

The Relationship of Knowledge, Attitude, and Interest with Entrepreneurial Motivation of Small Traders in Telupid Town

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Abstract: There are so many entrepreneurial motivational factors that drive a business to be set up, especially in the SME industry. Found through past studies, motivational factors in entrepreneurship play a key role in being the reason traders can succeed and last longer in the SME industry (Mashenene & Kumburu, 2020). The main purpose of this study is to analyze knowledge factors, attitude factors and interest factors of small traders in Telupid Town. Next, can those three factors be the driving force for the entrepreneurial motivation of these small traders? A total of 170 traders from Telupid Town were selected as respondents for this study. A questionnaire distributed to obtain data from all respondents. All data obtained through questionnaires are analyzed using descriptive statistical methods involving mean scores and standard deviations. To analyze the data, the Statistical Package Social Science Software (SPSS) version 27 was used in this study. Based on the research that has been conducted, the results of each factor can be seen that interest, attitude and knowledge are at an important level. This proves that the knowledge factor, the attitude factor, and the interest factor are very influential in being a motivating factor for a trader's motivation. Implications from this study, the parties should study the level of motivation towards entrepreneurship among the community, especially high school students. This may help the school and those involved to shape and help young school leavers to venture into business.

Keywords: Entrepreneurial Motivation, Knowledge, Attitude, Interest, Small Traders

Introduction

Changes during the transitional economic stage have a considerable influence on the development of entrepreneurial activities (Boso et al., 2013; Sun and Xu, 2017). These changes caused the field of entrepreneurship to become a public consensus and a key issue focused on by local governments in most countries (Avgerou and Li, 2013; He et al., 2019). In China, entrepreneurship programs and projects that follow current trends are introduced to young people, and these are implemented by the Chinese country to meet the needs of the entrepreneurship industry in their country (Su et al., 2015; Yuan et al., 2020). Due to the high demand in this entrepreneurial industry, Small and Medium Enterprises (SMEs) play an especially key role in the country's global economic growth (Kooli, 2021). The development of this SME industry will inevitably lead to the emergence of small traders. This situation leads to the question, why traders who own SMEs can succeed and stay in the business and entrepreneurship industry longer than other traders even though they do business and run in the same environment (Fatima & Bilal, 2019; Nikolić et al., 2019). Therefore, the need to investigate how these traders can survive and what motivates the traders to be in the SME industry is widely conducted by researchers in the current era of globalization. Found through past studies, motivational factors in entrepreneurship play a key role in being the reason traders can succeed and last longer in the SME industry (Mashenene & Kumburu, 2020).

There are so many entrepreneurial motivational factors that drive a business to be set up, especially in the SME industry. In psychology, motivation means a person's emotional force that prompts them to act. Motivation is also defined as a process where an individual is determined to achieve their aims (Okangi, 2018). The success of small businesspeople in the SME industry they set up depends on the motivational factors that drive them to start a business (Trusić et al., 2017). In summary, there are many factors that can cause a businessman to succeed in the SME industry, among them is the desire to achieve success, financial rewards, social recognition, creating his own job, extensive knowledge in entrepreneurship, a deep interest in business or an open attitude in trying new things (Abadli et al., 2020; Carsrud & Brannback, 2009). Past researchers have also said about how the personal characteristics of individuals can help in understanding more about motivational factors. Researchers conduct studies related to the personal characteristics of individuals to find what factors have a significant relationship in being the driving force behind the entrepreneurial motivation of a trader. As a result of numerous studies conducted related to the personal characteristics of these individuals, it was found that there

are three factors that are often associated with entrepreneurial motivation, these factors are knowledge, interest, and attitude (Staniewski & Awruk, 2015; Stephan et al., 2015).

The question raised by the reviewer through all these statements is, to what extent is the relationship between driving factors such as knowledge, attitude, and interest to entrepreneurial motivation factors for a small business to be successful and long-lasting in the PKS industry. All reviewers have widely accepted the interest factor. Through various studies made by freelance researchers, a person's interest in being in the entrepreneurship industry is an important ranking or factor for an individual to become an entrepreneur or trader (Seibert & Lumpkin, 2010). Knowledge is important because this factor helps in the operation of a business to be successful (Norasmah, 2019). What is more, for traders who have deep knowledge about entrepreneurship, profits can be generated, losses in business can be avoided and even small businesses can be developed (Ahmad Fuad, 2019). Therefore, to be a successful trader or entrepreneur, a cheerful outlook in all aspects is especially important. This is because the positive or negative attitude of a trader or entrepreneur can influence their work process and the influence of the attitude itself is exceptionally large (Ishak et al., 2011).

In conclusion, related to the statement above, the main aim of this study is to analyze the knowledge factors, attitude factors and interest factors of small traders in Pekan Telupid. Furthermore, these three factors can be a driving force for the entrepreneurial motivation of these small traders. The questions to be answered in this study are as follow:

1. Is there a knowledge factor that can be a driving force in the motivation of small traders?
2. Are there any attitudinal factors that can drive the motivation of small traders?
3. Is there an interest factor that can be a driving force in the motivation of small traders?

Literature Research

Motivation is one of the drivers for entrepreneurs or traders to keep enthusiasm in all their actions, especially those related to entrepreneurial activities (Tlaais, 2014). Motivation is also a driver or stimulus for entrepreneurs or traders to keep or arouse their interest in business and entrepreneurship. Motivation can also be defined as a driver to increase knowledge and change or keep a cheerful outlook in all their actions, especially those related to entrepreneurship (Jordaan, 2014). The definition of motivation is different. However, what is certain is that entrepreneurial motivation is something that exists within a person and can encourage, move, and make a person's behavior move (Tlaais, 2014)

Every entrepreneur or businessperson has his own purpose for starting a business, and it is certain that they want to grow their business to a higher level. This purpose leads to the existence of their entrepreneurial motivation, and the construction of this entrepreneurial motivation must include the relationship between their intentions and factors such as knowledge, attitude, and interest in business (Shaw, 2006). Traders have several incentives when expanding or building their business. Every entrepreneurial motivation varies from person to person, but if seen from various earlier studies, factors such as entrepreneurial knowledge, interest in the field of entrepreneurship, and cheerful outlook towards entrepreneurship are factors that are often mentioned. (Dunkelberg et al., 2013).

For the factor of attitude towards entrepreneurship in the aspect of entrepreneurial motivation, a cheerful outlook towards entrepreneurship can ensure consistent momentum in efforts to develop the success of a business. This is because the attitude of an entrepreneur has a significant role in being the catalyst for the success of a trader to succeed, especially in the SME industry, (Osman, 2011). A person's attitude is closely related to his internal locus or personal characteristics. This internal locus helps in controlling a person's actions so that they are free from external interference factors (Buerah & Hussin, 2014). In conclusion, a cheerful outlook towards entrepreneurship has a close relationship in shaping and building a person's entrepreneurial motivation in terms of a strong mind so as not to be quickly distracted by external distraction factors that can destroy business, (Osman, 2011).

From the factor of interest in entrepreneurship, if an entrepreneur or trader has a deep interest in the entrepreneurship industry, it can encourage them to start and further develop their business and this must be closely related to entrepreneurial motivation (Syahrina, 2010). This is supported in earlier studies when it was said that entrepreneurs or traders who tend to show high motivation in their work and responsibilities have a deep interest in the field they choose (Buerah & Hussin, 2014)

Next is the knowledge factor. The basis of a successful business lies necessarily in the knowledge had by the trader or entrepreneur himself. The knowledge itself comes from various forms, it can be in terms of entrepreneurship learning and formal or informal skills, (Jordaan, 2014). All types of knowledge related to entrepreneurship play a key role in the achievement or development of a business because it functions as the main driving force in making a crucial decision in the career of a trader or entrepreneur (Buerah & Hussin, 2014). So, there is no denying that if a person has a level of knowledge related to entrepreneurship or business,

they will have the motivation and desire to expand their business to a greater and higher level for their own profit.

Methodology

This research uses a quantitative approach by applying the survey method as a research design. A questionnaire was used as a research instrument and distributed to respondents. In this study, the researcher wants to analyze knowledge factors, attitude factors and interest factors of small traders in Telupid Town. Next, can those three factors be the driving force for the entrepreneurial motivation of these small traders? All data obtained through questionnaires were analyzed using descriptive statistical methods involving mean scores and standard deviations. Statistical Package Social Science (SPSS) software version 27 was used in this study to obtain the level of influence of knowledge, interest, and attitude with entrepreneurial motivation.

The location chosen by the researcher to conduct this study is Telupid Town, Telupid, Sabah. Telupid Town is the only location where the people around Telupid get all their daily needs. Compared to eight years ago, Telupid Town is now more compact with the appearance of various new business premises. The appearance of many small traders is also more vigorous compared to a few years ago. The opportunities provided by the Telupid District Council in the form of small premises and business sites make many Telupid residents take the opportunity to build a business. What is more, Telupid Town is the only Town complete with Bank facilities in Telupid, this causes traders to be in Telupid Town.

The population of this study consists of traders who have business premises in Telupid Town. Roughly through unofficial data collection from the Telupid District Office in 2022, the number of traders around Telupid Town is close to 700, and this is calculated without taking into account whether the traders have a business license, business premises or are still doing business at this point, (Telupid District Office, 2022). The Krejcie and Morgan (1970) sampling method was used to obtain the study sample. Through this sampling method, the researcher has obtained 170 small traders running around Telupid Town who have valid business licenses, have business premises and are still active in business today.

The research instrument used in this study has been verified by three lecturers appointed with an entrepreneurial background. Overall, the validity value given by experts for the instrument used in this study is 0.728. The level of reliability for each section in this questionnaire was evaluated based on the value of Cronbach's Alpha (α). The questionnaire that was built contains two parts which are Part A: Demographics of the trader which contains three items and Part B: Driving Factors, where for part B, the questions are divided into three main items which are Knowledge (Seven items), Attitude (seven items) and Interest (seven items). All the items in part B include questions related to the entrepreneurial motivation of traders. The questionnaire was constructed using a Likert scale where Scale 1 (Very untrue), Scale 2 (Untrue), Scale 3 (Not sure), Scale 4 (True) and Scale 5 (Very true). The instrument used was adapted and changed based on research from Muhammad, Norazwa & Nor (2020).

Findings

Of the 170 respondents, 71 (41.8%) were male traders and 99 (58.2%) were female traders. Then for the Education Level aspect, 13 (7.6%) of the 170 respondents had a Lower School education, and the majority of the 101 (59.6%) traders were at the Middle School level. 41 (24.1%) respondents were also at the diploma stage and then 15 (8.8%) respondents were at the undergraduate stage. Furthermore, for Years of Business, 52 (30.6%) have been in business for less than five years, while 42 (24.7%) have also been in business for less than 10 years. Then, 29 (17.1%) have been in business for less than 15 years, and 22 (12.9%) have been in business for less than 20 years, then 17 (10.0%) have been in business for less than 25 years and finally, 8 (4.7%) of the 170 respondents have been in business for less than 30 years.

Overall, this study was conducted to analyze knowledge factors, attitude factors and interest factors of small traders in Telupid Town. Next, can those three factors be the driving force for the entrepreneurial motivation of these small traders?

The results of the descriptive analysis conducted found that overall, the entrepreneurial motivation of small traders in Pekan Telupid was high with a min score = 3.97 (s.p = .614. This shows that knowledge factors, attitude factors and interest factors can be a driving force for entrepreneurial motivation in elevated level. In Table 1 the interest factor recorded the highest min score, namely 4.02 and the standard allowance value was .657.

Table 1: Level of Entrepreneurial Motivation

	Min	Sisihan Piawai
Pengetahuan	3.98	.623
Sikap	3.99	.627

Minat	4.02	.657
KESELURUHAN	3.97	.614

Table 2 reports the findings for the first research question for this study, which is whether the knowledge factor can be a driver for the motivation of small traders. From the data obtained, it was found that item P7 (Knowledge and management experience in the business world guarantees business stability) got the highest response with a percentage of 47.1% for the knowledge factor, which a total of 80 respondents strongly agreed that knowledge can guarantee the stability of a trader's business as well as can be the motivation to grow the business. Next, there is one respondent with a percentage of 0.6% who strongly disagrees with item P6 (Skilled is better than unskilled in the world of entrepreneurship).

Table 2: Knowledge

No	Pernyataan	STB	TB	TP	B	SB
P1	Saya mempunyai pengetahuan yang berkait rapat dengan perniagaan saya.	3 (3.5%)	13 (7.6%)	33 (19.4%)	51 (30.0%)	67 (39.4%)
P2	Saya mempunyai pengalaman sebelum saya betul-betul memulakan perniagaan sendiri.	7 (4.1%)	20 (11.8%)	35 (20.6%)	57 (33.5%)	51 (30.0%)
P3	Melengkapkan diri dengan pengetahuan dan pengalaman merupakan langkah awal yang penting untuk diambil sebelum saya memulakan perniagaan.	3 (1.8%)	14 (8.2%)	31 (18.2%)	45 (26.5%)	77 (45.3%)
P4	Saya pernah bekerja dengan orang lain sebelum saya memulakan perniagaan sendiri.	4 (2.4%)	14 (8.2%)	35 (20.6%)	58 (34.1%)	59 (34.7%)
P5	Saya boleh memberi arahan yang tepat dan tidak mengelirukan semasa berkomunikasi dengan orang lain.	3 (1.8%)	12 (7.1%)	40 (23.5%)	44 (25.9%)	71 (41.8%)
P6	Berkemahiran adalah lebih baik daripada tidak berkemahiran dalam dunia keusahawanan	1 (0.6%)	13 (7.6%)	28 (16.5%)	51 (30.0%)	77 (45.3%)
P7	Pengetahuan dan pengalaman pengurusan dalam dunia perniagaan menjamin kestabilan perniagaan.	3 (1.8%)	12 (7.1%)	30 (17.6%)	45 (26.5%)	80 (47.1%)
Skor Min		3.98				
Sisihan Piawai		.623				

Value is 0.123, while the R-squared value is 0.128. This shows that linear regression explains 12.3% of the variance in the data. R-square describes the strength of the relationship between knowledge and entrepreneurial motivation. Therefore, this means that 12.3% of entrepreneurial motivation can be explained by knowledge.

Table 3: Knowledge Regression Analysis Model Summary

Model	R	R Square	Adjusted R Square
1	.358 _a	.128	.123

Next, the attitude element that also answers the second research question, which is whether the attitude factor can be a driver for the motivation of small traders. The data results explain that, item Q7 (Persistence is my life principle in entering the field of entrepreneurship) which got the highest result of 81 with a percentage of 47.6% where the respondent chose the answer option very true with the statement of the question agreeing that if a trader has a tenacious attitude, it can be an entrepreneurial motivation to start a business and also expand an existing business. Then, item S6 (I do not give up even though I have failed in business because failure does not mean losing) in the attitude element got the lowest response with a percentage of 0.6%. From the overall data results in Table 4, the attitude factor can be a driver for the entrepreneurial motivation of traders to start a business and expand their business.

Table 4: Attitude

No	Soalan	STB	TB	TP	B	SB
S1	Saya suka akan cabaran kerana ianya menambahkan pengalaman saya.	3 (1.8%)	13 (7.6%)	30 (17.6%)	59 (34.7%)	65 (38.2%)
S2	Saya banyak mencapai peluang perniagaan	4 (2.4%)	16 (9.4%)	43 (25.3%)	52 (30.6%)	55 (32.4%)
S3	Saya yakin terhadap keupayaan diri-sendiri.	2 (1.2%)	13 (7.6%)	37 (21.8%)	41 (24.1%)	77 (45.3%)
S4	Saya kreatif kerana suka melakukan sesuatu yang luar biasa daripada orang lain.	2 (1.2%)	14 (8.2%)	38 (22.4%)	56 (32.9%)	60 (35.3%)
S5	Saya sanggup mengorbankan lebih banyak masa demi perkembangan perniagaan saya.	3 (1.8%)	13 (7.6%)	37 (21.8%)	49 (28.8%)	68 (40.0%)
S6	Saya tidak berputus asa walaupun telah gagal dalam perniagaan kerana kegagalan tidak bererti kalah.	1 (0.6%)	14 (8.2%)	30 (17.6%)	51 (30.0%)	74 (43.5%)
S7	Kececalan merupakan prinsip hidup saya menceburi bidang keusahawanan.	2 (1.2%)	12 (7.1%)	37 (21.8%)	37 (21.8%)	81 (47.6%)
Skor Min		3.99				
Sisihan Piawai		.627				

According to table 5, the adjusted R-squared value is 0.074, while the R-squared value is 0.080. This shows that linear regression explains 7.4% of the variance in the data. R-square describes the strength of the relationship between attitude and entrepreneurial motivation. Therefore, this means that 7.4% of entrepreneurial motivation can be explained by attitude.

Table 5: Attitude Regression Analysis Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283 _a	.080	.074	.66581

Then for the driving factor of Interest, the data results of Table 6 also answer the research question whether the factor of interest can be a driving force for the motivation of small traders. As a result of the data, it can be seen that a total of 91 responses with a percentage of 53.5% on item M3 (Seeing successful people in business makes me enthusiastic about doing business) where it can be concluded that small traders in Telupid Town are very true to the statement that seeing successful people in business makes them more enthusiastic in turn becoming a motivation for them to continue expanding their small business. For item M2 (I am always interested in new business ideas) and item M6 (I know the various types of support offered to those who want to start a business) each got a low response of 2 with a percentage of 1.2% where the trader expressed very not true for every given question.

Table 6: Interest

No	Soalan	STB	TB	TP	B	SB
M1	Saya sentiasa berminat dengan bidang perniagaan	3 (1.8%)	12 (7.1%)	30 (17.6%)	58 (34.1%)	67 (39.4%)
M2	Saya sentiasa tertarik dengan idea-idea baru perniagaan	2 (1.2%)	12 (7.1%)	33 (19.4%)	53 (31.2%)	70 (41.2%)
M3	Melihat orang berjaya dalam perniagaan membuat saya bersemangat berniaga.	2 (1.2%)	13 (7.6%)	32 (18.8%)	32 (18.8%)	91 (53.5%)
M4	Rancangan berkaitan keusahawanan adalah minat saya.	3 (1.8%)	12 (7.1%)	34 (20.0%)	49 (28.8%)	72 (42.2%)
M5	Saya suka bertemu semua peniaga dan usahawan yang bersemangat dalam industri ini.	4 (2.4%)	11 (6.5%)	33 (19.4%)	49 (28.8%)	73 (42.9%)
M6	Saya tahu pelbagai jenis sokongan yang ditawarkan kepada mereka yang ingin memulakan perniagaan.	2 (1.2%)	11 (6.5%)	42 (24.7%)	48 (28.2%)	67 (39.4%)
M7	Kerajaan memberikan sokongan yang baik kepada orang yang ingin memulakan	4 (2.4%)	19 (9.4%)	37 (21.8%)	51 (30.0%)	62 (36.5%)

perniagaan.				
Skor Min	4.02			
Sisihan Piawai	.657			

According to table 7, the adjusted R-squared value is 0.057, while the R-squared value is 0.063. This shows that linear regression explains 5.7% of the variance in the data. R-square describes the strength of the relationship between interest and entrepreneurial motivation. Therefore, this means that 5.7% of entrepreneurial motivation can be explained by interest.

Table 7: Regression Analysis of Interest Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.251 _a	.063	.057	.67188

Discussion

As a result of the research findings that have been made, each data analysis conducted successfully answered the three research questions presented in this study.

The first study question, namely whether the knowledge factor can be a driving force in the motivation of small traders, was answered with a high min score (3.98), which proves that the knowledge had by small traders can encourage them to be motivated in entrepreneurship. Most traders with a percentage of 47.1% strongly agree that knowledge can guarantee the stability of the business they run.

This hypothesis is supported by Amalina's (2017) study, which says that traders gain experience from management learning, which helps them become more resilient and systematic in their management. From not knowing anything about this business at the beginning to more systematic management. Entrepreneurs learn from more experienced people to increase their knowledge of the business they are running. Kuratko and Hodgetts (2007) confirmed the findings that the ability to start and grow a business depends on the knowledge and skills that lead to the entrepreneurial motivation of the leader.

The second research question which is whether the attitude factor can be a driver for the motivation of small traders was also answered with a mean score of 3.99 which is also in an elevated level which shows that the cheerful outlook shown by traders in business can be a driver for their entrepreneurial motivation. Statements such as Persistence is my life principle in entering the field of entrepreneurship which is closely related to a cheerful outlook towards entrepreneurship, which received high approval from traders with a percentage of 47.6%.

This finding is in line with the study of Zafir & Fazilah (2007) which says that the attitude of a person who takes risks in any situation is necessary for an entrepreneur to increase his or her potential as an entrepreneur and the success of the business being run develops.

Next, the third research question is whether the interest factor can be a driver for the motivation of small traders. This research question was also answered with the highest mean score of the three factors listed (knowledge, attitude & interest). Most traders agree that the interest factor drives the entrepreneurial motivation that exists among them. The statement Seeing people succeed in business makes me enthusiastic about doing business which got the highest response in the questionnaire related to interest is evidence that the interest factor can necessarily be a driving force for entrepreneurial motivation among small businesspeople.

Interest in the field of entrepreneurship is an important motivation that influences someone to enter the field of entrepreneurship (Hisrich et al., 2008). This finding is in line with the study of Othman and Mismar (2015), which said that a lack of interest affects a person's level and reduces their achievement in something. Their research also showed that interest is a personal tendency towards the behavior of the natural environment.

Based on the results of the study that has been made, overall it can be seen that knowledge factors, attitude factors and interest factors can actually be a driving force in the entrepreneurial motivation of small traders to develop their business and also encourage new traders to start a business, min score 3.97 (s.p. 614) also proves that the motivation level of small traders at Telupid Week is very high. The findings of this study are in line with the study of researcher Jordaan (2014) who found that building motivation in business is a principle in the process of forming entrepreneurship and he referred to Ajzen's (1991) theory, namely the theory of designed behavior and this can be linked to factors driving attitudes and interests. This is also in line with the results which state that motivation through the value of knowledge and experience can be achieved through entrepreneurial activities and becomes a culture of how a person expresses himself in a social atmosphere (Wu and Li, 2011).

Conclusion

In general, the main goal of this study is to see whether factors such as the knowledge possessed by a trader, the attitude of a trader and the interests of a trader can be a driving force in the entrepreneurial motivation of a trader or entrepreneur to open a business or develop a business. Based on the studies that have been conducted, the results of each factor can be seen that interest, attitude and knowledge are at an important level, which proves that they are very influential in becoming a driving factor in a salesperson's motivation. The implication of this study is that attention to someone's interests, a cheerful outlook shown and good and deep knowledge of something needs to be given good support so that they have the motivation to express themselves no matter what field they are in. This is because, if a person or entrepreneur especially shows strong and great motivation, they may have the potential to become a successful person in the future. Further research that can be conducted is to examine the level of interest in entrepreneurship among high school students, not to mention that half of the small traders in Telupid Town itself belong to those with a High School education. This may help the school and those involved to shape and help young school leavers to venture into business.

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