



**A STUDY ON FUNDAMENTAL OF SUCCESS MALAY  
ENTREPRENEUR IN JOHOR BAHRU, JOHOR**

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Sincerely,  
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## ABSTRACT

The purpose of this paper is to identify the fundamental for achieving entrepreneurial success. The indicators that have been used in this research are motivation, cultural environment, and self-leadership. Data were collected from 117 of the entrepreneur using self-administered questionnaire and was distributed at around Johor Bahru, Johor. The multiple regression analysis was used to identify the fundamental of success Malay entrepreneurs. The results suggest that the motivation and self – leadership are positively significantly to the success of Malay entrepreneur. The result also shows the positive but not significant between cultural environment and success Malay entrepreneur. Means, the important fundamental for a successful entrepreneur are motivation and leadership. From the survey also shows that the main objective“s entrepreneur for the next five years which the higher objective is to increase the sale and the problem that often faced by entrepreneurs more to entrepreneur lack of capital. The limitations of the research are time and situational constraints as the data were collected around Johor Bahru, Johor.

## TABLE OF CONTENTS

CHAPTER I INTRODUCTION.....	1
1.1 Introduction .....	1
1.2 Background of Study.....	1
1.3 Problem Statement .....	2
1.4 Research Objective.....	4
1.5 Research Question.....	4
1.6 Significance of Study .....	4
1.7 Definition of Key Term.....	5
1.7.1 Malay Entrepreneur .....	5
1.7.2 Success Entrepreneur .....	6
1.7.3 Motivation.....	7
1.7.4 Cultural Environment.....	7
1.7.5 Self – Leadership .....	7
CHAPTER II LITERATURE REVIEW .....	9
2.1 Success of Malay Entrepreneur .....	9
2.2 Motivation .....	11
2.2.1 Maslow’s Needs Hierarchy Theory .....	11
2.2.2 Learned Need Theory .....	12
2.3 Cultural Environment.....	14
2.4 Leadership .....	15

2.4.1	Transformational Leadership .....	15
2.4.2	Managerial Leadership.....	15
2.4.3	Servant Leadership.....	16
2.4.4	Path-Goal Leadership.....	16
2.5	Relationship between Motivation and Success of Malay Entrepreneur.....	16
2.6	Relationship between Culture Environment and Success of Malay Entrepreneur.....	18
2.7	Relationship Between Leadership And Success Of Malay Entrepreneur.....	19
2.8	Theoretical Framework .....	20
CHAPTER III METHODOLOGY .....		21
3.1	Background Research.....	21
3.2	Research Design.....	21
3.3	Sampling.....	22
3.4	Data Collecting Method.....	22
3.4.1	Primary Data.....	23
3.4.2	Variable and Proposed Measure.....	23
3.4.3	Questionnaires Distribution .....	24
3.4.4	Pilot Test .....	25
3.5	Determination of Cronbach's Alpha Value .....	26
3.6	Analysis Statistic.....	26
3.7	Ethical Consideration.....	27