

The Effectiveness of Micro Entrepreneurial Development: Program Input Assessment Analysis

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Micro entrepreneurial development is an important process in producing competitive entrepreneurs who can be successful in business. ‘Skilled instructors’ are an important factor in the process of forming entrepreneurs, or specifically, in the aspect of handling and providing an insight about entrepreneurship and business. The assessment from micro entrepreneurs will be evaluated in this paper. The purpose of this research is to see if participants have the knowledge and skills of conducting business accurately and effectively. This study will involve 6 participants using the method of interviews. 30 participating micro-entrepreneurs have answered questionnaires to find out about the program’s input level using the CIPP (Context, Input, Process and Product) assessment model approach. The findings of this project reveal that the micro-entrepreneurial participants agreed that skilled instructors are vital to help participants apply business practice.

Key words: *Assessment, skilled instructors, Micro Entrepreneurial Development, Business practice application.*

Introduction

A skilled instructor is a teacher or a consultant who has a high efficacy level in terms of knowledge, skills and attitude (Syed Jaafar, 2014). Thus, according to Shahabudin (2003), a teacher needs to transfer his or her knowledge through teaching. Teachers have a role to assist students in the process of educating. In the context of entrepreneurial development,

teachers have the role to give advice about business management, provide guidance, and offer suggestions to resolve business issues (Maaidah, 2018).

Micro entrepreneurial development is the process of developing entrepreneurs in micro-level industries. Industries at this level are in abundance compared to small and medium industries. The latest definition for micro-industries is an industry with yearly sales totalling less than RM300, 000.00 or less than 5 workers (National PKS Development Council 2014). Most of the micro entrepreneurs have small business stalls that sells food, drinks, fruits, and souvenirs.

In relation to this, micro entrepreneurs carry out their business with the concept of street or by-the-roadside business. Thus, micro-entrepreneurial development aims is to train and help increase their income, as well as brand them under the banner of “micro-entrepreneurs”, to resolve legislative issues (MARA Development Department, 2009).

Nonetheless, *Majlis Amanah Rakyat* (MARA) has recruited 621,800 entrepreneurs across 35 years. Since the new economic policy is established, there were three categories of industry for the Bumiputera. These include: micro industry, small industry and medium industry. The micro industry is the largest industry compared to small and medium industries. According to the report by MARA Corporate and Strategic Department, the number of Micro industries has been represented by 218,930 people. This is a significant portion of the recorded total number of Bumiputera entrepreneurs in MARA which has been identified as 247,939 (Census Of Establishment And Enterprises, 2005). Therefore, the focus of this study among the micro industries is among the most important entity to be developed, given the great role towards the nation’s goal achievement. Micro entrepreneurial development can help the entrepreneurs to obtain information before any business or industry is launched, and can even boost the confidence, mitigate the risk of losses competition, and products that are unable to penetrate the market.

Literature Review

Entrepreneurship is a career that is related to the establishment of business. Every potential entrepreneur needs to know the basic meaning of the word ‘entrepreneur’ before they choose the career as an entrepreneur (Maaidah, 2016). Every entrepreneur must be involved with the product, have interest and energy to conduct a business, own capital, be brave enough to take risks, creative in finding opportunities, and have a wisdom to manage (Aziz, 2013).

Thus, Kirzner, (1973) explains that an entrepreneur is an individual who is sensitive towards the opportunities that exist and he or she will always think about how to satisfy clients or customers using effective technology. Meanwhile for Zaidatol (2002), entrepreneurs are

individuals who start and manage business by accounting for risks and volatility to gain profit and to progress by identifying the existing business opportunities.

For entrepreneurs at the micro level, 90% are from Muslim Bumiputera with low household income. In terms of the level of education of micro entrepreneurs, it was found that 80% have UPSR, PMR and SPM (Maaidah, 2018). In order to develop or improve the business of Muslim micro entrepreneurs, every entrepreneur needs to be exposed to quality and effective programs. Thus, every program is formed to help the micro entrepreneurs cultivate their business. This includes opening business account, financial management, cleanness of business, and the quality of the products sold. This kind of guidance is important to help entrepreneurs compete more progressively (Maaidah 2017, Nor Aisyah Buang 2012) The micro entrepreneurial development concept requires specific observation to support and develop less-educated people who aim become entrepreneurs. This relationship will support people to apply business practice well until they achieve success.

The influence of skilled instructors is significant in determining the level of effectiveness of a program. The Stufflebeam Assessment Model (2007) can be used to assess the level and effect of the input of a program to know the effectiveness of the training development program. This assessment model (CIPP) can evaluate the journey before, after and during the program compared to other assessment models. Tomlinson (2004) states that to review a training program, it is important to obtain comprehensive and precise information from different individual perspectives. This CIPP model is a systematic model and it can give proper information to help decision makers to understand and make the right decisions. Both models are in CIPP, so the approach of the model covers all management-oriented models. Therefore, this study will focus on the input assessment covering activities related to the program input and resources (Stufflebeam, 2007).

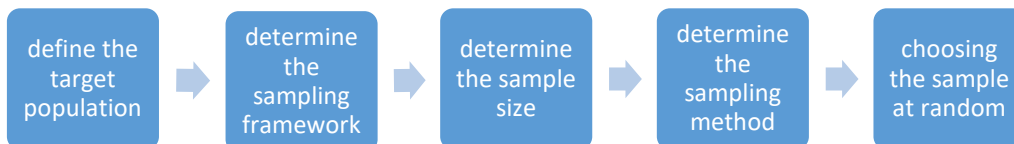
Methodology

The formation of the business practice application among PPUMMP participants requires a clear system, method, and aim to ensure that participants can understand and practice the lessons they learn. The input assessment involving the training module, instructors, and the facilities provided have been analysed to understand the highest influence exerted towards the business practice application.

This study method employs semi-structured interviews. The procedure carried out for this interview is to obtain the approval letter from the higher institution, then to obtain letter of approval from MARA. After gaining consent, the researcher has obtained the business activation status data from the micro entrepreneurs at the Malaysia Company Commission (SSM). The researcher is then able to know meet with the micro entrepreneurs. The selection

of interviewees consisted of a sample size of 6 out of 34 people. This selection is harmonious with the research criteria as 3 people have successfully boosted their business and 3 more have yet to succeed. Non-stratified random sampling (non-probability) is appropriate to be used for this qualitative research.

Diagram 3.1. Sample Selection Process



Source: Noraini (2010)

This study involves 6 micro entrepreneurs for the interview phase. The interviews grant an insight into which practical business applications facilitate their learning. 30 micro entrepreneurs answer the questionnaire to provide insight into the kind of input that encourages the participants to be able to apply their business practices. Therefore, this study seeks to understand the input assessment level in terms of the training module content, skilled instructors, and the facilities that prepare the entrepreneurs or the PUMMP program participants. Among the items assessed by the participants are: PFI Business System Training (Formation of Entrepreneurs), Specific Business Training (Business Coach), Business and Leadership Training, Business Plan Training, Practical Training, Observation, Skilled instructors Program Facility Preparation .

Results and Discussion

The outcome of from the interview and the questionnaire reveals that participants who practice the learning accepted advice in :taking care of the clean business, saving profits, book-keeping, taking care of one's health, keeping the money safe in the bank, the purchase of goods, and keep the rest, writing lists, keeping receipts, looking into profits and losses, generating savings, donating every Friday at the mosque, home and *musolla*, being nice to the customers, being friendly with the customers, buying assets, perform solah, upholding a relationship with Allah SWT, with our parents, with our children, with the society, perform *umrah* if it can be afforded, and always be mindful of the Hereafter.

Meanwhile, all micro entrepreneurs agreed that the influence that they received allowed them to apply their business practices as skilled instructors with the role of the giving advice, guidance, and observations to the participants. From the input analysis and descriptive analysis among entrepreneurs, it can generally be concluded that:

Table 4.11: The input assessment level among entrepreneurs

No	Input Assessment	Mean	Standard Deviation	Level
1	Business System Training (Entrepreneurs Formation)	4.19	0.65	High
2	Business Coach	4.26	0.66	High
3	Business and Leadership Training	4.33	0.70	High
4	Business Plan Training	4.39	0.60	High
5	Practical Training	4.25	0.69	High
6	Observation	4.30	0.68	High
7	Skilled Instructors	4.12	0.77	High
8	Overall Program Facility Preparation	4.24	0.65	High
		4.25	0.62	High

Table 4.11 shows the highest input assessment which is business plan training (mean = 4.39 and standard deviation = 0.60). This is followed by business and leadership training (mean = 4.33 and standard deviation = 0.70), observation (mean = 4.30 and standard deviation = 0.68), business coach (mean = 4.26 and standard deviation = 0.66), practical training (mean = 4.25 and standard deviation = 0.69), program facility preparation (mean = 4.24 and standard deviation = 0.65), skilled instructor (mean = 4.12 and standard deviation = 0.77) and PFI business system training (entrepreneurs formation (mean = 4.19 and standard deviation = 0.65). All in all, it can be concluded that the input assessment among the entrepreneurs is at high level (mean = 4.25 and standard deviation = 0.62).

In assessing the input of an entrepreneurship training program, it becomes evident that the organizer has to plan the module content and find skilled instructors and good training facilities so that they can impact the behaviour, attitude, and style of an entrepreneurs that are produced. Thus, everything that is planned must be carefully dealt with so that the agenda implemented does not go against Islamic requirements. Therefore, it was found that the PPUMMP input was at par with the Islamic requirements in forming Islamic entrepreneurship practice among the participants. The relevant agenda includes giving information to entrepreneurs to pay their zakat, to donate, and also to be honest in business.

The findings of this study showed that the presence of skilled instructors is the main factor that influences the effectiveness of micro entrepreneurial development programs. These findings are useful for the organizers to have a well training skilled instructors, to ensure the allocated provisions can be utilized effectively.



Conclusion

From the interview and questionnaire analysis, it was found that skilled instructors would serve as the input that influences the micro entrepreneurs to apply their business practice. Thus, the entrepreneurs' development process will require a clear aim, concept, and system that can produce entrepreneurs who are able to apply business practices. It is important for every program organizer to identify skilled instructors and a proper training module that gives knowledge and skills to participants. The outcome of this study found that every participant that applies the business practices taught will achieve success in their business endeavours.



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