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**KESAN ORIENTASI PERNIAGAAN TERHADAP PRESTASI
PERNIAGAAN PERUSAHAAN KECIL DAN SEDERHANA (PKS)
DI MALAYSIA: PERANAN ETIKA ISLAM SEBAGAI
PERANTARA**



**DOKTOR PENTADBIRAN PERNIAGAAN
UNIVERSITI UTARA MALAYSIA
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**KESAN ORIENTASI PERNIAGAAN TERHADAP PRESTASI
PERNIAGAAN PERUSAHAAN KECIL DAN SEDERHANA (PKS)
DI MALAYSIA: PERANAN ETIKA ISLAM SEBAGAI PERANTARA**



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College of Business,
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**Kesan Orientasi Perniagaan Terhadap Prestasi Perniagaan Perusahaan Kecil dan Sederhana (PKS) di
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Kebenaran Merujuk

Tesis ini dikemukakan sebagai memenuhi keperluan pengurniaan Ijazah Doktor Pentadbiran Perniagaan daripada Universiti Utara Malaysia (UUM). Saya dengan ini bersetuju membenarkan pihak perpustakaan Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan umum. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik perlulah mendapat kebenaran daripada Penyelia Tesis atau Pengarah Unit Pascasiswazah, Pusat Pengajian Perniagaan terlebih dahulu. Sebarang bentuk salinan dan cetakan bagi tujuan komersial adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik. Pernyataan rujukan kepada penyelidik dan Universiti Utara Malaysia perlulah dinyatakan jika rujukan terhadap tesis ini dilakukan.

Kebenaran untuk menyalin atau menggunakan tesis ini sama ada secara sebahagian atau sepenuhnya hendaklah dipohon melalui:



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Abstrak

Perusahaan kecil dan sederhana (PKS) adalah penting kepada ekonomi negara kerana menyediakan peluang pekerjaan, mengukuhkan ekonomi masyarakat tempatan dan mempromosikan pasaran tempatan. Walau bagaimanapun, kajian yang minimum telah mengkaji hubungan antara orientasi perniagaan, etika Islam, dan prestasi perniagaan PKS, terutamanya di Malaysia, sebuah negara membangun. Kajian ini bertujuan untuk mengkaji hubungan antara orientasi perniagaan (iaitu, penyelarasan antara dalaman, pengguna dan pesaing) dan prestasi PKS. Peranan pengantara etika Islam dalam hubungan ini juga disiasat. Tinjauan terhadap 535 PKS Islam (Bumiputera) di Johor, Perak, Selangor, dan Kelantan di Malaysia telah dianalisis menggunakan pendekatan pemodelan persamaan struktur kuasa dua terkecil separa (PLS-SEM) melalui pendekatan SmartPLS 3.0. Hasil kajian empirikal menunjukkan bahawa wujudnya perhubungan positif antara orientasi perniagaan terhadap prestasi PKS. Pengusaha-pengusaha PKS di Malaysia akan dapat mengubah halatuju pengurusan perniagaan mereka ke arah penambahbaikan di samping dapat memperkukuhkan perniagaan PKS demi menjamin kelangsungannya di dalam sektor ekonomi dengan meramalkan prestasi sedia ada dan memperbaiki segala jurang yang ada sebaik-baiknya. Hasil kajian telah menunjukkan hasil yang ketara bahawa semakin kukuh amalan etika Islam oleh PKS, semakin baik prestasinya. Usahawan PKS harus memasukkan etika Islam ke dalam orientasi perniagaan mereka untuk meningkatkan pembuatan keputusan perniagaan, produktiviti dan prestasi mereka. Keputusan empirikal (kesan langsung dan kesan pengantara) memberikan pandangan baharu ke dalam perspektif akademik berhubung hubungan antara orientasi perniagaan, etika Islam dan prestasi PKS dalam satu rangka kerja menggunakan teori pandangan berasaskan sumber (RBV) sebagai teori asas.

Kata kunci: Perusahaan Kecil dan Sederhana (PKS), Orientasi Perniagaan, Etika Islam, Prestasi PKS, Teori Pandangan Berasaskan Sumber (RBV)

Abstract

Small and medium enterprises (SMEs) are crucial to the country's economy as they provide employment opportunities, strengthen the local community's economy, and promote the local market. However, minimal studies have examined the relationship between business orientation, Islamic ethics, and the business performance of SMEs, especially in Malaysia, a developing nation. This study aims to examine the relationship between business orientation (i.e., coordination between internal, consumers, and competitors) and SMEs' performance. The mediating role of Islamic ethics in this relationship is also investigated. A survey of 535 Muslim SMEs (Bumiputera) in Johor, Perak, Selangor, and Kelantan in Malaysia was analyzed using the partial least squares-structural equation modeling (PLS-SEM) approach via SmartPLS 3.0 approach. The results reveal a positive and significant relationship between business orientation and SMEs' performance. SME entrepreneurs are keen to improve their business orientation to achieve better performance, strengthen them for the continuity of the business sector, and close the gap with minimal disadvantages. Moreover, Islamic ethics was a significant mediator in the relationship between business orientation and SMEs' performance. The result has shown a significant result that the stronger Islamic ethics practice by the SME's, the better its performance will be. SME entrepreneurs should incorporate Islamic ethics into their business orientation to improve their business decisions, productivity, and performance. The empirical results (direct effect and mediating effect) provide new insights into the academic perspective regarding the relationships between business orientation, Islamic ethics, and SME performance in a single framework using resource-based view theory (RBV) as an underpinning theory.

Keywords: Small and Medium Enterprises (SMEs), Business Orientation, Islamic Ethics, SMEs' Performance, Resource-Based View Theory (RBV)

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BAB PERTAMA

PENDAHULUAN

1.1 Pendahuluan

Bab ini dimulakan dengan latar belakang kajian. Kemudian, disusuli dengan seksyen kedua iaitu pernyataan masalah. Sementara dalam seksyen ketiga menunjukkan soalan-soalan kajian yang perlu dijawab dalam kajian ini. Seksyen keempat menunjukkan objektif-objektif yang mana perlu dicapai dalam kajian ini. Seksyen kelima menunjukkan kepentingan kajian ini. Seksyen keenam menunjukkan skop kajian, disusuli dengan takrifan terma-terma di seksyen ketujuh. Akhir sekali, pengaturan kajian ditunjukkan pada bahagian akhir bab ini.

1.2 Latar Belakang Kajian

Pada lewat abad ke-20 dan pada permulaan abad ke-21, dunia secara amnya dan perniagaan di dunia khususnya sedang bertambah maju dan meningkat naik, berikutan persaingan sengit menimbulkan tekanan dalam syarikat-syarikat komersial dan perindustrian (Wilson et al., 2020). Kecepatan, fleksibiliti dan kebolehan untuk berinteraksi adalah antara punca utama yang menentukan kelebihan persaingan syarikat, dan kemampuan pembuat keputusan dalam menunjukkan keputusan yang baik dianggap sebagai piawaian dalam menentukan kejayaan atau kegagalan syarikat-syarikat (Blank & Dorf, 2020). Prestasi perusahaan kecil dan sederhana (PKS) ditakrifkan sebagai panduan perkembangan utama dalam negara-negara membangun dan sedang membangun. PKS dikenali sebagai petunjuk utama dalam daya saing, penciptaan peluang pekerjaan dan perkembangan ekonomi dunia (Rodriguez-Gutierrez et al., 2015; Shehu & Mahmood 2014; Islam et al., 2011).

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BORANG SOAL SELIDIK



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Malaysia.

SOAL SELIDIK AKADEMIK

Borang soal selidik ini adalah bertujuan untuk mendapatkan maklumat serta data berkaitan **“Pengaruh Orientasi Perniagaan terhadap Prestasi Perniagaan Perusahaan Kecil dan Sederhana (PKS) di Malaysia: Peranan Etika Islam sebagai Penyederhana”**. Anda dipohon menjawab semua soalan dengan jujur dan teliti. Tiada jawapan betul atau salah bagi setiap soalan. Anda hanya perlu menanda jawapan yang paling tepat dengan pandangan anda. Borang soalselidik ini mengandungi 2 bahagian iaitu bahagian A, dan B bagi menjalankan analisis data sahaja. Semua maklumat yang diperolehi akan di simpan dan dirahsiakan daripada mana-mana pihak lain.

Sila berikan jawapan tepat kepada SEMUA soalan. Maklumat yang anda berikan dalam menjawab soal selidik ini adalah SULIT. Kejujuran anda amat dihargai.

Seksyen 1: Demografi

Sila tandakan [] dalam kotak yang berkenaan yang disediakan atau mengisi maklumat yang diperlukan bagi setiap kenyataan di bawah.

1. Jantina:	
Lelaki	<input type="checkbox"/>
Perempuan	<input type="checkbox"/>
2. Jawatan:	
Pengusaha	<input type="checkbox"/>
Lain-lain	<input type="checkbox"/>

3. Kelayakan Akademik:	
Diploma	
Ijazah Sarjana Muda	
Sarjana Muda	
Lain-lain	
4. Umur Organisasi:	
1- 5 tahun	
6- 10 tahun	
11- 15 tahun	
15 tahun dan ke atas	
5. Sektor Perniagaan:	
Pertanian	
Pembinaan	
Multimedia	
Penginapan	
Pelancongan	
Pembuatan	
ICT	
6. Bilangan Pekerja:	
1- 20 orang sahaja	
21- 40 orang sahaja	
41- 60 orang sahaja	
61- 80 orang sahaja	
81- 100 orang sahaja	

Seksyen 2: Orientasi Perniagaan

Sila tandakan [√] dalam kotak yang berkenaan yang disediakan atau mengisi maklumat yang diperlukan bagi setiap kenyataan di bawah.

1	2	3	4	5	6	7
Sangat tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Tidak Pasti	Agak setuju	Setuju	Sangat Setuju

Item	1	2	3	4	5	6	7
1. Kepuasan pelanggan adalah keutamaan objektif perniagaan.							
2. Strategi syarikat kami ialah kami percaya bahawa kami mampu cipta nilai terbaik untuk pelanggan.							
3. Kami mengawasi tahap komitmen dan orientasi untuk memenuhi keperluan pelanggan.							
4. Syarikat kami menyediakan perkhidmatan selepas jualan kepada pelanggan.							
5. Kami menilai kepuasan pelanggan secara berterusan dan sistematik.							
6. Strategi syarikat kami kelebihan persaingan berdasarkan pemahaman kami terhadap keperluan pelanggan.							
7. Dalam syarikat kami, wakil jualan kongsi maklumat tentang strategi pesaing.							
8. Kami segera respon terhadap tindakan pesaing yang boleh memberi ancaman.							
9. Kami analisis penawaran produk oleh pesaing secara sistematik.							
10. Kami kongsi maklumat dengan pekerja kami berkaitan kekuatan dan strategi pesaing.							

11. Kami sasar pelanggan yang mana kami mempunyai kelebihan dalam persaingan.							
12. Semua unit dalaman dalam syarikat kami bekerjasama dalam memenuhi keperluan sasaran pasaran.							
13. Kami bebas kongsi maklumat tentang pengalaman kejayaan dan kegagalan berkaitan pelanggan dengan semua pekerja syarikat kami.							
14. Kami sentiasa dekati pelanggan baru dan sedia ada.							
15. Adanya koordinasi kuat antara semua unit dalaman dalam memberikan kami kelebihan persaingan.							
16. Semua pekerja syarikat faham bagaimana mereka boleh menyumbang dalam mencipta nilai kepada pelanggan.							
17. Semua pekerja faham pentingnya berkongsi dalam membuat keputusan demi kebaikan syarikat.							
18. Kami nekad dalam membantu kelangsungan syarikat dalam perniagaan.							
19. Kejayaan pesaing dalam perniagaan bukan bermakna syarikat harus putus asa.							
20. Kami berusaha dalam memperolehi kekuatan dan menyelesaikan kelemahan syarikat dalam berniaga.							
21. Bakat pekerja akan diasah dalam menyerlahkan potensi mereka untuk syarikat.							
22. Pekerja haruslah bekerja dengan bijak dan amanah.							

Seksyen 3: Prestasi Perusahaan Kecil dan Sederhana (PKS)

Sila tandakan [√] dalam kotak yang berkenaan yang disediakan atau mengisi maklumat yang diperlukan bagi setiap kenyataan di bawah.

1	2	3	4	5	6	7
Sangat tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Tidak Pasti	Agak setuju	Setuju	Sangat Setuju

Item	1	2	3	4	5	6	7
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1. Sasaran jualan telah dicapai.							
2. Produk telah mencapai pasaran yang meluas.							
3. Sasaran keuntungan telah dicapai.							
4. Kita berkemampuan dalam pembangunan produk daripada pesaing.							
5. Kita menghasilkan produk berkualiti daripada pesaing.							
6. Kita mempunyai banyak pelanggan daripada pesaing.							

Seksyen 4: Etika Islam

Sila tandakan [√] dalam kotak yang berkenaan yang disediakan atau mengisi maklumat yang diperlukan bagi setiap kenyataan di bawah.

1	2	3	4	5	6	7
Sangat tidak Setuju	Tidak Setuju	Agak Tidak Setuju	Tidak Pasti	Agak setuju	Setuju	Sangat Setuju

Item	1	2	3	4	5	6	7
1. Kemalasan adalah satu dosa.							
2. Dedikasi terhadap pekerjaan memberi manfaat kepada diri sendiri dan orang lain							
3. Pekerjaan yang baik memberi manfaat kepada diri sendiri dan orang lain.							
4. Keadilan dan kemurahan hati di tempat kerja adalah perlu untuk kebajikan masyarakat.							
5. Seseorang yang menghasilkan lebih dari keperluannya akan menyumbang kepada kemajuan masyarakat secara keseluruhannya.							
6. Seseorang itu haruslah bekerja sebaik yang boleh.							
7. Bekerja bukanlah tamat setakat pekerjaan itu, tetapi adalah cara untuk meningkatkan kemajuan diri dan perhubungan sosial.							

8. Hidup akan tiada maknanya tanpa kerja.							
9. Lebih banyak masa berehat adalah baik untuk masyarakat.							
10. Hubungan pekerja dalam organisasi haruslah diberi penekanan dan galakan.							
11. Kerja membolehkan manusia mengawal alam persekitaran.							
12. Kerja yang kreatif adalah sumber kegembiraan dan kejayaan.							

