

**MANAGEMENT SUPPORT, TIME AVAILABILITY, REWARD AND
INTRAPRENEURSHIP: A CASE STUDY AT HOLIDAY VILLA ALOR
SETAR**

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ABSTRACT

The purpose of this paper is to investigate the organizational factors that will affect intrapreneurship at Holiday Villa Alor Setar (HVAS). While previous study carried out has given encouraging result, this research attempt to further operationalize the concept at the new area with new culture. The organizational factors in this study are includes management support, time availability, and reward. Considering the huge contribution of intrapreneur in an establish organization, it is hope that this research would contribute significantly toward realizing its enablers and foster. In this paper, a survey was carried out using a questionnaire as the collection method. The measures for the variables were adapted from previous study and have been proven to be statistically reliable. Using multiple regressions, the research model was found to be significant with the independent variables explaining 70.5% of the variance in the dependent variable. Management support, time availability, and reward were found to be significant. A detailed discussion of this outcome is discussed in the full-paper.

ABSTRAK

Tujuan kertas ini adalah untuk menyiasat faktor organisasi yang akan mempengaruhi intraprenur di Holiday Villa Alor Setar (HVAS). Kajian yang dijalankan sebelum ini telah memberikan hasil yang menggalakkan, kajian ini sebagai satu percubaan ke arah perlaksanaan konsep ini di kawasan baru dengan budaya yang baru. Faktor-faktor organisasi dalam kajian ini adalah termasuk sokongan pengurusan, ketersediaan masa , dan ganjaran. Memandangkan sumbangan besar intraprenur di dalam sesebuah organisasi, diharap kajian ini akan memberi sumbangan ke arah menyedari faktor-faktor dan pemboleh ubah itu . Dalam kertas ini, satu kaji selidik telah dijalankan dengan menggunakan soal selidik sebagai kaedah pengumpulan data. Langkah-langkah untuk pemboleh ubah telah disesuaikan daripada kajian sebelum ini dan telah terbukti secara statistik boleh dipercayai. Menggunakan regresi , model kajian telah didapati signifikan dengan pemboleh ubah bebas menjelaskan 70.5 % daripada varians dalam pemboleh ubah bersandar. Sokongan pengurusan, ketersediaan masa , dan pahala telah didapati signifikan. Perbincangan terperinci hasil kajian ini dibincangkan dalam kertas penuh.

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TABLE OF CONTENT

	Pages
Permission to Use	II
Abstract	III
Abstrak	IV
Acknowledgement	V
Table of Content	VI
List of Tables	IX
List of Figure	X
List of Abbreviations	XI

CHAPTER ONE: INTRODUCTION

1.1	Background of the Study.....	1
1.2	Problem Statement.....	3
1.3	Research Questions.....	6
1.4	Research Objectives.....	6
1.5	Significant of the Study.....	7
	1.5.1 Organization.....	7
	1.5.2 Employees.....	7
	1.5.3 Researcher.....	8
1.6	Definition of Key Terms.....	8
	1.6.1 Intrapreneurship.....	8
	1.6.2 Management support.....	9
	1.6.3 Reward.....	9

1.6.4 Time availability.....	9
1.7 Organization of the report.....	10
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction.....	11
2.2 Background of the organization.....	11
2.3 Intrapreneurship.....	14
2.3.1 Dimensions of Intrapreneurship.....	15
2.3.1.1 New Business Venturing.....	15
2.3.1.2 Innovativeness.....	16
2.3.1.3 Proactiveness.....	17
2.3.1.4 Self Renewal.....	18
2.4 Management Support.....	18
2.5 Time Availability.....	19
2.6 Reward.....	19
2.7 Relationship between management support and intrapreneurship.....	20
2.8 Relationship between time availability and intrapreneurship.....	22
2.9 Relationship between reward and intrapreneurship.....	23
2.10 Underpinning Theory.....	24
2.10.1 Herzberg's Two-Factor Theory.....	24
2.10.2 ERG Theory.....	24
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction.....	27
3.2 Theoretical Framework.....	27
3.3 Research Design.....	28
3.4 Population.....	28

3.5	Measurement Variables.....	29
	3.5.2 Measurement Instrument.....	30
3.6	Data Collection.....	31
	3.6.1 Primary Data.....	31
	3.6.2 Secondary Data.....	31
3.7	Data Analysis Procedures.....	32
	3.7.1 Reliability analysis.....	32
	3.7.2 Frequency analysis.....	32
	3.7.3 Descriptive analysis.....	33
	3.7.4 Pearson’s Correlation Analysis.....	33
	3.7.5 Multiple Regression Analysis.....	34
3.8	Conclusion.....	34

CHAPTER FOUR: FINDINGS AND ANALYSIS

4.1	Introduction.....	35
4.2	Respondent Rate.....	35
4.3	Statistical Analysis.....	36
4.4	Reliability Analysis.....	37
	4.4.1 Intrapreneurship.....	38
	4.4.2 Management Support.....	38
	4.4.3 Time Availability.....	39
	4.4.4 Reward.....	39
4.5	Frequency Distribution Analysis.....	40
	4.5.1 Gender.....	41
	4.5.2 Age.....	41
	4.5.3 Education Level.....	42

4.5.4	Department.....	43
4.5.3	Service Period.....	44
4.6	Descriptive Analysis.....	45
4.7	Correlation Analysis.....	46
4.8	Multiple Regression Analysis.....	49
4.9	Hypothesis Testing.....	51
4.10	Conclusion.....	54

CHAPTER FIVE: DISCUSSIONS, CONCLUSION, AND RECOMMENDATION

5.1	Introduction.....	55
5.2	Discussion.....	55
	5.2.1 Management Support and Intrapreneurship.....	55
	5.2.2 Time Availability and Intrapreneurship.....	56
	5.2.3 Reward and Intrapreneurship.....	57
5.3	Conclusion.....	58
5.4	Recommendation.....	59
	References.....	61

Appendix 1

Questionnaire

Appendix 2

Data and Output

LIST OF TABLES

Tables	Pages
Table 3.1 Likert Scale	29
Table 3.2 Measurement Instrument	30
Table 3.3 Pearson's Correlations Score Categories	33
Table 4.1 Summary of questionnaires that distributed	36
Table 4.2 Reliability Statistic of Intrapreneurship Behavior	38
Table 4.3 Reliability Statistic of Management Support	38
Table 4.4 Reliability Statistic of Time Availability	39
Table 4.5 Reliability Statistic of Reward	39
Table 4.6 Frequency Analysis of Respondents' Gender	41
Table 4.7 Frequency Analysis of Respondents' Age	41
Table 4.8 Frequency Analysis of Respondents' Education Level	42
Table 4.9 Frequency Analysis of Respondents' Department	43
Table 4.10 Frequency Analysis of Respondents' Service Period	44
Table 4.11 Descriptive Analysis	45
Table 4.12 Correlation Analysis	47
Table 4.13 Model Summary	50
Table 4.14 Coefficients	51
Table 4.15 Summary of Hypothesis Tested	53
Table 5.1 Summary of Discussion	57

LIST OF FIGURE

Figure		Pages
Figure 3.1	Theoretical Framework	27
Figure 4.1	Theoretical Framework with Correlation Analysis's Result	49

LIST OF ABBREVIATIONS/GLOSARY

DV	:	Dependent Variable
HVAS	:	Holiday Villa Alor Setar
IV	:	Independent Variable
SD	:	Standard Deviation
SPM	:	Sijil Pelajaran Malaysia
SPSS	:	Statistical Package Social Science

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays, the environment of global business has become very competitive. Thus, according to Ramlall (2004), all kind of organizations regardless of the size, technology adopted, and highly strategic policies used cannot avoid from facing the challenge of the uncertainty marketplace. Same goes to the hotel industry, specifically in Malaysia; they also face the intense competition and uncertainty business environment.

In order to improve their hotel performance, the management of the Malaysia hotels has to consider of developing a strategic approach for their organizations future direction. This kind of approach is imperative to their hotels because of many challenges arising in the hotel operations that they have to face. The challenges might come from two factors, which are internal and external factors. The internal factors that may influence hotel performance are including the management, employees, organizational culture, and service delivery system. On the other hand, the external factors that can influence the hotel performance are including terrorism and diseases. If hotels want to achieve high performance, they have efficiently and effectively adapt to changes in their business.

Within the last few years Malaysia's hotel industry has evolved a lot. For example, According to Ministry of Finance/Central Bank of Malaysia (2010), in 2009 the hospitality and tourism sector was ranked as second contributor to overall Malaysia's economic, which after manufacturing sector and the hospitality and tourism sector also

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