

**THE INFLUENCE OF MARKET ORIENTATION ON THE
PERFORMANCE OF STUDENTS' OWNED BUSINESSES IN
UNIVERSITI UTARA MALAYSIA**

NUUR ATIKAH BINTI GHAZALI

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UNIVERSITI UTARA MALAYSIA**

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**Thesis Submitted to the Centre for Graduate Studies,
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Degree of Masters of Business Administration**

11 OCTOBER 2010

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ABSTRACT

This study investigates the influence of market orientation on student owned businesses performance in University Utara Malaysia (UUM) main campus. The objectives of the study were 1) to examine the level of market orientation that being practice by students own business in UUM and 2) to determine the relationship between market orientation and business performance among small business in UUM. This study used market orientation itself and its elements that are 1) customer orientation, 2) competitor orientation and 3) inter-functional coordination to find the relationship with business performance and its elements which is profit and sales. Data from 44 students' own businesses in UUM were used to test the relationships and hypothesis level of market orientation with its element by using mean and correlation analysis. Furthermore, the data of the respondents also being used to find the relationship between market orientation and business performance by using multiple regression analysis. From the correlation and multiple regression analysis, the result indicates that the level of market orientation that being practice by student own business in UUM are in a moderate level. Moreover, student own business in UUM are also implementing overall market orientation in their business which can leads them to a better performance in future. Recommendations to improve students' owned businesses were also discussed.

ABSTRAK

Kajian ini meneliti pengaruh orientasi pasaran terhadap prestasi perniagaan pelajar yang membuka perniagaan sendiri di kampus utama Universiti Utara Malaysia (UUM). Tujuan kajian ini adalah 1) untuk menguji tahap orientasi pasaran yang diamalkan oleh mahasiswa yang membuka perniagaan sendiri di UUM dan 2) untuk menentukan hubungan di antara orientasi pasaran dan prestasi perniagaan mahasiswa yang membuka perniagaan di UUM. Penyelidikan ini menggunakan orientasi pasaran dan elemen-elemennya iaitu 1) orientasi pelanggan, 2) orientasi pesaing dan 3) koordinasi fungsi dalaman untuk mencari hubungan diantara prestasi perniagaan yang diukur menggunakan keuntungan dan jualan mereka. Untuk mengkaji perhubungan diantara pembolehubah-pembolehubah tersebut, kutipan data daripada 44 orang pelajar yang membuka perniagaan sendiri di UUM digunakan untuk menguji hipotesis tahap orientasi pasaran mereka. Hipotesis ini diukur dengan menggunakan analisa mean dan korelasi. Selanjutnya, data daripada responden juga digunakan untuk mencari hubungan di antara orientasi pasaran dan prestasi perniagaan dengan menggunakan analisis regresi berganda. Daripada hasil dapatan analisis korelasi dan analisis regresi berganda, menunjukkan bahawa tahap orientasi pasaran yang diamalkan oleh pelajar yang mempunyai perniagaan sendiri di UUM masih berada dalam tahap yang sederhana. Selain itu, dapatan kajian juga menunjukkan bahawa pelajar-pelajar ini telah mengaplikasikan orientasi pasaran secara keseluruhan, dan ini akan membuka jalan untuk mereka terus maju dalam membangunkan prestasi perniagaan mereka. Disamping itu, cadangan untuk meningkatkan prestasi pencapaian perniagaan yang dijalankan oleh pelajar-pelajar UUM ini juga di perbincangkan di dalam kajian ini.

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1

INTRODUCTION

1.0 CHAPTER INTRODUCTION

This study explores the influence of market orientation on the performance of students' owned businesses in Universiti Utara Malaysia. This chapter contains: background of the study, problem statement, purpose of the study, research questions, significant of the study, scope, and limitation of the study, and also organizations of this study.

1.1 BACKGROUND OF THE STUDY

Businessmen or entrepreneurs play an important role in the economic growth and development of a nation. Its purposeful activity includes in the beginning, promotion, and distribution of wealth and service. An entrepreneur is a critical factor in economic development and an integral part of the socio-economic transformation. It is a risk taking activity and challenging tasks, needs utmost devotion, total commitment and greater sincerity with fullest involvement for personal growth and personality. The entrepreneurial career is not a one day job. Prosperity and success never comes easily. It takes time and needs hard work. In addition, successful entrepreneurs need a systematic planning and business penetration to achieve the goals.

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