

**UNIVERSITI TEKNOLOGI MARA**



**“THE ENTREPRENEUR CONSTRAINTS AND  
QUALITY PERFORMANCE IN BATIK INDUSTRY,  
KUALA TERENGGANU”**

**AIN NATASHA BINTI ABDULLAH**

**NUR HAZIMAH BINTI AHMAD**

**NURUL ‘ATIRAH BINTI MD ISA**

**A research project submitted in partial  
Fulfilment of requirement for the B.Sc (Hons) in Tourism Management**

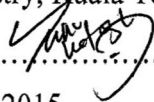
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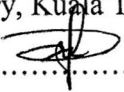
**June 2015**

## AUTHOR'S DECLARATION

We declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

Name of Student : Ain Natasha binti Abdullah  
Student I.D. No. : 2012644306  
Programme : Degree of Science (Tourism Management)  
Faculty : Hotel and Tourism Management  
Thesis title : The entrepreneur constraints and quality performance in batik industry, Kuala Terengganu"  
Signature of Student :   
Date : June 2015

Name of Student : Nur Hazimah binti Ahmad  
Student I.D. No. : 2012498672  
Programme : Degree of Science (Tourism Management)  
Faculty : Hotel and Tourism Management  
Thesis title : The entrepreneur constraints and quality performance in batik industry, Kuala Terengganu"  
Signature of Student :   
Date : June 2015

Name of Student : Nurul 'Atirah binti Md Isa  
Student I.D. No. : 2012261768  
Programme : Degree of Science (Tourism Management)  
Faculty : Hotel and Tourism Management  
Thesis title : The entrepreneur constraints and quality performance in batik  
industry, Kuala Terengganu"  
Signature of Student : .....*Nurul Atirah*.....  
Date : June 2015

## **ABSTRACT**

Batik handicraft is one of the oldest industries in Malaysia and contributes to the Malaysian economic well-being by first. The main purpose of this study is to identify the constraints to produce batik towards Malaysian Tourism Industry. This study was carried out in the district of Kuala Terengganu, in the state of Terengganu, Malaysia and targeted the batik handicraft entrepreneur enterprise. The key findings reveal the batik entrepreneur evaluation about the constraints that arise in Kuala Terengganu and its effect to the batik quality performance. The findings from this research also reveal if there any relationship between the batik entrepreneur constraints which is the raw material constraint, labor constraint and capital and credit facilities constraint toward the batik quality performance.

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