



FACTORS INFLUENCING BUSINESS VIABILITY: ENTREPRENEURSHIP PERSONALITY PERSPECTIVES

Siti Noor Shamilah Misnan

School of Government, Universiti Utara Malaysia, Sintok, Kedah, Malaysia

Halimah Abdul Manaf

School of Government, Universiti Utara Malaysia, Sintok, Kedah, Malaysia

ABSTRACT

Entrepreneurship has been recognized as a pillar to the development of a country. In this context, the government plays an important role in the provision of space and opportunities to entrepreneurs through the entrepreneur development agenda. Undoubtedly, every development agenda requires allocation to ensure that every development has a positive impact on the target group, particularly for Bumiputera youths. Therefore, this study aims at identifying the influence of personality on the business continuity of youth entrepreneurs. Using quantitative methods (questionnaires), a total of 387 TUBE entrepreneurs were selected as respondents. The findings revealed that the level of entrepreneurial personality towards the continuity of the business is at a low level. The regression analysis found that there were five factors influencing the personality on the business continuity of the youth entrepreneurs. Therefore, improvement is an important element that needs to be focused on in the process of further strengthening the TUBE entrepreneurship program. In this study, improvement should be initiated from two perspectives, namely entrepreneurs and the organizers, namely the government represented by the Ministry of Entrepreneur Development and Cooperatives (KPUK).

KEY WORDS: *entrepreneurship, business continuity, TUBE, youth, personality*

1.0 INTRODUCTION

Entrepreneurship has been recognized as a pillar to the development of a country (Afolabi, 2015). In this context, the government plays an important role in providing space and opportunities for entrepreneurs through the entrepreneur development agenda. Undoubtedly, every development agenda requires allocation to ensure that every development has a positive impact on the target group, especially for Bumiputera youths.

The reduction in allocation or funds for the Ministry of Entrepreneur Development (KPU) was found to have an impact mainly on entrepreneurship programs. The allocation for 2019 was found to be reduced by RM57 millions, from RM636 millions in 2018 to RM579 for 2019 (Ministry of Finance, 2019). This can be seen through previous studies that found that the entrepreneurship program conducted does not have an impact on entrepreneurs to ensure the continuity of the business conducted. In particular, most past studies have also not focused

comprehensively in identifying entrepreneurial-related issues.

Previous studies have been found to focus only on certain perspectives such as the content of entrepreneurship programs (Norsela & Nurul Ilyana, 2016; Suhaila, Suhaily & Muhammad Firdaus, 2014; Muhammad Rashid & Mohd Dzulfadli, 2010; Azmanirah, Ahmad Esa & Wan Mohd Rashid, 2010 ; Cheng, Chan & Amir, 2009), personality (Obschonka, Moeller & Goethner, 2019; Cardon & Kirk, 2015; Balloon, Lecoq, & Rimé, 2013) and business continuity (Irastorzan & Peña-Legazkue, 2018; Rise, 2015 ; Parker, Congregado & Golpe, 2012; Fritsch, Brixy & Falck, 2006). Thus, this paper aims at focusing more comprehensively through the perspective of entrepreneurial personality on business continuity.

2.0 LITERATURE REVIEW

Survival or business continuity is very important to be emphasized by entrepreneurs to assess the level of success of their business. By



looking at some important elements identified to be evaluated, it will determine the success of a business developed by the entrepreneur whether it is a success or vice versa. It is quite difficult to measure business success, however it can be seen from many different angles, as stated by (Praag, 2003). Having viewed from various angles and interests, several important things will be evaluated to measure the business viability of youth entrepreneurs in Malaysia, namely business ownership, increased income and increased revenue and products of their business.

There have been several reports in the major media on the impact of the Covid-19 and PKP crisis on economic sectors, especially the agricultural sector. Farmers, for instance, are cut off from daily incomes as a result of the distribution chain being affected due to the closure of support sector operations, the absence of workers, and declining cash reserves (Dzulkifli, 2020; Aling, 2020). Some entrepreneurs are beginning to take alternative approaches in business operations to ensure income sustainability. However, for micro -farmers or smallholders in rural areas, the constraints of existing infrastructure support limit business operations throughout the PKP.

To ensure business continuity, distribution chain support should be seen as the main element to be given attention to (Nurdin, Chan, Selvadurai & Suraiya, 2020). Every individual who ventures into the field of entrepreneurship has high hopes and ambitions that is to succeed in businesses. Achieving success is not something that is easy for entrepreneurs; one of the factors that entrepreneurs need to pay attention to is the personality factor. Discussions emphasizing successes and failures of entrepreneurs with personality factors have long been discussed in the past 20 years, indicating the role of personality in entrepreneurship is of key importance (Gartner, 1988).

To be successful, entrepreneurs are required to equip themselves entrepreneurial success orientation, which includes attitudes namely being proactive and innovative as well as being a risk taker. In addition, entrepreneurs also need to have a competitive attitude, autonomy, have corporate motivation, have the initiative to improve themselves. a person who is flexible and agile to perform work (Abd-Hamid, Azizan & Sorooshian, 2015) Apart from having a certain attitude to succeed, entrepreneurs also need to have a coordination between personality and vision to be achieved. Deborah et al (2008) asserted that entrepreneurs who have high prospective values will have diverse personalities, however the differences and similarities found in a handful of young entrepreneurs can be a factor that pushes and attracts them to continue to be in this field of entrepreneurship.

Based on a study on entrepreneurship conducted by Doris (2013), it was found that there are two main things that need to be considered in the study of entrepreneurship. The first self-factors of entrepreneurs including entrepreneurial characteristics, and the second is related to the influence of the environment, which are, cultural, political and economic factors (McDougall & Oviatt, 2020; Mostafa, Wheeler & Jones, 2019). When it comes to personality, one thing that can't be ignored Big-5 personalities. is a stimulus to an individual's actions on their performance (Zhoa & Seibert, 2006; James & Mazeroll, 2002). This personality is able to stimulate youth entrepreneurs to think creatively and innovatively in running their business. This study will reveal the relationship between business continuity and the Big-5 personality factors, as a study conducted by Ciavarella et al (2004) uncovered that in the 1980s, the Big-5 personality was found to be the basis of individual personality structure. A strong personality foundation, according to Zhoa (2009) is believed to ~~can~~ guarantee the success of an entrepreneur even if entrepreneurs lack other resources. On the same vein, Zhoa (2009) and Ciaverella et al (2004) in a study related to the influence of personality on entrepreneurial success, found that environmental factors alone cannot guarantee entrepreneurial success as entrepreneurs will be able to generate ideas for the purpose of obtaining their own resources when they have creative ideas.

According to Kirkpatrick (1975, 1994, 1996, 2000), reaction evaluation is known as customer satisfaction evaluation. This is because at this stage it is to measure the participants' perceptions of the training program they have attended. Frequently asked questions are related to instructor presentation techniques, suitability of course topics, participants' perceptions of the value of training modules, relevance of course content to assignments and the possibility of using new skills when returning to work. Reaction evaluation is very important because it provides meaningful feedback to help the organizers evaluate the training program and also provide comments and suggestions for improvement of the training program in the future.

For Kirkpatrick and Kirkpatrick (2005a) as well, reaction measurement plays a pivotal role and is relatively easier to be conducted. To them, top management is likely to make inaccurate decisions through what they hear about a training program, and with the assessment of reactions, real and valuable data can be collected to find out the reactions of participants. Accurate reaction assessment is very important because participants' interest, attention and motivation have an influence on the learning that will take place. In most studies, assessment of learning is to measure changes in attitudes, increase in



knowledge and increase in skills after the training program attended (Kirkpatrick, 1994). For Mohd. Azhar et al. (2005) knowledge is the level of awareness in the form of truth, principles and information. While Jarvis (1996) argues that knowledge can be seen as a level of awareness or a close relationship with something that provides benefits through experience, learning or thought.

3.0 METHODOLOGY

A sample is a portion of a set of respondents selected from a larger population for the purpose of the study and a subset of the population selected for the study. The population for this study was entrepreneurs consisting of youths. Analysis unit of this study is the youth entrepreneurs involved in the Tunas Usahawan Belia Bumiputera (TUBE) entrepreneurship program. To date, there are 4,380 youth entrepreneurs in the TUBE entrepreneurship program however only a sample group was approached as the respondents. The study adopted simple random sampling method (Krejcie and Morgan, 1970) in which questionnaires were distributed as the instrument for the research. The list of participants was obtained from the data of participants of entrepreneurship development programs. The respondents were selected based on the age classification of entrepreneurs stated by Chigunta (2002) and Oseifuah (2010).

Linear regression analysis was employed to identify the factors influencing the dependent variables. The dependent variable in the study is the personality. As such, the linear regression equation used in the data analysis is illustrated as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n \quad (1)$$

where:

a = constant

Y = dependent variables

X = independent variables

b = coefficients

4.0 FINDING AND DISCUSSION

The effectiveness of a program implemented by the government requires the cooperation of the community. Therefore, for the TUBE entrepreneurship program to be successful, it is impossible if only one party plays a role. Thus, this section will look in depth at the role played by the participants of the TUBE entrepreneurship program themselves.

Table I shows the findings for the regression analysis for the factors influencing entrepreneurial personality. The variables for entrepreneurial personality consisted of views, goals, critical, relaxed, ideas, nervous, errors and frustrations. It was found that there were five found to be significant with significance level of 0.01 and 0.05 namely goal, critical, nervous, error and frustration.

Significantly, the variables of goal, critical, nervous, error and frustration were found to chiefly influence the entrepreneurial personality of the TUBE program. Thus, the null hypothesis was rejected and to summarize, these factors accounted for 64.5 percent in identifying the factors influencing the personality of the TUBE program entrepreneurs. These findings are in line with studies conducted by Siti Masayu and Fatimah (2020); Cheng (2020) as well as Flanagan, Lu, Shen & Jewel (2007).

Table I: Factors Affecting Entrepreneurial Personality

Personality	Statistic
View	0.057
Goal	0.408***
Critical	0.343***
Relax	0.018
Idea	0.004
Feeling	-0.110
Nervous	-0.229***
Error	-0.190***
Frustrated	0.441***
Dodge	-0.389
Sig = 0.000	
R ² = 0.645	

Note: *** significant at 1%

The results indicate that the level of entrepreneurial personality towards business continuity remains at a lower level. In addition, the findings also show that there is a significant relationship between entrepreneurial personality and business continuity. Where entrepreneurial

personality acts as a moderator in identifying significant variables. With the existence of this relationship, it can be concluded that there are certain factors that influence the personality of the entrepreneur on the continuity of the business conducted.



a) Personality

Without entrepreneurs it is impossible for an entrepreneurship program to run. However, for entrepreneurs who follow the TUBE entrepreneurship program, it was revealed that the personality factors of the entrepreneurs themselves influence the ineffectiveness of the TUBE entrepreneurship program. Among the problems faced by the entrepreneurs who have joined the TUBE entrepreneurship program are no long-term goals in business, not reviewing results critically, nervous in running a business, not learning from mistakes and easily disappointed if plans made fail.

These findings were found to be contrary to the meaning of entrepreneurs as explained by Abd-Hamid, Azizan & Sorooshian (2015).

Entrepreneurial personality was found to influence the continuity of the business conducted. This can be seen when 69.8 percent of entrepreneurs do not have clear goals related to their business planning (Table II). Simultaneously, it shows that entrepreneurs who participate in the TUBE entrepreneurship program may only participate in the TUBE program due to the financial factors provided through the program.

Table II: Business Planning

	Frequency	Percentage (%)
Grow the business	73	18.2
Job	48	12.0
Uncertain	279	69.8

Without clear planning about the future of the business or the viability of the business, this indirectly affects the emotions of the entrepreneur and causes the entrepreneur to be unable to maintain performance at its best. The effect can be seen when all entrepreneurs who participate in the TUBE entrepreneurship program have their own problems or challenges in running a business (Table III). One

of the challenges entrepreneurs face is themselves. These findings also support the factor why the personality of entrepreneurs who participate in the TUBE entrepreneurship program is at a low level. In addition to self-challenges, entrepreneurs were also found to face problems in terms of competition, assistance or support, economy and market.

Table III: Business Challenge

	Frequency	Percentage (%)
Self	65	16.2
Rivalry	123	30.8
Support	89	22.2
Economy	59	14.8
Market	64	16.0

Based on the highlights of the work, most of the previous researchers placed personality factors as one of the independent variables in their studies (Amran et al., 2014; Faradillah Iqmar et al., 2015; Scherer, Brodzinski & Wiebe, 1991). In contrast, Tastan (2013) placed proactive personality factors as a moderating variable in his research conducted in Izmir, Turkey. Many previous research findings indicate that personality factors also influence an entrepreneur's career choice and success (Amran, Ima Illyani & Siti Azreena, 2014; Faradillah Iqmar, Samsudin & Ali, 2015; Singh & Habib, 2013; Tastan, 2013).

In fact, personality factors are not only seen as important in the field of entrepreneurship but also among the factors that contribute to an individual's tendency to succeed in their lives. Although previous studies show this personality factor is quite important, it is still given less attention in

entrepreneurship research especially in this country (Amran et al., 2014). While research by Jaya (2016) emphasizes on the mental attitude of entrepreneurship (mental attitude entrepreneurship) as an important factor to empower entrepreneurship among women from Lombok who work in Malaysia.

Typically, successful entrepreneurs have similarities for certain characteristics and willingness to take risks is the most frequently mentioned trait (Singh & Habib, 2013). In the discussion of personality factors, a number of previous research has focused on physical and mental activities as well as a person's attitudes. In fact, there are various views on what is meant by these personality factors, subject to the theories underlying to discuss this (Amran et al., 2014; Jaya, 2016; Tastan, 2013). Therefore, for the purpose of this research, personality factors refer to self-efficacy (self-efficacy), locus of control (locus of control) and the



need for achievement (need for achievement) as formulated by Amran et al. (2014) as well as risk-taking factors (Singh & Habib, 2013).

5.0 CONCLUSION

Improvement is an important element that needs to be focused on in the process of further strengthening the TUBE entrepreneurship program. In this study, the improvement must be seen from two perspectives, namely the entrepreneurs and the organizers, namely the government represented by the Ministry of Entrepreneur Development (KPU). The recommendations in this study are in line with the objectives of the National Entrepreneurship Policy that have been set, namely:

- a) To create a holistic and conducive entrepreneurial ecosystem to support Malaysia's inclusive, balanced and sustainable socio-economic development agenda.
- b) To form a Malaysian society with an entrepreneurial mindset and culture.
- c) Increase the number of quality, viable, resilient, global-minded and competitive national entrepreneurs.
- d) Enhancing the capacity of micro, small and medium enterprises and cooperatives.
- e) Make entrepreneurship a career of choice.

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