of this initiative if it has succeeded in assisting SMEs in Malaysia during the pandemic period. In addition, the results also indicate that the industry is believed to improve the performance of SMEs entrepreneurs to stay on the existing growth path. Finally, implementing the GKP will also help the country increase its economy and enhance the value of Malaysia's gross domestic product (GDP).

5. ACKNOWLEDGMENT

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