

JBM229 6A	
-----------	--



**IMPLICATION OF CUSTOMER AND  
ENTREPRENEURIAL ORIENTATIONS FOR MALAY  
SME PERFORMANCE IN SELANGOR**

**ZETTY AKHTAR SHAFINAZ BINTI SALEH**

**2012607744**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**

**ISLAMIC BANKING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**SEGAMAT, JOHOR.**

**DECEMBER 2014**

## ACKNOWLEDGEMENT

Bismillahirrahmannirrahim,

Assalamualaikum,

Alhamdulillah, I am very grateful to be able to prepare this research successfully. I would never have to finish this research without the guidance from the lecturer, help from friends and support from family. I am thankful to Allah for answering my prayers for giving me strength at the time I feel wanted to give up.

I would like to express my highest appreciation and thankfulness to:

- i. My advisor, Madam RohanizanbintiMdLazan for her excellent guidance, caring, patience and providing me with an excellent atmosphere during my research.
- ii. Big thank to my JBM 229 6A members who always shared opinions and experience among us.
- iii. I also would like to acknowledge to the parties that helping me in preparing this research either directly or indirectly.
- iv. Last but not least, special thanks to my parents and family who always give support and advices. Without their encouragement, I would not able to finish this research paper.

ZETTY AKHTAR SHAFINAZ BINTI SALEH

## Table of Contents

ACKNOWLEDGEMENT .....	v
CHAPTER ONE: INTRODUCTION .....	1
1.1 INTRODUCTION .....	1
1.2 BACKGROUND OF STUDY .....	2
1.3 PROBLEM STATEMENT .....	3
1.4 RESEARCH QUESTIONS .....	4
1.4.1 Main Research Questions .....	4
1.4.2 Specific Research Questions .....	4
1.5 RESEARCH OBJECTIVES .....	5
1.5.1 Main Research Objectives .....	5
1.5.2 Specific Research Objectives .....	5
1.6 SIGNIFICANCE OF STUDY .....	6
1.7 SUMMARY .....	7
CHAPTER TWO: LITERATURE REVIEW .....	8
2.1 INTRODUCTION .....	8
2.2 SME PERFORMANCE IN MALAYSIA .....	9
2.3 COMPARISON BETWEEN MALAY AND CHINESE SME IN MALAYSIA .....	10
2.3.1 Malay SME in Malaysia .....	10
2.3.2 Chinese SME in Malaysia .....	11
2.4 RESPONSIVENESS IN CUSTOMER ORIENTATION (CO) .....	12
2.4.1 Relationship between responsiveness in customer orientation (CO) with SME performance .....	12
2.5 INNOVATIVENESS IN ENTREPRENEURIAL ORIENTATION (EO) .....	13
2.5.1 Relationship between innovativeness in entrepreneurial orientation (EO) with SME performance .....	14
2.6 PROACTIVENESS IN ENTREPRENEURIAL ORIENTATION (EO) .....	14
2.6.1 Relationship between proactiveness in entrepreneurial orientation (EO) with SME performance .....	15
2.7 RISK-TAKING IN ENTREPRENEURIAL ORIENTATION (EO) .....	15
2.7.1 Relationship between risk-taking in entrepreneurial orientation (EO) with SME performance .....	16

2.8	SUMMARY .....	16
CHAPTER THREE: RESEARCH METHODOLOGY .....		18
3.1	INTRODUCTION .....	18
3.2	DATA COLLECTIONS .....	18
3.2.1	Questionnaires.....	19
3.2.2	Journals and Articles .....	19
3.2.3	Internet sources.....	19
3.3	VARIABLES .....	20
3.3.1	Dependent Variable .....	20
3.3.2	Independent Variables.....	20
3.4	RESEARCH DESIGN .....	21
3.4.1	Purpose of Study .....	21
3.4.2	Type of Investigations .....	21
3.4.3	Extent of Research Interference .....	21
3.4.4	Study Setting.....	22
3.4.5	Unit of Analysis .....	22
3.4.6	Time Horizon.....	22
3.5	RESEARCH FRAMEWORKS.....	23
3.5.1	Theoretical Framework.....	23
3.5.2	Hypothesis.....	23
3.6	SAMPLING.....	25
3.6.1	Population .....	26
3.6.2	Sample Size .....	26
3.6.3	Sampling Techniques .....	26
3.7	METHOD OF DATA ANALYSIS.....	27
3.7.1	<b>Descriptive Analysis</b> .....	27
3.7.2	<b>Validity and Reliability Test</b> .....	27
3.7.3	<b>Correlation Test</b> .....	27
3.7.4	<b>Regression Analysis</b> .....	28
3.8	SUMMARY .....	28
CHAPTER FOUR: DATA ANALYSIS .....		29
4.1	FINDING 1 (DESCRIPTIVE ANALYSIS) .....	29

## **CHAPTER ONE:INTRODUCTION**

### **1.1 INTRODUCTION**

This research is focused on the Malay Small and Medium Enterprise (SME) Performance in Selangor. In background of study, this research will discuss about dependent and independent variables. Dependent variable in this study is Malay SME performance and the independent variables are the implication of customer orientation and entrepreneurial orientation. This paper will discuss the gap of the problem in the research in problem statement.

The research question will discuss about the question related to the theoretical framework in the research. There are two (2) types of research question, firstly is main research question and secondly are specific research questions. The main research question is related to the dependent variable that is the important or basic research in study. The specific research question will be the supportive of the main research question.

Research objective is divided into two (2). First, the main research objective and second is the specific research objectives. In this chapter, this research will also give the information about the important of the study for all parties such as government, investors, supplier, customer and individual. It will cover in significance of study.