

**A CASE STUDY: TO INVESTIGATE THE ENTREPRENUERIAL  
CHARACTERISTICS TOWARDS JOB SATISFACTION OF EMPLOYEES IN  
SOUTHERN STEEL MESH SDN. BHD. PASIR GUDANG**

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**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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## SUPERVISOR APPROVAL

“I/ we admit was read this report and on my view this report is sufficient from scope and quality for purpose the certificate Bachelor of Technopreneurship.”

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**DECLARATION OF WORK**

I, Muhammad Hazwan Bin Yahaya (I/C Number: 910908-01-6903)

“I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledge.”

**Signature** : .....

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**Date** : .....

## **DEDICATION**

For my beloved mother and father.

## ACKNOWLEDGEMENT

In the name of Allah SWT, The Most Gracious and The Most Merciful, I would like to express my highest gratitude to Him for His guidance to be on the right path in complementing this academic project.

A sincere appreciation to my beloved family who had raised me since kid and also for their great advice, encouragement and financial support for me from the beginning until now.

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Appreciation is also extended to all those who involved directly and indirectly helping the success of this research project. Hopefully this research project would be a reference to others in the future.

## ABSTRAK

*Banyak organisasi pada hari ini cuba untuk memperkenalkan semangat keusahawanan ke dalam tenaga kerja mereka. Terdapat teori mengatakan apabila pekerja bertindak seperti usahawan, mereka meletakkan diri mereka dalam pemikiran seorang pemilik perniagaan yang cenderung kepada tindakan yang memberi keputusan yang baik, hasil yang baik dan kepuasan yang tinggi dalam pekerjaan.*

*Fokus utama kajian ini adalah untuk menyiasat kesan ciri-ciri keusahawanan kepada kepuasan kerja kakitangan dalam Southern Steel Mesh Sdn. Bhd Pasir Gudang, Johor. Pembolehubah bebas dalam kajian ini terdiri daripada kepimpinan, inovatif, proaktif dan pengambilan risiko manakala kepuasan kerja adalah pembolehubah bersandar.*

*Data untuk kajian ini telah dikumpul dengan menggunakan kaedah kuantitatif melalui soal selidik yang diedarkan. Seramai 118 responden telah terlibat dalam kajian ini. Pakej Statistik Untuk Sains Sosial (SPSS) digunakan untuk mengira dan menganalisis data.*

*Hasilnya menunjukkan semua pembolehubah bebas mempunyai korelasi yang positif dan hubungan yang signifikan dengan kepuasan kerja. Oleh itu, ciri-ciri keusahawanan memberi kesan terhadap kepuasan kerja pekerja..*

*Kata Kunci: Ciri-Ciri Keusahawanan, Kepimpinan, Inovatif, Pro Aktif, Mengambil Risiko, Kepuasan Pekerja.*

## ABSTRACT

Many organizations nowadays are trying to introduce an entrepreneurial spirit into their workforce. As the theory goes, when employees act like entrepreneurs, they put themselves in the mind-set of business owners with a bias for action, which results in good decisions, good outcomes and high satisfaction in job.

The purpose of this study is to investigate the impact of entrepreneurial characteristics on job satisfaction of employees in Southern Steel Mesh Sdn. Bhd. Pasir Gudang, Johor. The independent variables in this research were leaderships, innovative, proactive and risk taking while job satisfaction was the dependent variable.

The data was collected using quantitative method through distributed questionnaire. Total of 118 of respondents had participated in this research. The Statistical Package for Social Science (SPSS) used to calculate and analyse the data.

The result showed all the independent variables had positive correlation and significant relationship with job satisfaction. Thus, the entrepreneurial characteristics had an impact towards job satisfaction of employees.

**Keyword:** Entrepreneurial Characteristics, Leaderships, Innovative, Proactive, Risk Taking, Job Satisfaction



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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

The research topic that conducted by the researcher is “A case study: To investigate the entrepreneurial characteristics towards job satisfaction of employees in Southern Steel Mesh Sdn. Bhd Pasir Gudang”. In this chapter, the background of study, problem statement, research objectives, research questions, the scope of the study, the key assumptions of the project and the summary will be discussed.

The available contents of the research consist of Chapter 1 which is an introduction, Chapter 2 which is a literature review, Chapter 3 which is research methodology, Chapter 4 which is finding and data analysis, Chapter 5 which is a discussion, recommendation and conclusion. Each of these chapters is discussed and explained in detail with the essential procedures and steps in complementing this study.



## 1.1 Background of The Study

Job satisfaction is a heavily research area and the literature on this issue is quite large and it is ever growing. There appears to be a high level of agreement between the social scientist regarding the meaning of the construct of job satisfaction. Principally, job satisfaction is conceptualized as general attitude towards the job. Different researchers have developed different methods and variations to define job satisfaction. According to Hoppock (1935), job satisfaction is defined as any combination of psychological and environmental circumstances that cause a person truthfully to say I am satisfied with my job. Meanwhile, Edwin A. Locke (1967) defined job satisfaction as a positive emotional state or pleasurable resulting from the appraisal of one's job experience. Thus, job satisfaction can be directed as an individual's positive emotional reaction to a particular work and job.

According to this approach, although job satisfaction is under the influence of many external factors, it remains something internal that has to do with the way how the employee feels. This is because job satisfaction presents a set of factors that cause a feeling of satisfaction. In precisely, job satisfaction represents a combination of positive or negative feelings that employees have towards their work. Meanwhile, when a worker employed in a business organization, brings with it the needs, desires and experiences which determine expectations that he or she has dismissed. Job satisfaction represents the extent to which expectations are and match the real awards. Definition of job satisfaction by Davis et al (1985) is closely linked to that individual's behaviour in their workplace.

Basically, the purpose of the research is to identify and determine whether these entrepreneurial characteristics such as leaderships, innovative, pro-activeness and risk-taking can help those employees in Southern Steel Mesh Sdn. Bhd. Pasir Gudang to achieve their job satisfaction if they're implementing these characteristics to themselves.

## **1.2 Background of The Company**

### **1.2.1 Southern Steel Berhad**

Founded in 1963, Southern Steel Group has grown from a small galvanized iron sheet plant to a major steel manufacturing group. Today Southern Steel Group is an established producer of a wide range of high quality steel products including billets; steel bars; carbon steel wire rods, steel pipes, drawn wires, tire bead wires, wire mesh, wire ropes, galvanized wires and strands, PC wires (pre-stressed concrete) and PC strands. It is the biggest producer of wire products including wire mesh in Southeast Asia.

Southern Steel Group strongly believes in being innovative, technology driven and environmentally friendly. Through this vision, the company became the first in South East Asia to produce high quality, easy drawing wire rods, one of the first in the World to install the Arc furnace, and the inline galvanizing technology for producing paints and galvanized pipes.

In addition to Southern Steel Group drive for technological advancement, the Group place great emphasis on consistency in supply of quality products to its business partners. It has obtained various international certified quality and environmental management systems, such as ISO9001, ISO14001, etc. It also provides value and services to customers through a network of processing plants and warehouses throughout Malaysia.

Its strong shareholder line-up includes Hong Leong Manufacturing Group Sdn Bhd and Signaland Sdn Bhd which are members of Hong Leong Group Malaysia, and the Group's founding families based in Penang. Hong Leong Group Malaysia is among the top ten diversified conglomerates in Malaysia. The founding families of the Group have businesses spanning from rubber products manufacturing, branded retailing, financial services to property development. Moving forward, Southern Steel Group will continue the journey towards achieving world class standard and to ensure continuous customer satisfaction.

### **1.2.2 Southern Steel Mesh Sdn. Bhd. Pasir Gudang**

Southern Steel Mesh Sdn. Bhd. (SSM) was established in 1980 under Hong Leong Industries Bhd. and was merged with Southern Mesh Sdn. Bhd. in 1995. Then, it became a wholly owned subsidiary of Southern Steel Group in 2000.

Since the late 80's, SSM has been the leader in the local steel welded mesh industry with a 60 % market share. SSM manufacturing plants strategically located in Pasir Gudang with a combined production capacity of approximately 180,000MT per annum. Besides that, SSM also has the other 3 manufacturing plant's branches in Klang, Prai and Kuantan.

SSM is also the only wire mesh manufacturer to be awarded the prestigious ISO 9001:2001. It also processes ACSR (Australian Certification Authority for Reinforcing Steels Ltd) certification for the Australian / New Zealand markets. The Company adheres to stringent product quality control and strong technical backup in meeting the requirements of projects of various complexities.

### 1.3 Problem Statements

Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, social risk, receiving the resulting rewards of monetary and personal satisfaction and independence (Robert, Michael & Dean, 2008). Although many researchers view the definition of entrepreneur from a slightly different perspective, they all contain similar notions such as innovative, pro-active, leading, and risk taking. Yet each definition is somewhat restrictive since entrepreneurs are found in all professions such as education, medicine, research, law, architecture, engineering, social work, distribution and the government.

In the context of the organization, the entrepreneurial characteristics and orientation are relatively widespread used constructing in the business world to access the performance of the business organization. An effective employee is always considered as the image of a successful company. The employee who had high satisfaction in his/her job is playing the role of service provider to a company or organization to contribute some successful elements into it.

This is because job satisfaction had been variously linked to increased productivity or performance of employees and negatively with the high number of absenteeism or turnover in an organization. With the growing competition in the market place as well as the customers becoming better informed and more choosy, it is important that the employees perform to their full extent so as not to satisfy the customers but to delight them. One of the goals of every manager is to improve the performance of their department. Sales should increase, the number of turnovers should decline, the competitive edge should be attained and the reputation should be at best.

Therefore, the employees have to act like an entrepreneur and respond to the requirement of the organizations. The study was a deliberate effort to evaluate the perceived employee satisfaction towards their job by utilization of entrepreneurial characteristics such as leaderships, innovativeness, pro-activeness and risk taking.

Thus, job satisfaction is an important topic because of its relevance to the physical and mental well-being of employees. Most of the people spend large part of their life at work because work has been an important aspect of people's lives. An understanding of the factors associated with job satisfaction is relevant to improve the well-being of a significant number of people. In addition, job satisfaction is very important because it has lots of implications and impacts on job related behaviors such as productivity, absenteeism and the turnover. Therefore, apart from its humanitarian utility, it appears to make economic sense to consider how job satisfaction can be improved.

By that, the researcher is interested to initiate empirical study specifically on determining whether the employees in Southern Steel Mesh Sdn. Bhd. Pasir Gudang have these entrepreneurial characteristics and traits that can affect to their job satisfaction. This is because job satisfaction has a significant relationship with the performance of the workforce, the overall productivity and the profitability of the organizations. Besides that, measuring the job satisfaction level of employees is also one of the purposes of this research.

#### **1.4 Research Questions**

- 1) What is the impact of leadership on job satisfaction among the employee in Southern Steel Mesh Sdn. Bhd?
- 2) What is the impact of innovativeness on job satisfaction among the employee in Southern Steel Mesh Sdn. Bhd?
- 3) What is the impact of pro-activeness on job satisfaction among the employee in Southern Steel Mesh Sdn. Bhd?
- 4) What is the impact of risk taking on job satisfaction among the employee in Southern Steel Mesh Sdn. Bhd?

#### **1.5 Research Objectives**

The basic objective of this research is to analyze the impact of leaderships, innovativeness, pro-activeness and risk taking on employee job satisfaction.

- i. To investigate the impact of leaderships on job satisfaction among the employee in Southern Steel Mesh Sdn. Bhd.
- ii. To investigate the impact of innovativeness on job satisfaction among employee in Southern Steel Mesh Sdn. Bhd.
- iii. To investigate the impact of pro-activeness on job satisfaction among the employee in Southern Steel Mesh Sdn. Bhd.
- iv. To investigate the impact of risk taking on job satisfaction among employee in Southern Steel Mesh Sdn. Bhd.

#### **1.6 Scope Of The Study**

This research is focusing on how these entrepreneurial characteristics such as leaderships, innovativeness, pro-activeness and risk taking can be significant relationships in contributing and affect the job satisfaction among the employees. Besides that, this research also focusing on the job satisfaction measurability among the employees in Southern Steel Mesh Sdn. Bhd.

## **1.7 Key Assumptions of The Project**

From this research, the researcher expects the advantages and benefits towards the employee in Southern Steel Mesh Sdn. Bhd. and the organization itself. Other than that, this research also can be useful to the researcher as new process of learning in conducting the actual research.

### **1.7.1 For The Employee**

This can be the golden opportunity for employees to express their satisfaction and opinion toward their own job or work, whether their current job is satisfying or dissatisfy based on several factors such as leaderships, innovativeness, pro-activeness and risk taking. Their cooperation, honesty and willingness in assisting this study will be the basis of their future satisfaction.

### **1.7.2 For The Organization**

This research can assist and help the organization to identify and analyze their employee job satisfaction. Besides, this research also helping the organization to overcome the problems and take the responsible actions in order to improve the job satisfaction among their employee. Thus, it will increase the productivity and performance of the organization besides decrease and prevent the absenteeism and the turnover occurred in employees.

### **1.7.3 For The Researcher**

The researcher is able to gain new experiences and learn new things while conducting the research. The study can be a learning process for the researcher to get the input and information that may useful in order to face the real situation of the working environment in the future.

## 1.8 Summary

The overall purpose of this research is to investigate the relationships of these factors which are leaderships, innovativeness, pro-activeness and risk taking influences the employee's job satisfaction. Other than that, the research intends to measure the level of job satisfaction among the employees in Southern Steel Mesh Sdn. Bhd.