

THE INTER-RELATIONSHIPS AMONGST
ENTREPRENEURIAL PERSONALITY, BUSINESS
COMMITMENT AND BUSINESS PERFORMANCE IN
THE MALAYSIA CREATIVE INDUSTRY

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DOCTOR OF PHILOSOPHY
UNIVERSITI MALAYSIA TERENGGANU
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**Thesis Submitted in Fulfillment of the Requirement for the Degree of Doctor of
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Terengganu**

2011

DEDICATION

This thesis is dedicated to my loving wife Tengku Dharleena binti Tengku Abdul Jalil who is committed, supported and assistance for making my study to become success as a PhD holder. I am also wish to dedicate to very special my sons, Wan Khairunnisa, Wan Nur Faqihah, and Ahmad Taqiuddin who are always happiness as well as given me inspiration to finish my study. Hopefully, my doctorate study become as a spiritual to my sons to further their study into a higher learning, insyaAllah.

Abstract of thesis presented to the senate of University Malaysia Terengganu in fulfillment of the requirement for the degree of Doctor Philosophy

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Chairperson : Mohd Shaladdin bin Muda, PhD
Members : Wan Abdul Aziz bin Wan Mohd Amin, PhD
Faculty : Management and Economics

As the creative industry grows rapidly from the producing sector into more complex industrialization, entrepreneurship will draw more attention on the need to emphasize Malaysia creative industry. Consequently, this study attempts to examine the significant relationship between entrepreneurial personalities towards business performance and commitment. This paper observes and is concerned with five independent variables in entrepreneurial personality and they exist as the key values for creative entrepreneurs to advance and make progress in business performance and commitment. These key values include need for achievement, locus of control, creativity, innovative, and grab market opportunities. In addition, the factor of government's initiatives has become a moderating variable to measure the partial correlation of association between entrepreneurial personality and business performance and commitment. This study is conducted through a survey research by distributing a set of

questionnaire to creative entrepreneurs in fourteen branches of Kraftangan Malaysia. From the total population of 1,347 creative entrepreneurs in Kraftangan Malaysia, there are only 309 respondents who are selected randomly to represent the whole population of this study. However, there are only 295 respondents (95% of the sample) that responded and answered the questionnaire. Next, the analysis of the data reveals that most of the findings support the hypotheses. Through multiple regression analysis, the findings indicate that four factors of entrepreneurial personality (e.g. locus of control, creativity, innovative, and grab market opportunities) are significant towards business performance. Meanwhile, there are three independent variables (e.g. creativity, innovative, and grab market opportunities) that have significant association with business commitment. Furthermore, the moderating of government's initiatives also contributes to the association of entrepreneurial personality towards business performance and commitment. In general, this study provides evidence that all of the creative entrepreneurs in Kraftangan Malaysia agree that the emergence of a new paradigm of entrepreneurial personality is the main concern associated to develop their business performance and commitment. The government also plays very vital role to plan and monitor any policies and assistance in the context of entrepreneurial development programme in Malaysia creative industry. In conclusion, the solution and findings of this study are applicable to a wide range of Malaysia creative industry that can boost the level of activities into new heights.

Abstrak tesis yang dikemukakan kepada senat Universiti Malaysia Terengganu sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PERHUBUNGAN DIANTARA PERSONALITI USAHAWAN, KOMITMEN
PERNIAGAAN DAN PERKEMBANGAN PERNIAGAAN DIDALAM INDUSTRI
KREATIF DI MALAYSIA**

MUHAMMAD ABI SOFIAN ABDUL HALIM

2011

Pengerusi : Mohd Shaladdin bin Muda, PhD
Ahli : Wan Abdul Aziz bin Wan Mohd Amin, Phd
Fakulti : Pengurusan dan Ekonomi

Sebagaimana perkembangan industri kreatif pada hari ini daripada sektor yang hanya terlibat dengan pengeluaran sahaja kepada industri yang lebih kompleks, peranan keusahawanan amatlah perlu diberi perhatian didalam membangunkan industri kreatif. Sehubungan itu, objektif utama penyelidikan ini ialah menilai perhubungan signifikan diantara personaliti usahawan dengan perkembangan perniagaan. Sebagaimana penekanan didalam kajian ini, lima faktor tidak bersandar didalam personaliti usahawan akan menjadi nilai utama kepada pembangunan usahawan kreatif supaya mereka dapat bergerak dengan lebih maju lagi, iaitu; keinginan untuk berjaya, kawalan lokus, kreativiti, inovatif dan merebut peluang pasaran. Seterusnya, inisiatif kerajaan telah dijadikan sebagai faktor moderator untuk menilai korelasi *partial* perhubungan diantara personaliti usahawan dengan perkembangan perniagaan dan komitmen perniagaan. Penyelidikan ini menggunakan kaedah tinjauan melalui pengedaran soal-selidik

kepada usahawan kreatif di empat belas cawangan Kraftangan Malaysia di seluruh Malaysia. Daripada keseluruhan 1,347 orang usahawan kraf di Kraftangan Malaysia, hanya 309 orang responden sahaja telah pilih secara rawak untuk mewakili keseluruhan populasi didalam kajian ini. Walaubagaimana pun hanya 295 orang responden sahaja (95% sampel) yang telah menjawab soal-selidik ini. Seterusnya, analisa ini menunjukkan bahawa keseluruhan penemuan ini amat menyokong kepada beberapa hipotesis kajian. Melalui analisa regresi pelbagai, penemuan ini mendapati bahawa empat faktor didalam personaliti usahawan (iaitu; kawalan lokus, kreativiti, inovatif, merebut peluang pasaran) mempunyai perhubungan yang signifikan dengan petunjuk perniagaan. Sementara itu, tiga faktor tidak bersandar (iaitu: kreativiti, inovatif, merebut peluang pasaran) juga mempunyai perhubungan yang signifikan dengan komitmen perniagaan. Tambahan lagi, peranan inisiatif kerajaan sebagai faktor moderator juga memberi sumbangan terhadap perhubungan diantara personaliti usahawan dengan perkembangan perniagaan dan komitmen perniagaan. Keseluruhannya, kajian ini membuktikan bahawa usahawan kreatif di Kraftangan Malaysia telah bersetuju bahawa faktor personaliti usahawan mempunyai perhubungan yang signifikan terhadap perkembangan perniagaan mereka. Pihak kerajaan juga memainkan peranan yang penting untuk merancang dan mengawal segala dasar dan bantuan dalam program pembangunan keusahawanan didalam industri kreatif di Malaysia. Akhir kata, penemuan dan kesimpulan kajian ini bolehlah digunakan di dalam industri

kreatif di Malaysia yang dapat mempertingkatkan tahap aktiviti kepada dimensi baru.