THE IMPACT OF PERSONALITY TRAITS AND KNOWLEDGE ON ENTREPRENEUR PERFORMANCE

By

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ABSTRAK

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

SPECIALY 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,

My nieces and nephews,
Muhammad Aqil Haziq, Muhammad Amirul Haziq, Ahmad Ajmal
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,
Maizura Zainol Abidin
Ida Nadia Hamidon
For the prayers, wishes, being very supportive, understanding, and helpful also for the
moments of up and down together...
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TABLE OF CONTENTS

TITLE .............................................................................................................................. i
CERTIFICATION OF PROJECT PAPER ................................................................. ii
PERMISSION TO USE ....................................................................................... iii
ABSTRAK ............................................................................................................... iv
ABSTRACT .............................................................................................................. v
DEDICATION ......................................................................................................... vi
ACKNOWLEDGEMENT ...................................................................................... vii
TABLE OF CONTENTS ...................................................................................... viii
LIST OF TABLES ................................................................................................. xi
LIST OF FIGURES ............................................................................................... xiii
LIST OF ABBREVIATIONS .................................................................................... xiv

CHAPTER ONE (INTRODUCTION) ........................................................................ 1

1.0 Introduction .................................................................................................... 1
1.1 Background of the study ............................................................................. 1
1.2 Problem statement ..................................................................................... 5
1.3 Research questions .................................................................................... 8
1.4 Research objectives .................................................................................... 9
1.5 Significance of the study .......................................................................... 9
1.6 Scope of the study .................................................................................... 10
1.7 Limitation of the study .......................................................................... 11
1.8 Organization of the study ..................................................................... 12
1.9 Conclusion ................................................................................................ 14

CHAPTER TWO (LITERATURE REVIEW) ......................................................... 15

2.0 Introduction .................................................................................................. 15
2.1 Entrepreneur .............................................................................................. 15
2.2 Entrepreneurship ................................................................. 18
2.3 The characteristics of entrepreneurs ................................... 20
  2.3.1 Need for achievement .................................................. 22
  2.3.2 Locus of control ......................................................... 23
  2.3.3 Tolerance for ambiguity ............................................. 24
  2.3.4 Risk-taking propensity ............................................... 25
2.4 Knowledge of entrepreneur .................................................. 25
2.5 Owners-managers characteristics and business performance ....... 29
2.6 Measures of success affecting performance ........................... 31
2.7 Conclusion ........................................................................ 32

CHAPTER THREE (METHODOLOGY) ............................................. 33
3.0 Introduction ....................................................................... 33
3.1 Research design .................................................................. 33
3.2 Theoretical framework ...................................................... 34
3.3 Hypothesis of the study ...................................................... 35
3.4 Instruments of measurement .............................................. 36
  3.4.1 Part A: Measurement of demographic factor and business
       information ...................................................................... 38
  3.4.2 Part B: Measurement of personality traits ....................... 39
  3.4.3 Part C: Measurement of knowledge ................................ 42
  3.4.4 Part D: Measurement of performance ............................ 44
3.5 Reliability of the instruments .............................................. 49
3.6 Pilot test ............................................................................ 51
3.7 Data collection and research procedures ............................... 53
  3.7.1 Research procedures .................................................. 55
3.8 Data analysis ...................................................................... 56
  3.8.1 Descriptive test .......................................................... 56
3.8.2 Inferential test.................................................. 57
3.8.3 Pearson correlation............................................. 57
3.8.4 Multiple regression............................................. 58
3.9 Confidence interval............................................... 60
3.10 Conclusion....................................................... 60

CHAPTER FOUR (FINDINGS)........................................... 61
4.0 Introduction....................................................... 61
4.1 Descriptive statistics of data collection...................... 61
4.2 Multiple regression analysis.................................... 66
4.3 Pearson correlation................................................ 69
4.4 Conclusion....................................................... 76

CHAPTER FIVE (DISCUSSIONS AND RECOMMENDATIONS)........ 77
5.1 Introduction....................................................... 77
5.1 Discussions....................................................... 77
5.2 Practical implication............................................. 84
5.3 Recommendations for future research....................... 85
5.4 Conclusion....................................................... 87

REFERENCES......................................................... 89

APPENDICES .......................................................... 101
Appendix A (Questionnaires)....................................... 102
Appendix B (Reliability test)....................................... 111
Appendix C (Descriptive test)..................................... 120
Appendix D (Correlation test)..................................... 125
Appendix E (Regression test)...................................... 127
## LIST OF TABLE

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Entrepreneurial characteristics – personal and managerial which can lead to failure.</td>
<td>28</td>
</tr>
<tr>
<td>3.1</td>
<td>19-items of Personality Traits</td>
<td>40</td>
</tr>
<tr>
<td>3.2</td>
<td>Rating Scale and Measurement</td>
<td>41</td>
</tr>
<tr>
<td>3.3</td>
<td>10-items of knowledge</td>
<td>42</td>
</tr>
<tr>
<td>3.4</td>
<td>Rating Scale and Measurement</td>
<td>43</td>
</tr>
<tr>
<td>3.5</td>
<td>8-items of Entrepreneurs Performance</td>
<td>44</td>
</tr>
<tr>
<td>3.6</td>
<td>Rating Scale and Measurement</td>
<td>45</td>
</tr>
<tr>
<td>3.7</td>
<td>Summary of the questionnaire</td>
<td>46</td>
</tr>
<tr>
<td>3.8</td>
<td>The List of SMEs/Entrepreneur in Kelantan, 2009</td>
<td>48</td>
</tr>
<tr>
<td>3.9</td>
<td>Criterion for Acceptability</td>
<td>50</td>
</tr>
<tr>
<td>3.10</td>
<td>Reliability Values on pilot test for the elements of personality traits</td>
<td>51</td>
</tr>
<tr>
<td>3.11</td>
<td>Reliability Values on pilot test for Knowledge</td>
<td>52</td>
</tr>
<tr>
<td>3.12</td>
<td>Reliability Value on pilot test for Entrepreneur’s Performance</td>
<td>52</td>
</tr>
<tr>
<td>3.13</td>
<td>General Description of the Data analysis</td>
<td>59</td>
</tr>
<tr>
<td>4.1</td>
<td>Personal background of respondents</td>
<td>62</td>
</tr>
<tr>
<td>4.2</td>
<td>Types of business and business sector</td>
<td>65</td>
</tr>
<tr>
<td>4.3</td>
<td>Multiple regression analysis for variables predicting entrepreneur performance</td>
<td>68</td>
</tr>
<tr>
<td>4.4</td>
<td>Correlations between need for achievement dimension and entrepreneur performance</td>
<td>69</td>
</tr>
<tr>
<td>4.5</td>
<td>Correlations between locus of control dimension and entrepreneur performance</td>
<td>70</td>
</tr>
<tr>
<td>4.6</td>
<td>Correlations between tolerance for ambiguity dimension and entrepreneur performance</td>
<td>71</td>
</tr>
</tbody>
</table>
4.7 Correlations between risk-taking propensity dimension and entrepreneur performance

4.8 Correlations between education level dimension and entrepreneurs performance

4.9 Correlations between work experience dimension and entrepreneur performance

4.10 Correlations between skills dimension and entrepreneurs performance
# LIST OF FIGURE

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Framework for Research Linking the Characteristics</td>
<td>30</td>
</tr>
<tr>
<td>3.1</td>
<td>Theoretical Framework</td>
<td>34</td>
</tr>
<tr>
<td>3.2</td>
<td>Formula for Multiple Regressions</td>
<td>58</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>SMEs</td>
<td>Small Medium Enterprise</td>
<td></td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
<td></td>
</tr>
<tr>
<td>PROSPER</td>
<td>Projek Pembangunan Usahawan Dalam Bidang Peruncitan</td>
<td></td>
</tr>
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<td>SMIDEC</td>
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<td></td>
</tr>
<tr>
<td>MTDC</td>
<td>Malaysian Technology Development Corporation</td>
<td></td>
</tr>
<tr>
<td>MARA</td>
<td>Majlis Amanah Rakyat</td>
<td></td>
</tr>
<tr>
<td>MITI</td>
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<td></td>
</tr>
<tr>
<td>MEDEC</td>
<td>Malaysian Entrepreneurship Development Centre</td>
<td></td>
</tr>
<tr>
<td>PUNB</td>
<td>Perbadanan Usahawan Nasional Berhad</td>
<td></td>
</tr>
<tr>
<td>R&amp;D</td>
<td>Research and development</td>
<td></td>
</tr>
<tr>
<td>NEP</td>
<td>New Economic Policy</td>
<td></td>
</tr>
<tr>
<td>MPPB</td>
<td>Bumiputra Industrial and Business Society</td>
<td></td>
</tr>
<tr>
<td>KB</td>
<td>Kota Bharu</td>
<td></td>
</tr>
</tbody>
</table>
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 (Namalathasan 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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REFERENCES


