

THE EFFECTIVENESS OF BUSINESS COACHING TO ENTREPRENEUR

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DECLARATION OF WORK

I, Murni binti Mat Tahir (I/C Number: 920817-03-5972)

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

Signature



Name

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24/06/2016

DEDICATION

All the praise to Amighty Allah, for bestowing me with the courage, knowledge, health and wisdom to carry out this research.

To:

Mat Tahir Bin Ismail & Rosmawati Binti Daud

For a debt i can never repay

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ABSTRACT

The coaching process typically involves a third party contracted from outside an organization to work with individuals one-to-one, or with small groups, to diagnose the current business situation, elaborate on future goals, identify internal and external resources, and assess and plan for the process of achieving those goals entrepreneur. Here entrepreneurs and coach will meet and discuss the issues to be discussed. This research aimed to, identify the effectiveness of business coaching between participants reacted to the program, to identify the effectiveness of business coaching between participants learned from the program and to identify the effectiveness of business coaching behavior is being applied on the job. The independent variable in this study is the effectiveness of business coaching to entrepreneur while the dependent variable is reaction, learning and behavior. Quantitative approach is adopted for this research and a sample of 100 respondents is collected through questionnaires method and distributed around Melaka. The Statistical Package for Social Science (SPSS) will be the tools to be used to analyze the data. The result shows the effectiveness of business coaching to entrepreneur is learning. Based on coefficients analysis the result Beta is 0.363, *t-value* is 3.862, $p=0.000$ is significant for effectiveness learning.

Keyword: Entrepreneur, effectiveness, business coaching, reaction, learning, behavior.

ABSTRAK

Proses bimbingan biasanya melibatkan pihak ketiga yang diberi dari luar organisasi untuk bekerja dengan individu satu-sama-satu, atau dengan kumpulan-kumpulan kecil, untuk mendiagnosis keadaan perniagaan semasa, mengulas lanjut mengenai matlamat masa depan, mengenal pasti sumber-sumber dalaman dan luaran, dan menilai dan merancang untuk proses untuk mencapai matlamat usahawan. Di sini usahawan dan jurulatih akan bertemu dan membincangkan isu-isu yang akan dibincangkan. Kajian ini bertujuan untuk, mengenal pasti keberkesanan bimbingan perniagaan antara peserta bertindak balas kepada program ini, untuk mengenal pasti keberkesanan bimbingan perniagaan antara peserta belajar daripada program ini dan untuk mengenal pasti keberkesanan tingkah laku bimbingan perniagaan sedang digunakan di tempat kerja. Pembolehubah bebas dalam kajian ini adalah keberkesanan bimbingan perniagaan kepada usahawan manakala pembolehubah bersandar adalah rekreasi. Pada, pembelajaran dan tingkah laku. Pendekatan kuantitatif adalah diterima pakai untuk kajian ini dan sampel 100 responden dikumpul melalui kaedah soal selidik dan diedarkan di sekitar Melaka. Pakej Statistik Untuk Sains Sosial (SPSS) akan menjadi peralatan yang akan digunakan untuk menganalisis data. Hasil kajian menunjukkan keberkesanan bimbingan perniagaan kepada Usahawan adalah pembelajaran. Berdasarkan analisis pekali Beta hasilnya adalah 0,363, t-nilai adalah 3,862, $p = 0.000$ adalah penting untuk keberkesanan pembelajaran.

Kata Kunci: usahawan , keberkesanan, jurulatih perniagaan, tindakan, pembelajaran , tingkah laku.

TABLE OF CONTENT

CHAPTER	CONTENT	PAGE
	DECLARATION OF WORK	I
	DEDICATION	li
	ACKNOWLEDGEMENT	Iii
	ABSTRACT	Iv
	<i>ABSTRAK</i>	V
	TABLE OF CONTENT	Vi
	LIST OF TABLE	Ix
	LIST OF FIGURE	Xi
	LIST OF APPENDIX	Xii

CHAPTER 1 INTRODUCTION

1.1	Background of Study	1-2
1.2	Problem Statement	3
1.3	Research Questions	4
1.4	Research Objectives	4
1.5	Research Scope	5
1.6	Limitation Research	6
1.7	Summary	6

CHAPTER 2 LITERATURE REVIEW

2.0	Concept Business Coaching	7
2.1	Definition Business Coaching	7-8
2.1.1	Definition Entrepreneur	9-10
2.1.2	Definition Effectiveness Business Coaching	10
2.1.3	The Effectiveness Of The Models Coaching.	11
2.2	The Clinical Model	12-13
2.3	The Behavioral Model	14-15
2.4	The Systems Model	16-17
2.5	The Social Constructionist Model	18-20
2.6	The Coach Process	20-22
2.7	To Measuring The Performance Of Business Coaching.	22-24
2.8	Theoretical Framework	25
2.9	Research Hypotheses	26
2.10	Summary	26

CHAPTER 3 RESEARCH METHODOLOGY

3.0	Introduction	1
3.1	Research Design	28
3.2	Quantitative Data	29
3.3	Data Collection	30
3.4	Research Sampling	31
3.5	Location Of The Study	32
3.6	Data Analysis	33-35
3.7	Summary	35

CHAPTER 4 DATA ANALYSIS AND FINDING

4.1	Introduction	36-37
4.2	Demographic Analysis	37
4.2.1	Respondent's gender	38
4.2.2	The Age of Respondent	39
4.2.3	The Race of Respondent	40
4.2.4	The Education Level of Respondent	41
4.2.5	The Period of Experience Business Respondent	42
4.2.6	Follow of Coaching Session	43
4.2.7	Frequency Analysis Result (Reaction)	44-46
4.2.8	Frequency Analysis Result (Learning)	47-48
4.2.9	Frequency Analysis Result (Behavior)	49-51
4.2.10	Frequency Analysis Result (Business coaching)	52-56
4.3	Reliability Test	57
4.3.1	Reliability Statistics	58
4.4	Pearson Correlation Coefficient	59-61
4.5	Multiple Regression Analysis	61-73
4.6	Summary	74

CHAPTER 5	DISCUSSION, RECOMMENDATION AND CONCLUSION	
5.1	Introduction	75
5.2	Discussion	76
	5.2.1 Demographic Analysis Discussion	77-78
	5.2.2 Discussion	79-81
5.3	Research limitation	82
5.4	Conclusions and Implications	83
5.5	Future Research	84-85
5.6	Conclusion	85
	REFERENCES	89-90
	APPENDIX	91-99

LIST OF TABLE

TABLE	CONTENT	PAGE
Tables 2.1	Characteristics that differentiate these four coaching models.	11
Tables 2.2	Summarize some of the key characteristics that	20
Table 2.3	Kirkpatrick's three levels of training evaluation	24
Table 3.0	Table for Determining Sample Size	32
Table 4.1	The Gender of Respondent	38
Table 4.2	The Age of Respondent	39
Table 4.3	The Race of Respondent	40
Table 4.4	The Education Level of Respondent	41
Table 4.5	The Period of Experience Business Respondent	42
Table 4.6	Follow of Coaching Session	43
Table 4.7	Reaction performance	44
Table 4.8	Learning performance	47
Table 4.9	Behavior performance	49
Table 4.10	Effectiveness of business coaching	54
Table 4.11	Cronbach's Alpha Coefficients alpha value	57
Table 4.12	Reliability Statistics	58
Table 4.13	Rules of thumb about Correlation Coefficient	59
Table 5.1	Demographic Data	78

FIGURE	CONTENT	PAGE
Figure 1	Theoretical Framework	25
Figure 4.1	The Gender of Respondent	38
Figure 4.2	The Age of Respondent	39
Figure 4.3	The Race of Respondent	40
Figure 4.4	The Education Level of Respondent	41
Figure 4.5	The Period of Experience Business Respondent	42
Figure 4.6	Follow of Coaching Session	43

CHAPTER 1

INTRODUCTION

1.1 PROJECT BACKGROUND

In recent years, entrepreneur requires coach to achieve success and knowledge; this is because proses coaching can help any individual continuously improve their skills, experience, and ability to contribute. According to article (Blachowicz et al., 2005; Toll, 2005; Walpole and McKenna, 2004; Moxley and Taylor, 2006) Coaching evolved from the instructional coaching concept to one who provides professional learning for organizes and continuous support to develop reflective practice and improve employee achievement. By following Hasbrouck and Denton's (2005) recommendations, coaches provide professional learning focused on entrepreneur outcomes, plan accordingly, and promote research-based instructional practices.

The goal of the coaching is to improve the effectiveness of individuals in the organization in a way that is associated with the model coaching. Although all four models support such as Clinical model, Behavioral model, System model and the social constructionist. According to the article (Joo, 2005; Kampa-Kokesch and Anderson, 2001), the overarching goal, individuals tend to adopt a particular model to enhance the effectiveness of the coaching. While there are a number of different types of coaching models, most if not all forms of coaching have their roots in psychology and counseling. The assumption is that coaching contributes to the personal and professional development of the individual Downey(2003). According to Hargrove's (1995) words, coaching is "unleashing the human spirit and helping people learn powerful lessons in personal change as well as expand their capacity for action". This, in turn, is expected to positively influence the development of the organization in which they work Cox (2010). Hence, the majority of coaching currently takes place in an organizational context say Garvey (2009).

Today, many entrepreneurs face problems in managing the business and organization. Therefore, entrepreneurs need a coach to provide guidance to theirs. Is important as a coach is about providing learning for entrepreneurs. There is an emergent interest in examining the ways in which adult learning theories underpin the theory and practice of coaching Cox(2010). In particular, both theories of transformational coaching and theories of transformational adult learning focus on the construction of new knowledge, skills, understanding and meaning Cox (2006). According to the article Cox(2010), the notion of transformation refers to "a deep, fundamental revision to our beliefs, principles, and feelings" which allow learners to modify their understanding of themselves and others as well as their sense.

1.1 PROBLEM OF THE STATEMENT

To become a successful entrepreneur various challenges and obstacles to be encountered. Furthermore in the development of today's technology, products and services offered must be in line with the modernization in order to compete with foreign markets while meeting the needs of diverse users. Among the problems faced by entrepreneurs is fail to make business planning. According to Storey (2003), Business coaches establish the collaborative partnership with their clients, the nature of which is designed jointly with the client to help them achieve their goals.

In addition, do not have a clear direction. The financial problems one factor of the for entrepreneurs, they need to find alternatives to resolve the issue. Lack of motivation and support is a problem for entrepreneurs. They must be given the support and motivation from others such as parents, family members, friends, and others. If they cannot get support from their close people will not feel like self-confidence, but they also can give up and no longer want to do business. In addition, entrepreneurs also need to be given adequate training and knowledge of the most experienced. When uncertainty exists, it will because entrepreneurs are not willing to take risks to expand its business despite the opportunity to enter the international market existed.

With the existence of the issues, so this study was created to determine the best to solve the problem entrepreneur. Therefore, Business coaching services are combining business planning with facilitation techniques to assist the entrepreneur in defining and achieving their goals. According to Ennis, (2012). Managers receiving coaching and the strategic goals of their organizations. Business coaching focuses on providing a process through which clients can solve their own problems rather than providing or developing solutions for them.

1.3 RESEARCH QUESTION

Evaluate the statement, this study attempt to answer the following question.

RQ 1: Reaction: How the effectiveness of business coaching to participants reaction in the program?

RQ 2: Learning: What the effectiveness of business coaching to participants learning in the program?

RQ 3: Behavior: What the effectiveness of business coaching to participants behavior is being applied on the job?

1.4 RESEARCH OBJECTIVES

The research objectives of this study are as below:-

1. To identify the effectiveness of business coaching to participants reaction in the program
2. To identify the effectiveness of business coaching to participants learning in the program.
3. To identify the effectiveness of business coaching to participant's behavior is being applied on the job.

1.5 SCOPE AND LIMITATION OF STUDY

This study is conducted in Melaka. In this research, the researcher focused on the effectiveness of business coaching to entrepreneur. Some of the obstacles encountered in conducting this research are:

Time: A study of the best research requires a long time to complete. However for this study is just a research project for students, we were given a year as required by the university. This leads to time constraints to do better.

Reference: This study requires references to allow information collected. But due to lack of resources in the library led to limited research.

Respondent: For strengthening the research, questionnaire method was chosen in this study. The study conducted on the public sector from various departments. A large number of respondents are difficult to find because most respondents loungers to fill out the form which was distributed because there was another work they needed to do.

1.6 SIGNIFICANT OF STUDY

This study is significant to the entrepreneur which the interest to use models coaching to improve their skills, experience, and ability. Other than that, it is importance to the entrepreneur to know which one coaching more to effective. This study also can guide the entrepreneur help the change self-perceptions and personality, some problematic behavior and align personal goals and approaches with those of the organization.

1.7.0 CONCLUSION

This introductory chapter provides an outline of the study and the problem, the formulation of the research questions and objectives, and significance of the study. Chapter 1 also elaborated about the aims and goals of the study during the researcher's preliminary reading and consideration of the problem.

CHAPTER 2

LITERATURE REVIEW

2.0 CONCEPT BUSINESS COACHING

2.1.0 DEFINITION BUSINESS COACHING

Business coaching is a growth industry still in its infancy. As yet, organizations involved in the work of business coaching are still unsure about how to sell it, position it, or define it in terms of the nature and benefits of business coaching amongst industry more generally. As a form of organizational intervention that is growing in popularity, it is important to understand more about its key characteristics in order that business coaches can develop their practice with better knowledge of the environment in which work; and current and potential clients of business coaching can better understand the nature of the industry whose service they are using.

Business coaching services differ from management consulting and other forms of coaching by combining business planning with facilitation techniques to assist clients in defining and achieving their goals. According to the article (King and Eaton, 1999) and (Porter, 2000) the coaching process typically involves a third party contracted from outside an organization to work with individuals one-to-one, or with small groups, to diagnose the current business situation, elaborate on future goals, identify internal and external resources, and assess and plan for the process of achieving those goals. According to (Hill, 1998) rather than being based on expert advice related to the nature of a particular business, coaching is designed to be non-directive, in that its focus is usually on skillful questioning in order to help businesses find their own solutions.

According to (Storey, 2003), business coaches establish the collaborative partnership with their clients, the nature of which is designed jointly with the client to help them achieve their goals. The process is predicated on the unique knowledge that the client has of their business rather than the expert knowledge that belongs to the consultant. Business coaching focuses on providing a process through which clients can solve their own problems rather than providing or developing solutions for them. Therefore, the term “coaching” is used to focus activities on processes of “empowering”, “developing”, “supporting” and “removing obstacles” rather than on being prescriptive, directive or controlling as is more characteristic of the practice of consulting this view was supported by (Ellinger and Bolstrom, 2002).

Stated that Wild (2001), In terms of group processes, coaching can involve a number of key attributes, including facilitation, participation, questioning, feedback, identification and implementation of measurable improvements. It relies on the building of group support and trust, and the use of semi-structured investigative tasks, all focusing on the individual and groups’ real work roles

Business coaching also differs from other forms of coaching in that the focus is on skill development of the client which is required to achieve business outcomes rather than on the personal or career goals of the person being coached. Business coaching also differs from traditional training in that it is the process rather than curriculum or content based and it occurs in the workplace and through work. The development of business coaching as both an industry and as different sets of practice represents a response to an overall shift away from the traditions of formal learning that occur outside the workplace to methods of learning that are more informally focused within the workplace and diffusely embedded in real-time practices.

2.1.1 DEFINITION ENTREPRENEUR

Entrepreneur, one who is self-employed and who starts, organizes, manages, and assumes responsibility for a business, offers a personal challenge that many individuals prefer over being an employee working for someone else. Entrepreneurs accept the personal financial risks that go with owning a business but also benefit directly from the potential success of the business. According to the article by Campbell, (1992) Being an entrepreneur is often viewed as an aversive career choice where one is faced with everyday life and work situations that are fraught with increased uncertainty, impediments, failures, and frustrations associated with the process of new firm creation.

Coaching unquestionably has a role to play in the start-up process. Isolated entrepreneurs risk lacking the tools and support (advice, practical aids) needed to build a successful business this view was supported by (Gibb, 2000). The coach can

play the role of facilitator and catalyst. It implies a personalized approach to coaching, focusing not on the business but on the entrepreneur as an individual. Entrepreneurial coaching thus appears to be a sufficiently customized way to help novice owner-managers develop their managerial skills this view was supported by (Bisk, 2002; Deakins et al., 1998; Graham and O'Neil, 1997). Van Auken (2005) stated that entrepreneur's goal would be affected by growth intent and risk preference.

2.1.2 DEFINITION EFFECTIVENESS BUSINESS COACHING

According to (Lowman, 2001), "effectiveness" is a major issue for executive coaching, because it is the systematic assessment of interventions that drive scientific and practical progress. Moreover, (Brown and Sitzmann, 2010) state that coaching objectives, the intended outcomes of coaching, should dictate the selection of evaluation criteria. A review of empirical coaching research provides some significant support that executive coaching is an effective intervention in an organizational context, this view was supported by (i.e. Bozer and Sarros, 2012; Evers et al., 2006; Smither et al., 2003).