

Marketing Orientation, Customer Orientation, Entrepreneurship Education and Women Entrepreneurship Sustainability in Small and Medium-Sized Enterprises (SMEs) in Malaysia

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Abstract: The focal point of the examination included investigating the achievement factors among women entrepreneurs in the province of Malaysia. This paper additionally explored to what degree a few particular factors, for example, entrepreneurship education management, customer orientation and marketing orientation can clarify its commitment towards turning out to be effective women entrepreneurship visionary. Women entrepreneurs have been progressively mainstreamed into advancement forms, and by assuming an assortment of jobs at the family, network and society levels, they have had the option to add to national improvement and thriving. Reflecting dynamically expanded political will, progressive Malaysian advancement plans have put a more prominent accentuation on mainstreaming women entrepreneurs in national improvement through certifiable multi-sectoral approaches and projects. Gender orientation as an advancement center was first referenced in the Third Malaysia Plan (1976–1980), which supported the dynamic interest of women entrepreneurs being developed and their commitment to the economy. The job of Women entrepreneurs in neediness destruction was given acknowledgment under the Fifth Malaysia Plan when social projects to elevate the state of women were supplanted by monetary projects. The results show that the regression analysis on entrepreneurship education management, customer orientation and market strategy affect the sustainability of SMEs. Numerous studies have been undertaken to evaluate the effects of various elements on women's entrepreneurial success, but our study looked into several entrepreneurship education management, customer orientation and market strategy factors towards women's entrepreneurship sustainability that have largely gone unexplored, particularly in Malaysia. The current study further adds to the previous literature by providing empirical evidence.

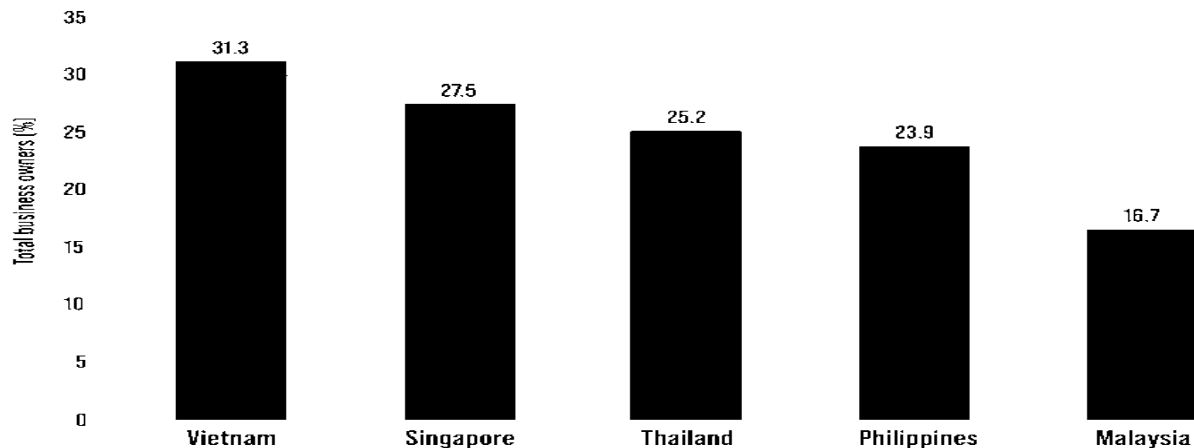
Keywords: *Sustainable Entrepreneurship, SME, Entrepreneurship Education Management, customer orientation and marketing orientation.*

1. Introduction and Background

The number of women entrepreneurs in Malaysia has grown in the last three decades as a result of the emphasis on industrialization and growing excitement for privatization, autonomous work, and business-planned jobs. The incidence of business wandering is continually expanding as Malaysia's administration truly offers assistance and motivating forces so that the country can decrease imports while rising send out, resulting in an increasingly great monetary development (Yifu & Wang, 2022). Strengthen the perceptions that a certain, inventive, and innovative women entrepreneur, capable of achieving self-financial autonomy solely or in collaboration, create business opportunities for others by starting, building, and demonstrating the undertaking to staying up with her own, family, and public activity. Our clear observations and meetings among a few female entrepreneurs working in their firms provide some unique insight into traveling. Others like to get involved in business since it allows them to interact with others rather than staying at home. According to an ongoing Award Thornton's report titled Women Entrepreneur 2019, women hold 36% of senior management positions in Malaysian firms, ranking second in the region after the Philippines (37.5%). According to a 2018 Master card study on women entrepreneurs, 31.3 percent of businesses in Malaysia are owned by women. On International Women's Day, another report based on Award Thornton's yearly review of 5,500 firms in 36 economies reveals that Malaysia has the lowest proportion of senior corporate posts held by women in ASEAN. In 2017, women occupied 24% of senior business posts, down from 26% a year ago, and 34% of firms had no women in senior administration, up from 31% a year previously. In the ASEAN locale, Indonesia has the most elevated extent of senior business jobs held by women (46%), trailed by the Philippines (40%), Thailand (31%) and Singapore (30%).

Malaysia has the least senior business jobs held by women at 24%. This is the second back-to-back year of having the least senior business jobs held by women in ASEAN. The extent of senior business jobs held by women in ASEAN has ascended from 34% in 2016 to 36% in 2017. Be that as it may, the level of organizations without any women in senior administration across ASEAN has additionally ascended, from 27% in 2016 to 21% in 2017. All-inclusive, 25% of senior jobs are held by women, which is an expansion from a year ago (24% in 2016) and the most significant level since 2004 when the overview started. Be that as it may, the extent of organizations without any women in senior administration has additionally risen. 34% of organizations around the globe have no women in senior administration (33% in 2016). The exploration uncovers that the individual nations with the most noteworthy extent of senior jobs held by women are Russia (47%), Indonesia (46%), Estonia (40%), Poland (40%) and the Philippines (40%). The nations with the most reduced extent of senior jobs held by women are Japan (7%), Argentina (15%), India (17%), Germany (18%), Brazil (19%) and the Assembled Realm (19%). This year organizations across ASEAN have expanded the extent of senior jobs held by women. In any case, we are still just most of the way there, and with the level of organizations without any women in senior administration additionally rising it feels as though we're stepping forward and one stage back.

Figure 1: Women Entrepreneurs %, 2018



Source: Master card Index of Women Entrepreneurs, 2019

The sustainability of management in SMEs has a significant impact on attracting and retaining more people. If staff is trained in entrepreneurship education management, the company will become more efficient than its competitors. This will assist the company in saving money through energy-efficient design improvements. SMEs will not be able to execute the path to success through sustainable development strategies if their staff lack awareness and misunderstand the benefits of such techniques. The key to keeping a firm alive is proper entrepreneurship education management. The company's competence exists to provide organizational performance and a sustained competitive advantage. Small businesses can profit in the sector if their staff are happy. Human resource management is critical in this situation. According to the research, the reason for small firm failure is insufficient and inefficient personnel management. It also leads to insufficient productivity and important personnel turnover. Human resources is a major concern in many small businesses. The HRM manager or department must assist the business in gaining a sustained competitive advantage by ensuring that the HR function is clearly implemented.

The HR function can be HRM policies that implement policies connected to employee management in the organization, employment state explicitly about the recruiting and selection procedure for the employee requirement (Anwar & Abdullah, 2021). Develop and implement new effective staff training and development strategy, a new performance appraisal program, entrepreneurial education management, and a compensation and reward system for employees. Next, customer focus is critical for a company to thrive in the female entrepreneurship market. Firms must know their clients thoroughly to meet their requests as best as possible. Customer-oriented culture, particularly in service firms, is a strong element to generate value while also ensuring the advancement of new services. The study is being conducted to discover the differences

between customer orientation and future market focus in SMEs in terms of company effort to develop strategies and firm innovativeness in women entrepreneurship. Small medium sustainability can be achieved by a combination of client orientation and future market focus in future research. Indeed, Kala et al. (2018) state that the sustainability of a women entrepreneurship firm depends on the location, it also shows the performance of the firm. In Canada, the geographical element has a significant impact on the development of entrepreneurship. According to Pauca et al. (2022), location is critical for the development of firms and industries. According to the findings, the location and entrepreneur variables; the person determinant, external factors, and business characteristics are all important in most SMEs. In small businesses, location variables such as proximity to raw materials, access to business, and availability of technologies are critical. The site is the starting point for the firm's success.

2. Research Methodology

Women entrepreneurs who are owned SMEs in Malaysia will be the research target. Around 150 of the respondents will be asked to fill in the questionnaire. The data analysis will be done in the SPSS software. The data collected will be keys in the SPSS. The SPSS will analyze the data, the result will depict the reliability and the validity of the hypotheses that had been made.

Figure 2: Women Entrepreneurs Sustainability Framework

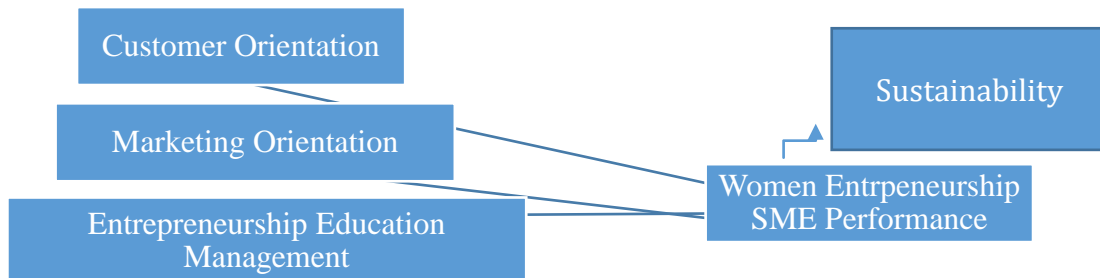


Table 1: Sample Profile

No	Descriptions	Results
1	Number of Questionnaires distributed	360
2	Number of Questionnaires collected	360
3	Response Rate	360
4	The number of Questionnaires collected is used for analysis	360

The sample profile of the questionnaire is shown in Table 1. There are 360 questionnaires were distributed to SMEs. 360 questionnaires were collected and could be used for the analysis. The response rate of the questionnaires was 80%. The data was analyzed in Statistical Package for Social Sciences (SPSS) Version 20. There were gender, age, race, education level and working period in the demographic section.

Table 2: Demographic Profile of Respondents

Variables	Categories	Frequency	Percentage (%)
	Female	360	100
	Total	360	100
AGE	Below than 20	36	10.0
	20-30	58	48.3
	31-50	174	35.8
	Above than 50	21	5.8

RACE	Total	360	100
	Malay	195	54.2
	Chinese	105	29.2
	Indian	45	12.5
	Others	15	4.2
EDUCATION LEVEL	Total	360	100
	UPSR	3	4
	PMR/SRP	3	3.3
	SPM	156	43.3
	Diploma	78	21.7
	Degree	84	23.3
	Master	18	5.0
	PhD	9	2.5
WORKING EXPERIENCES	Total	360	100
	Below than 1 year	84	23.3
	1 -3 years	120	33.3
	4-6 years	57	15.8
	Above than 6 years	99	27.5
Total	360	100	

Table 3: Descriptive Analysis

Variables	Mean	Standard Deviation	N
Entrepreneurship Education	3.9917	0.72710	360
Customer Orientation	3.8583	0.59770	360
Marketing Orientation	3.9767	0.69967	360
Sustainability of SMEs	3.83 06	0.60115	360

The mean of the dependent variable (the sustainability of SMEs) is 3.83 06, while the standard deviation is 0.7 1 026. The independent variables are entrepreneurship education management, customer orientation and market strategy. The mean of entrepreneurship education management, customer orientation and market strategy are 3.9917, 3.8583, and 3.9767. The standard deviation of the entrepreneurship education management, customer orientation and market strategy are 0.72710, 0.59770, 0.69967 and 0.60115. The standard deviation is acceptable when the data is between -3 and 3. The data Normal distribution exists when the data is nearer to the mean. From the fact, 68% of all data points have a standard deviation from -1 to 1 from the mean. The range of -2 to 2 of the standard deviation from the mean is 95% of all data. 99% of all data points will be in the range of -3 until 3.

Table 4: Reliability Analysis s

Variables	No of question	Item Dropped	Item recorded	Cronbach's Alpha
Sustainability of SMEs	5	0	0	0.888
Entrepreneurship	5	0	0	0.802
Customer Orientation	5	3	0	0.7 18
Market Orientation	5	0	0	0.791

Table 4 shows the result of the reliability test. The Cronbach's alpha is used to test the consistency. A function of the number of items in scale is called alpha (Cronbach's or standard). The acceptable range of Cronbach's alpha is above 0.7 (Green et al.'s (1977). Nunnally (1978) states the minimum range of Cronbach alpha is 0.7. The high value of Cronbach's alpha shows the question in each variable has high internal consistency. The Cronbach's Alpha of the dependent variable (the sustainability of SMEs) is 0.888. The independent variables Cronbach's Alpha are 0.802 (entrepreneurship education management), 0.718 (customer orientation) and

0.791 (market strategy). Cronbach alpha of customer orientation is 0.718 after three questions are dropped. Cronbach's alpha of customer orientation before the three dropped questions are 0.690, 0.686 and 0.698. The assumptions for the variable of customer orientation are that 0.690 hitch does not fall in the acceptance range the samples distributed are not enough large, and the questions asked in the questionnaires are not related.

Table 5: Regression Analysis

Variables	Beta	I-ratio	Sig. t
Entrepreneurship Education	0.080	0.862	0.024
Customer Orientation	0.097	1.056	0.023
Market Orientation	0.341	3.740	0.000
R-square= 0.682			
Durbin-Watson - 1.664			
F= 22.447			
Sig. F- 0.000			
Condition Index= 27.111			

Table 5 shows the regression analysis on the entrepreneurship education management, customer orientation and market strategy that affect the women entrepreneurship sustainability of SMEs. First, entrepreneurship education management shows a significant level of 0.024. The acceptance range of significant level is below 0.05. So, Hypothesis number one is accepted. Next, customer orientation shows a significant level of 0.023. It means the customer relationship does not affect the sustainability of SMEs. Therefore, hypothesis number two is also accepted. Last, market strategy shows a significant level of 0.000. It means the market strategy strongly affects the sustainability of SMEs. Therefore, Hypothesis number three is accepted. Market strategy is the factor that affects the sustainability of SMEs, followed by entrepreneurship education management and customer orientation. R-square showed the variance in the dependent variable. The dependent variable in this research was the women entrepreneurship Sustainability of SMEs. R-square showed the number of 0.682. The R-square was evaluated in percentage 68.2%, which was a respectable result. Durbin Watson's value is 1.664. 1.5 until 2.5 of Durbin Watson value is the acceptable range. So the data collected will be no autocorrelation problem because the data collected shows 1.664. The safety limit of the condition index is 30. The condition index of the data collected is 27.111.

The acceptable range of tolerance is 0.1 until 10. The data analyzed shows that the tolerance is 0.413 until 0.460. It falls between the accepted ranges. While the VIF accepted range is between 1 and 10. The data analyzed shows that the VIF value is between 1.633 and 2.424. So multi-collinearity problem does not exist in the regression model since the condition index, VIF and tolerance fell within the accepted range. The significance in the data that have been analyzed is 33224 and the significant level is 0.000. It is found to be significant at an 1% significant level. From this data analysis, we can conclude that the regression model used in this research is adequate.

4. Findings

The first hypothesis is that entrepreneurship education management will have an impact on the sustainability of SMEs in Malaysia. According to the findings, entrepreneurship education management has an impact on the sustainability of SMEs because it has a 0.024 significant level. The employee management significance level is less than 0.05. The acceptance threshold is less than 0.05. Haruna (2022) believes that outstanding employees with entrepreneurship training can lead to organizational sustainability (SME). The study also states that the management should often recollect the vision and worth of the SMEs in the eyes of staff or employees. The second hypothesis is that customer orientation will have an impact on the sustainability of SMEs. The result indicates that customer orientation is significant because it is 0.023 of a significant level, whereas the acceptability range is less than 0.05. In conclusion, Customer orientation has an impact on the sustainability of SMEs. The study also states that the management should frequently recollect the SMEs' vision and value in the eyes of staff or employees. The second hypothesis is that customer orientation will affect the sustainability of SMEs. The finding indicates that customer orientation is significant because it is

0.023 of a significant level, whereas the acceptable range is less than 0.05. Conclusion: Customer orientation has an impact on the long-term viability of SMEs. Finally, data research demonstrates that market strategy is important to the sustainability of SMEs. The market strategy indicates a significant level of 0.000. This means that market strategy is extremely important to the long-term viability of SMEs. Marketing has a significant impact on the sustainability of small businesses (Hanaysha et al., 2022). Marketing is the most important component because it contributes 40% to the long-term viability of a small organization. Human resources, general management, production, and operations account for 5%, 14%, and 9%, respectively.

5. Conclusion

SMEs contribute to Malaysia's economic development. Malaysia must ensure that SMEs may attain sustainability at several stages, including SMEs start-up, growth, expansion, and maturity. The study is being conducted in Malaysia. SMEs in the small state also contribute significantly to the Malaysian economy. According to the findings, entrepreneurship education management, customer orientation, and market strategy, all have an impact on the sustainability of SMEs. As a result, the government focuses more on SMEs for them to be more sustainable and contribute more to Malaysia's economic development. Customers from other states or countries are referred to the SMEs. After that, it can help the government improve economic development. The growing interest in women entrepreneurs as business owners and employees has pushed the question of sexual orientation into business studies. Before Marvel, attempts to differentiate a business as possessed by women were least evident because the enterprise has historically been associated with men and manliness. In general, ecological, family, and personality qualities are important in advancing productive ventures among women entrepreneurs. There could be increasingly distinct measurements, for example, the utilization of innovation, human asset practices, and budgetary administration should be investigated for assisting business achievement. The current study not only provides consequences for SMEs managers and owners, but it also provides instructions to policymakers and, in particular, institutions. Our findings show that women entrepreneurs want inspiration and confidence to start their businesses, which can be provided by organizing a seminar, workshop, women's incentives, or a women's entrepreneurial university. Our findings indicate that women's motivation and confidence can improve entrepreneurial performance. As a result, we urge that the government and policymakers organize a seminar or a women's entrepreneurial university to assist women entrepreneurs in developing bravery and starting a firm.

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