

**THE IMPACT OF PERSONALITY TRAITS AND KNOWLEDGE ON  
ENTREPRENEUR PERFORMANCE**

**By**

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## **ABSTRAK**

Bidang keusahawanan sememangnya telah dilihat sebagai pemangkin kepada pembangunan ekonomi. Kerajaan berpendapat bahawa kejayaan negara pada masa hadapan bukan sahaja dari segi intelek, malah ia juga dilihat dari aspek keperibadian dan intelektual. Oleh yang demikian, kajian ini mengeksplorasikan model personaliti dan pengetahuan dalam mengenalpasti pencapaian usahawanan terutamanya dikalangan usahawan di Kota Bharu, Kelantan. Model personaliti ini terdiri daripada empat elemen yang menentukan kecenderungan seseorang iaitu dorongan kejayaan, lokus kawalan, kesediaan mengambil risiko dan toleransi kesamaran. Manakala pengetahuan terdiri daripada tiga elemen iaitu tahap pendidikan, pengalaman kerja dan kemahiran. Responden yang terlibat dalam kajian ini terdiri daripada usahawan-usahawan yang menjalankan perniagaan di Kota Bharu, Kelantan. Oleh itu, analisis korelasi hubungan dan regresi berganda telah digunakan untuk mengkaji kesan personaliti dan pengetahuan para usahawan terhadap pencapaian mereka dalam bidang yang diceburi. Secara amnya, analisis korelasi pearson mendapati bahawa tidak terdapat hubungan antara toleransi kesamaran terhadap pencapaian usahawan. Manakala, analisis regresi mendapati keketujuh-tujuh (7) iaitu dorongan kejayaan, lokus kawalan, kesediaan mengambil risiko, toleransi kesamaran, tahap pendidikan, pengalaman kerja dan kemahiran mempengaruhi pencapaian usahawan di Kota Bharu, Kelantan.

## **ABSTRACT**

It is widely accepted that entrepreneurship represents a real engine of economic development. The government acknowledge that to become success in the future not enough just have a good personality traits and intellectual, it more but it more depends on human capital. This study tends to exploit the model of personality traits and knowledge approach in order to capture the entrepreneurs' performance among entrepreneurs in Kota Bharu, Kelantan. Model of personality traits suggests four dimensions that determine traits which are need for achievement, locus of control, risk-taking propensity and tolerance for ambiguity while knowledge consists of three distinct dimensions namely education level, work experience and skills. The respondents in this study comprise of entrepreneurs in Kota Bharu, Kelantan. Hence, Pearson correlation and multiple regression analysis are conducted in order to examine the impact of personality traits and knowledge on entrepreneurs' performance. The element of personality traits based on their need for achievement, locus of control, risk-taking propensity and tolerance for ambiguity. Meanwhile for the element of knowledge consists of education level, work experience and skills. Generally, results of Pearson correlation for tolerance for ambiguity revealed that there will be no relationship between personality traits towards entrepreneur performance. Furthermore, results of multiple regression shows that that the seven (7) independent variables namely need for achievement, locus of control, tolerance for ambiguity, risk taking, education level, working experience and skills dimension were important in determining the factors influencing the entrepreneur performance in Kota Bharu, Kelantan.

## DEDICATION

SPECIALLY DEDICATED FOR:

My Husband and Parents,  
**Mohd Ruzlisham Mat Ghani@Abdullah**  
**Wan Zulkifli bin Wan Ahmad**  
**Kamriah binti Kadir**

For the love, faith, support, prayers, patience, sacrifices and kindness,

My Late Sister,  
**Wan Farahida binti Wan Zulkifli**  
Even though you have gone, the memories always with me and will never fade,  
May Allah bless your soul with everlasting peace and tranquillity...

My sisters,  
**Wan Zahira Farahiyah binti Wan Zulkifli**  
**Wan Farahdiana binti Wan Zulkifli**  
For the support, kindness, prayers and faith,

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**Wafiq, Wan Lili Damia and Wan Nur Adlin Syafiqah**  
For bring joy and happiness. Let this accomplishment inspire you-all to always pursue  
your own dreams and ambitious,

My best friends,  
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## ABBREVIATIONS

<b>SMEs</b>	<b>Small Medium Enterprise</b>
<b>SPSS</b>	<b>Statistical Package for Social Science</b>
<b>PROSPER</b>	<b>Projek Pembangunan Usahawan Dalam Bidang Peruncitan</b>
<b>SMIDEC</b>	<b>Small and Medium Industries Development Corporation</b>
<b>MTDC</b>	<b>Malaysian Technology Development Corporation</b>
<b>MARA</b>	<b>Majlis Amanah Rakyat</b>
<b>MITI</b>	<b>Ministry of International Trade and Investment</b>
<b>MEDEC</b>	<b>Malaysian Entrepreneurship Development Centre</b>
<b>PUNB</b>	<b>Perbadanan Usahawan Nasional Berhad</b>
<b>R&amp;D</b>	<b>Research and development</b>
<b>NEP</b>	<b>New Economic Policy</b>
<b>MPPB</b>	<b>Bumiputra Industrial and Business Society</b>
<b>KB</b>	<b>Kota Bharu</b>

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter emphasize on the explanation of the background of study where the general ideas on the scope of study is clarified. Then, the problem statement on this research is stated followed by the research questions, objectives of the study, significance of this study, limitations on conducting this study as well as the organization of the study.

### 1.1 Background of Study

All developed and developing countries have recognized the importance of the development of Small Medium Enterprises (SMEs) because it plays a significant role in economic development. SMEs perform as a useful vehicle for economic growth of countries, because they have capacity to achieve rapid economic growth while generating a considerable extent of employment opportunities (Namalathan 2005; Reddy, 1991).

Development of SMEs is significant in the developing countries which suffered from problems of unemployment, lack of investment, balance of payment and poverty because growth of SMEs provides solution for the complex economic problem of a country. SMEs are assumed to play a key role in social and economic development.

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