

THE MODERATING EFFECT OF HUMAN CAPITAL ON
THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND
BUSINESS PERFORMANCE AMONG AGRIPRENEUR: A
STUDY IN KOTA TINGGI, JOHOR



ESTHER LEE FANG YONG

UMS
UNIVERSITI MALAYSIA SABAH

FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTANCY

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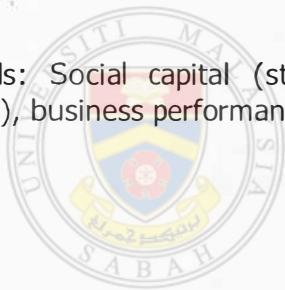
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ABSTRACT

This study aims to examine the influence of social capital on business performance among agripreneur in Kota Tinggi, Johor. The moderating effect of human capital (training) on the relationship between social capital and business performance among agripreneur is also assessed. The study employed a survey questionnaire with a purposive sampling method to collect data from 161 vegetable agripreneur in Kota Tinggi. SPSS Version 22 and Smart PLS 2.0 were used to analyze the data. The result of the study indicated that the dimensions of social capital which are structural and cognitive has a significant positive effect on business performance among agripreneur. Whereby, there is a direct relationship between human capital (training) on business performance among agripreneur. However, there is no moderating effect of human capital (training) on the relationship between social capital and business performance. The study gives an insight to policy maker to create awareness about the existence and benefits of agripreneur regarding to provide training programme on their agribusiness in the local areas. For researcher, other factors needed to be further in future research. For the prospect of agripreneur, training is needed before they begin their venture in agribusiness. Lastly, training is important to existing agripreneur to enrich their business performance.

Keywords: Social capital (structural, cognitive and relational), human capital (training), business performance, agripreneur



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ABSTRAK

Kajian ini bertujuan untuk mengkaji pengaruh modal sosial terhadap pencapaian perniagaan antara usahawan tani di Kota Tinggi, Johor. Kesan penyederhana modal insan (latihan) terhadap hubungan antara modal sosial dan prestasi perniagaan antara usahawan tani juga dikaji. Kajian ini menggunakan borang soal selidik kaedah persampelan bertujuan untuk mengumpul data daripada 161 usahawan tani sayur-sayuran di Kota Tinggi. SPSS versi 22 dan Smart PLS 2.0 digunakan untuk menganalisis data kajian. Hasil kajian menunjukkan bahawa modal sosial dengan dimensi struktur dan kognitif mempunyai kesan positif yang ketara dengan prestasi perniagaan antara usahawan tani dan juga terdapat hubungan yang positif antara modal insan (latihan) terhadap pencapaian perniagaan antara usahawan tani. Walau bagaimanapun, tiada kesan penyederhana modal insan terhadap hubungan antara modal sosial dan prestasi perniagaan. Kajian ini memberikan gambaran kepada pembuat dasar untuk mewujudkan kesedaran mengenai kewujudan dan manfaat dengan menyediakan program latihan perniagaan tani kepada usahawan tani tempatan. Bagi penyelidik, faktor-faktor lain boleh diteruskan dalam kajian masa depan. Bagi prospek usahawan tani, latihan diperlukan sebelum mereka mula dalam perniagaan tani. Akhirnya, latihan adalah penting kepada usahawan tani yang sedia ada untuk memperkayakan prestasi perniagaan mereka.

Kata kunci: Modal sosial (struktur, kognitif dan perhubungan) modal insan (latihan), prestasi perniagaan, usahawan-tani