THE CRITICAL SUCCESS FACTOR OF ENTREPRENEURS IN INFORMATION TECHNOLOGY (IT) INDUSTRY

SITI NUR HASLIZAWATI BINTI ABDULLAH
PB 12101

SPINE LABEL:
PM – SITI ABDULLAH

BACHELOR OF PROJECT MANAGEMENT WITH HONOURS
UNIVERSITI MALAYSIA PAHANG
THE CRITICAL SUCCESS FACTOR OF ENTREPRENEURS IN INFORMATION TECHNOLOGY (IT) INDUSTRY

SITI NUR HASLIZAWATI BINTI ABDULLAH

Report submitted in partial fulfilment of the requirements for the award of the degree of Bachelor in Project Management with Honours.

Faculty of Industrial Management
UNIVERSITI MALAYSIA PAHANG

JANUARY 2016
UNIVERSITY MALAYSIA PAHANG

CENTRE OF GRADUATE STUDIES

We certify that the thesis entitled “The Critical Success Factors of Entrepreneurs in Information Technology Industry” is written by Siti Nur Haslizawati Binti Abdullah. We have examined the final copy of this thesis and in our opinion it is fully adequate in terms of scope and quality for the award of the degree of Bachelor of Project Management with Honours.

Name of External Examiner: Signature

Institution:

Name of Internal Examiner: Signature

Institution:
SUPERVISOR’S DECLARATION

I hereby declare that I have checked this study and in my opinion this study is adequate in terms of scope and quality for the award of the degree of Bachelor of Project Management with Honours.

Signature:

Name of Supervisor: EN. Wan Khairul Anuar Bin Wan Abd Manan

Position: Lecture

Date:
STUDENT’S DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been acknowledged. The thesis has not been accepted for any degree and is not concurrently submitted for award of other degree.

Signature

Name: Siti Nur Haslizawati Binti Abdullah
Id Number: PB 12101
Date:
TABLE OF CONTENTS

UNIVERSITY MALAYSIA PAHANG iii
SUPERVISOR’S DECLARATION iv
STUDENT’S DECLARATION v
ACKNOWLEDGEMENTS vii
ABSTRACT viii
ABSTRAK ix

CHAPTER 1 INTRODUCTION

1.1 Introduction 1
1.2 Problem Statement 3
1.3 Problem Background 4
1.4 Significant Of Study 4
1.5 Research Objective 5
1.6 Research Questions 5
1.7 Research Framework 6
1.8 Scope Of Study 6
1.9 Operational Definition 6
1.10 Experted Result 7

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction 8
2.2 Entrepreneur 9
2.3 The Type Of Entrepreneur 10
2.3.1 Individuals Working Alone 10
2.3.2 Builders’ Team 10
2.3.3 Creator Independent 10
2.3.4 Large-Scale Economic Entrepreneurs 10
2.3.5 Capitalization 11
2.3.6 Business Buyers 11
2.3.7 Artists Of Sale 11
2.3.8 Technical Entrepreneurs 11

2.4 The Basic Model Of Entrepreneurship 12

2.5 Critical Success Factor (CSF) 13

2.6 Critical Success Factor Of Entrepreneurs Information Technology (IT)
   Industry. 14
   2.6.1 Capital 14
   2.6.2 Knowledge 15
   2.6.3 Management 15
   2.6.4 Communication 16

2.7 The Challenges Faced By Entrepreneurs 17
   2.7.1 Budget 17
   2.7.2 Competitive 17
   2.7.3 Lack Of Skills 18
   2.7.4 Marketing 18

CHAPTER 3 METHODOLOGY

3.1 Introduction 20
3.2 Research Approach And Design 20
3.3 Population And Sampling 21
3.4 Data Collection 22
   3.4.1 Data Collection Instrument 22
3.5 Reliability And Validity 23
3.6 Data Analysis 24
CHAPTER 4 DATA ANALYSIS AND DISCUSSIONS

4.1 Introduction 25
4.2 Respondent Profile 25
  4.2.1 Gender 26
  4.2.2 Age 27
  4.2.3 Educational Level 28
  4.2.4 Training 30
  4.2.5 Involved In Business 31
  4.2.6 Years 32
  4.2.7 Number Of Employees 33
4.3 Reliability Analysis 35
4.4 T-Test 36
4.5 Normality Test 37
4.6 Frequency For Overall 37
4.7 Summary 38

CHAPTER 5 CONCLUSION AND RECOMMENDATION

5.1 Introduction 39
5.2 Conclusion 39
5.3 Limitation 40
5.4 Recommendation 40

REFERENCES 41
APPENDICES 43
## LIST OF TABLE

<table>
<thead>
<tr>
<th>Table No</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1</td>
<td>Krejcie &amp; Morgan</td>
<td>22</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Gender</td>
<td>26</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Age</td>
<td>27</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Educational Level</td>
<td>28</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Training</td>
<td>30</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Involved In Business</td>
<td>31</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Years</td>
<td>32</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>Employees</td>
<td>33</td>
</tr>
<tr>
<td>Table 4.8</td>
<td>Reliability And Value of Cronbach’s Alpha</td>
<td>35</td>
</tr>
<tr>
<td>Table 4.9</td>
<td>Sample T-Test</td>
<td>36</td>
</tr>
<tr>
<td>Table 4.10</td>
<td>Normality</td>
<td>37</td>
</tr>
<tr>
<td>Table 4.11</td>
<td>Frequency</td>
<td>37</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure No</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1.1</td>
<td>Research Framework</td>
<td>6</td>
</tr>
<tr>
<td>Figure 2.1</td>
<td>Basic Process Model Entrepreneurs</td>
<td>12</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Gender</td>
<td>26</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>Age</td>
<td>28</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Educational Level</td>
<td>29</td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>Training</td>
<td>30</td>
</tr>
<tr>
<td>Figure 4.5</td>
<td>Involved In Business</td>
<td>31</td>
</tr>
<tr>
<td>Figure 4.6</td>
<td>Years</td>
<td>33</td>
</tr>
<tr>
<td>Figure 4.7</td>
<td>Employees</td>
<td>34</td>
</tr>
</tbody>
</table>