



**POLITEKNIK SULTAN SALAHUDDIN ABDUL AZIZ SHAH**

**FACTOR AFFECTS SALES OF POLITEKNIK SULTAN  
SALAHUDDIN ABDUL AZIZ SHAH STUDENT  
ENTREPRENEURS BUSINESS DURING COVID-19**

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## DECLARATION OF ORIGINALITY

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Are the final year students of **Diploma in Business Studies, Commerce  
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**Persiaran Usahawan, 40150 Shah Alam, Selangor.** hereby to declare that:

2. This Research Project is the end result of our work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
3. No portion of this research project has been submitted in support of any application for any other degree/diploma/qualification of this Polytechnic or any other Polytechnic Sultan Salahuddin Abdul Aziz Shah or abroad.
4. The work contained in the original and has been done by us under the general supervision of my supervisor.

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## ABSTRACT

Covid-19 or Coronavirus 19 causes a huge impact worldwide in terms of economic, social, politics, legal and technology. This Research is carried out about the factors affect sales of Politeknik Sultan Salahuddin Abdul Aziz Shah student Entrepreneurs business during covid-19. The factors are promotion, experiences and risk taking meanwhile the dependent variable is sales. The purpose of the study is to determine the relationship of all the independent variables and the sales of PSA student entrepreneurs. Structure questionnaires are used to collect the information from 260 respondents through a sampling method with the table of (Krejcie & Morgan, 1970). Statistical Package for Social Sciences (SPSS) is used as a methodology to analyze and interpret the gathered data such as reliability test, descriptive analysis and Pearson Correlation Coefficient. The result provides insights that there is a positive relationship between promotion and sales of PSA students entrepreneurs during Covid-19, there is a positive association between experience and sales and also the outcome shows that there is a positive relationship with this independent variable (risk taking) and the dependent variable (sales) of PSA student entrepreneurs. A relationship between promotion and sales got the highest value for Pearson Correlation Coefficient ( $r$ ) with 0.241 compared to the other independent variables. This study encourages researchers to enhance awareness about the factors that affect entrepreneurs' sales while covid-19. The study recommends that future research expand the scope of study since a larger sample size which is more than 260 respondents will offer more accurate data, mean values and the reliability test.

**Keyword** – Promotion, Experiences, Risk taking, Sales

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# CHAPTER 1 INTRODUCTION

## 1.1 Introduction

In order to maximize the profit by taking several risks in the corporate world, Entrepreneurship focuses on the concept of developing and managing a business venture. Simply put, the willingness to start a new business is entrepreneurship. Entrepreneurs in Malaysia are playing an important role in the world economy. Nowadays there are young entrepreneurs that started to enter in this field and contribute to the country. According to Pelan Tindakan Keusahawanan IPT 2016-2020, the 2015-2025 (Higher Education) or PPPM (PT) Malaysian Education Development Plan outlines 10 main leaps in the effort to build the best higher education system to enable Malaysia to compete globally. Moreover, in line with the expectations of the PPPM (PT), is to instill entrepreneurial minds into the entire higher education system and build an education system capable of producing graduates characterized by entrepreneurship and becoming a job generator, as well as ensuring the financial sustainability of the country's higher education institutions (IPT). Among their targets are 100% university students to gain exposure to the culture and entrepreneurship, 5% of the students who graduate entrepreneurship as a career, 15% of university students involved in business activity during the study and 1,500 trainers have entrepreneurial expertise.

This is an overview of all the research projects. The purpose of this research is to determine the factors that affected the sales of Politeknik Sultan Salahuddin Abdul Aziz Shah student entrepreneurs during covid-19. The volume of sales will be studied with the independent variables such as promotion, experiences and risk taking of university entrepreneurs.

## 1.2 Background of the Study

COVID 19 or Coronavirus 19 is defined as an infectious disease caused by a newly discovered strain of coronavirus, a type of virus that causes respiratory infections in humans. (SARS-CoV-2 / 2019-nCoV). COVID-19, began to spread globally and caught off guard in early 2020 as a novel coronavirus (Bacq, S., Geoghegan, W., Josefy, M., Stevenson, R. and Williams, T.A., 2020). This virus affects the whole world's activities and also gives implications to individual, organization and country. For example, entrepreneurs are facing many obstacles and challenges during Covid-19 especially student entrepreneurs. They need to manage their time for study and at the same time for business.

Politeknik Sultan Salahuddin Abdul Aziz Shah (PSA) Student entrepreneurs should use their critical thinking to solve the problems because they must adapt with the new situation. The new normal is something that everyone must follow during the crisis. The government implemented a movement control order (MCO) during covid-19 to make people focus on containment of the pandemic.

This study is to determine the factors that affect sales of PSA student entrepreneurs during this situation which is Covid-19. Besides that, the factors and the implication of pandemic makes them focus more and find the way to overcome this problem. This is about how businesses respond to a crisis and also how entrepreneurs manage their business (Kuckertz, Andreas, 2020).

### **1.3 Problem Statement**

Coronavirus 19 issue worries all parties and has an impact in terms of social, economic, political, legal and technology. This crisis brings threats and challenges to student entrepreneurs whose sales are lower than before Covid-19. It is causing problems to them as they could not open any stall or join any carnival to promote their business. The student entrepreneurs can only promote through social media and any promotion that does not involve any face-to-face interaction with customers.

The research is conducted to identify the factors that affect sales of entrepreneur students of Politeknik Sultan Salahuddin Abdul Aziz Shah during Covid-19. The goal is to help those entrepreneurs to increase their sales and profit. Researcher believes that factors that affect sales of entrepreneur students of Politeknik Sultan Salahuddin Abdul Aziz Shah during Covid-19 are promotion, experience and risk taking. According to Fatoki and Asah (2011) experience and education levels influenced the management capability of the entrepreneur to run an SME. Other than that, Kotler et al. (2011) defined promotion means activities that communicate the merits of the product and persuade the target customer to buy it. Next, entrepreneur managers must embody a strong ability to determine the right path for their businesses in the face of uncertainty (Ricketts, 2006). To ensure the succession of this research, questionnaires will be given to student entrepreneurs in Politeknik Sultan Salahuddin Abdul Aziz Shah who are taking an entrepreneur course.

#### **1.4 Research Objective**

- To determine the relationship between promotion and sales of PSA entrepreneurship's students during Covid-19.
- To determine the relationship between experience and sales of PSA entrepreneurship's students during Covid-19
- To determine the relationship between risk taking and sales of PSA entrepreneurship's students during Covid-19

#### **1.5 Research Questions**

- What is the relationship between promotion and sales of PSA entrepreneurship's students during Covid-19?
- What is the relationship between experience and sales of PSA entrepreneurship's students during Covid-19?
- What is the relationship between risk taking and sales of PSA entrepreneurship's students during Covid-19?

#### **1.6 Significance of the Study**

This study has significantly helped young entrepreneurs to determine the factors that influence PSA student Entrepreneurs sales during Covid-19 pandemic and find a solution for it. This is to make sure young entrepreneurs' business run smoothly and also can survive in this situation even though there are many competitors. Moreover, if the student entrepreneurs can adapt with this pandemic, they also can manage their business and study as well. The challenging obstacles make the student entrepreneurs have matured and creative thinking to make the best decision.

## **1.7 Definition of terms of the Study**

### **1.7.1 Young Entrepreneur**

Entrepreneurship has been defined as the process of creating something new with value by investing the necessary time and effort, taking the financial, psychological, personal and social risk and receiving the rewards that come with it. This definition encompasses both serial entrepreneurship and small-business ownership (G. John Geldhof, 2013). Young entrepreneur are someone who is willing to take a risk and start a business at a young age in order to get profit. In this research, young entrepreneur is Politeknik Sultan Salahuddin Abdul Aziz Shah students.

### **1.7.2 Sales**

Sales is responsible for selling to all customers who make up a market segment by allocating sales resources to tiers of customers with varying levels of value potential (Panagopoulos & Avlonitis, 2010). Regardless of the context, a sale is essentially a contract between the buyer and the seller of the particular good or services process.

### **1.7.3 Promotion**

Promotion is one of the traditional marketing mixes that consists of price, place, and product varied activities undertaken to make themselves known in the market (Hills et al., 2008). Nowadays, entrepreneurs usually use social media platforms to make promotions.

### **1.7.4 Experience**

Experience is the perceptions, feelings and thoughts of customers when they find products and brands on the market and participate in consumption activities, and even the memory of such experiences. (Schmitt, 2010). Experience teaches young entrepreneurs to be aware in making decisions in their business.

### **1.7.5 Risk Taking**

Risk-taking is the tendency to take an action and make decisions based on something uncertain and risky (Sutanto et al., 2018). The entrepreneur must be bold and take the risk in their business to achieve higher sales and profit.

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Introduction**

The objective of this chapter is to critically review the theoretical studies and past observations made with respect to sales as an entrepreneur. Several studies are being conducted by researchers to provide an overview of the factors that influence the sales of entrepreneurial students

This chapter begins with a brief description of the various terms consisting of young entrepreneurs and Covid19. And followed by an in-depth explanation involving each of the variables involved to be a specific dependent variable is sales, for independent variables are promotion, experience, and risk-taking. Every clarification is made based on past research that can be found and be linked by helping researchers make the whole research development.

Lastly, the hypothesis for this research can be formed from this chapter which is available from the past research that has been made and relates it with the scenario of this research.

## 2.2 SWOT Analysis

This research uses a simple but useful framework for analyzing student entrepreneurs which is SWOT analysis that is an acronym of strength, weakness, opportunity, and threat. This analysis helps the researcher to determine the courage, the passion lacking, the chances for achievement, and the risk of a student entrepreneur.

Firstly, for strength as a student that is new in the world of business and the first time in running the business. When most of the PSA students from all departments in this institution learn the subject of entrepreneurship and digital entrepreneurship in a certain period. From that learning, this is their strength as they learn how to start, run, and maintain their business.

Secondly, there some weakness that has on student entrepreneur which is main weakness is limited of experience and less knowledge as they are a young fresh student and fully refer to their class learning without practical in a real situation and worried to faces it like a true entrepreneur who has a lot of experience and knowledge about business. Student entrepreneurs facing limited funds and restricts their activity that relates to money and limits when they want to make any transaction.

Thirdly, the opportunity that student entrepreneurs must act to obtain success is to develop a new skill that they are lacking for any aspect to gain benefit to their business. Next, widen their knowledge regarding business management by getting information online or offline, for example, browse the internet, read fiction magazines, and others. Then, enhance the experience with something they never know or face to improve and make their business run smoothly.

Lastly, the threat that student entrepreneurs have encountered is their attitude and personality itself which are disciplines when doing the business. That means the consistency of running a business is a threat for student entrepreneurs as they are still studying and have a main commitment as a student. Next, the environmental factor that consists of the huge number of student entrepreneurs in Malaysia which are the same in running a business and make much competition among them. Other than that, there are lots of challenging challenges in the real situation for running a business for student entrepreneurs who are young and new in these matters.

## **2.3 Overview of the Literature**

### **2.3.1 Young entrepreneur**

Entrepreneurship has been an important area of research among economists and scientists around the world for some time (Gürol & Atsan, 2006). However, it plays a more critical role for developing country economies as Entrepreneurship is seen as the engine of economic progress, job creation and social adjustment. In sum, the literature comprises studies emphasizing that Entrepreneurship and small business education have been rapidly promoted in education institutions (Espíritu-Olmos & Sastre-Castillo, 2015). Entrepreneurship has been defined as the process of creating something new with value by investing the necessary time and effort, taking the financial, psychological, personal and social risk and receiving the rewards that come with it. This definition encompasses both serial Entrepreneurship and small-business ownership (Geldhof et al., 2014).

Young Entrepreneurs are individuals that exhibit risk taking or risk avoidance when confronted with risky situations and tolerance for ambiguity that consist ability to respond positively to ambiguous situations. Studies exploring youth entrepreneurship are in fact, so rare that most of the Entrepreneurship literature reviews do not even discuss the subject. Based on (Geldhof et al., 2014) had found that participants who made a career in Entrepreneurship as adults were more motivated to succeed in school than participants who left as non-Entrepreneurs.

Other research has focused on developing Entrepreneurial skills rather than developing Entrepreneurship itself. A small study of very enterprising adolescents found that 11- or 12-year-olds "acquired Entrepreneurial skills such as ingenuity, perseverance, know-how and risk tolerance". As well as temporary setbacks" (Espíritu-Olmos & Sastre-Castillo, 2015)

These young adults appeared to share a variety of early encounters with their entrepreneurial abilities and desires that they may have had. (Geldhof et al., 2014). This includes information from adults outside the immediate family, the ability to watch successful people at work and see that they can build something important in the world, trials to achieve something important, to acquire the skills necessary for this pursuit, as well as high practical efficiency, optimism, self-confidence, and determination.

### **2.3.2 Pandemic Covid19**

The widespread closure due to the coronavirus of markets and global companies is unimaginable. Stores, factories, and many other businesses have closed due to political mandates or declining demand. From (Fairlie, 2020), Many of these closures can be permanent as ongoing expenses cannot be paid and the shutdown will be survived. The decline in business owners was the largest in its history, and losses were seen in nearly every industry and even among registered businesses. On the stock exchange, on the real estate market and in the case of unemployment claims, the impact of COVID-19 on the economy were soon visible. The impact on small businesses is unknown due to the lack of timeliness in corporate-level data published by the government (Fairlie, 2020). This can be an example of retailers and brands facing many short-term challenges, such as those related to health and safety, supply chain, workforce, cash flow, consumer demand, consumers, sales and marketing

According to (Goldsmith-Pinkham et al., 2020) estimates by the US Census Small Business Impulse Survey, around 50% of companies have a significant negative impact on the COVID-19 pandemic and only 15 to 20% of companies have cash flow sufficient Cover 3 months of operation. Furthermore, it was found that in America, 43 percent of businesses were temporarily close and that employment has fallen by 40 percent (Goldsmith-Pinkham et al., 2020)

## **2.4 Measurement of studies variables**

Based on evidence of the past theoretical and observational studies, the dependent and the independent variables are chosen. The selection of the variables is based on the relationship to accessing on the profitability.

### **2.4.1 Dependent variables**

The impact of Pandemic covid19 has been analyzed and been affected by the probability of profitability to young entrepreneurs or PSA entrepreneur students' business. The relationship is by measures of profitability during Covid19 affected by other factors.

### **2.4.1.1 Sales**

Any kind of activity that sells a product or number of goods sold in a period of time is called sales. It is an outcome received by all sellers or Entrepreneurs as their effort to run their business after many of the risks they have faced. A sales strategy is a multidimensional design that has four dimensions which are by using namely a customer segmentation, customer prioritization, development of relationship goals with sales models, and multiple sales channels (Panagopoulos & Avlonitis, 2010). However, there may be some overlap between marketing and sales, marketing and sales strategies differ in that they relate to different functions in the organization

According to (Darmon & Martin, 2011; Panagopoulos & Avlonitis, 2010) the sales function is responsible for selling to all customers who make up a market segment by allocating sales resources to tiers of customers with varying levels of value potential. Furthermore, the latest work which is 4p's: promotion, product, price, and place aims to transform the sales strategy from a tactical component to a business market mix to a more strategic component that affects the company's results.

In addition, sales strategy is different but in its nature the sales function is how a company chooses relationships and interactions with individual customers within a market segment to achieve its marketing goals (Darmon & Martin, 2011). Thus, the concept of a sales strategy is how a company achieves marketing goals by allocating sales resources at a customer-centric level.

The marketing tools are generally categorized into personal selling, advertising, marketing, and publicity. (Avila & Williams, 2006) mentioned that personal selling is defined as communicating in person with an audience through paid staff in an organization or its agents in such a way that the audience perceives the communicator's organization as the source of the message. This definition distinguishes personal selling as personal communication, while advertising and marketing are not personal. For a young Entrepreneur, higher sales growth is the most important factor in increasing his personal interest in running a business with minimal costs such as advertising and marketing.

### **2.4.2 Independent variables**

For this study, there are several variables used or factors that influence the sales gain by PSA entrepreneur students during covid19. Factors that have been comprehensively represented in this study through promotion, experience, and risk-taking.

### **2.4.2.1 Promotion**

Promotion is one of the traditional marketing mixes that consists of price, place, and product varied activities undertaken to make themselves known in the market (Hills et al., 2008) Otherwise, Entrepreneurial marketing is characterized by an Entrepreneurial focus that has seven main dimensions, namely proactivity, opportunity orientation, risk-taking, innovation, consumption intensity, resource use and value creation that stated by (Franco et al., 2014). Traditional marketing theories cannot adequately explain the marketing of small businesses, but marketing is not a simplified advertising activity that at first glance functions as traditional marketing.

Each company focuses on maximizing long-term or temporary profits. Sales promotion is the tool for this. Sales promotions include all of these activities, except advertising, personal sales, public relations, advertising, etc (Sharma & Sharma, 2013) which are designed to stimulate consumer demand and improve the seller's marketing performance.

In order to be allowed to modify priorities and provide the right information and advertisements to the right audience, young mobile marketing entrepreneurs are crucial during Covid19. Furthermore, they as a young Entrepreneur must be able to make wise decisions about new implementation of innovative marketing, a leader who with awareness and knowledge of current marketing needs is likely to have more value for innovation (Musa et al., 2016)

While some researchers believe that promotion that has been made have effect neither positive nor negative on total sales gain (Ahmad, Naveed, 2013; Ailawadi et al., 1995; Amusat et al., 2013) confirm that there are significant positive relationships between promotion and sales gain. It can be shown, when most of the student entrepreneurs agreed on a research questionnaire that doing an online promotion increasing their sales during covid-19 whereby giving discount and making a special sales is an example of online promotion that student entre can make to help to increase their sales during covi19.

Otherwise, we found out the student Entrepreneurs agreed that being good at promotion will increase their business. This means, being good at promotion like the student Entrepreneurs knowing all of the steps about how and when they can start to do the online promotion to get a higher customer especially during covid19.

Then, there is the proof that promotion shows a relationship between sales because when student entrepreneurs do a lot of promotion they will gain higher sales during covid-19.

Therefore, the hypothesis is as follow:

H1: There is a relationship between promotion and sales that is gained by young Entrepreneurs

#### **2.4.2. 2 Experiences**

The factors that influence successful Entrepreneurship are motivation, determination, ability, experience, market information and resources. Experiences are the perceptions, emotions and feelings of consumers as they locate goods and brands on the market and participate in consuming behaviors as well as the recollection of those experiences. (Schmitt, 2010)

The Entrepreneur acquires the capacity through experience to understand. This learning process is rarely planned, but it is the result of a series of responses to critical events in which the Entrepreneur learns to process information, adjust strategy, and make decisions. Based on (Mohamed et al., 2012) preparation by the young Entrepreneur is the most important part to start a new venture through the integration of experience, skills and knowledge important to develop and expand a business.

According to (Okurut & Ama, 2013) “One of the characteristics of young people is that they sometimes present plans proposing companies that have failed in the past. There are no new strategies in the proposals to avoid past failures, and when we send them back for more research, they will remain forever”. That statement shows, experiences from the past situations are the most beneficial things in the future that are good to implement. However, according to (Ayala & Manzano, 2014) states that resistant Entrepreneurs have high self-esteem, feel in control and are not afraid to fail. If this happens despite adversity, they "rise" more than before because they

learned from the situation, because they experienced and made mistakes and because they could change to adapt to new conditions in their environment.

Based on our previous experience, we have become more conservative and defensive since the start of the pandemic. We save resources to be prepared if the unthinkable happens again. But mostly young Entrepreneurs with lack of experience get sales affected during Covid19 and make their interest in running the business getting lower. This shows the past experience on running business is influencing sales gain which is (Delmar & Shane, 2006) found from their research that the effect of the founding team's start-up experience on new venture sales will be significantly positive. As proof that experience and sales have a relationship when student Entrepreneurs lack experience in running a business. It is because they are a student that must make a business without any experience but must achieve a hundred of sales. Hence, as they don't have many experiences on how to start and manage their business whereby it can affect their sales gain either increase or decrease.

Other than that, they also have a little experience because this is the first time they run a business with a new experience when they are facing a pandemic and give effect to their sales. Hence this experience is very exclusive as none of the students are facing pandemics because this pandemic is only in 1 hundred years. Thus, experience in running a business is much important as it can affect student entre sales that can be proved as the experience and sales have a relationship

Therefore, the hypothesis is as follow:

H1: There is a relationship between risk taking and sales that is gained by young Entrepreneurs.

### **2.4.2.3 Risk taking**

Risk-taking is the tendency to take an action and make decisions based on something uncertain and risky (Sutanto et al., 2018; Zhao & Liuying, 2010). Risk-taking, which indicates that employees and managers are willing to take risks and demonstrates a tolerance for failure when it happens. Next the ability to cope with risky situations.

Based on (Sutanto et al., 2018) mentioned that a person's ability to withstand risk both in their work and in everyday life indicates that the person should have a high-risk threshold. Therefore, courage to act outside one's own comfort zone, is one of the examples of their determination to conquer their fears. To be a successful Entrepreneur, the most important element is risk taking.

The most important part is to prepare the mindset of the risk taker. (Din et al., 2016) has stated the ways to develop personal qualities and skills form the basis of Entrepreneurial thinking and behavior are (creativity, initiative, willingness to take risks, autonomy, self-confidence, leadership, team spirit, etc.). Risk acceptance reflects how organizations perceive business opportunities. This means that business organizations can aggressively maximize their potential to find and take advantage of business opportunities. According to (Games & Rendi, 2019) increased risk-taking may increase the proportion of successful innovations and increases employee commitment and satisfaction.

Risk taking is one of the factors that affect sales and shows a positive and significant relationship between each other that found by (Games & Rendi, 2019) that mention that as it reduced negative innovation outcomes and was positively and significantly related to SMEs, risk taking was shown as the most important construct.

Besides, the student Entrepreneurs are scared to take any action on the current situation and will make their sales more slowly and decreasing because they don't want to take the uncertain action. Instead of taking a risk by giving a discount and half-price to the customer, the student entrepreneur believed with this action it will give a positive impact on their sales, especially in this current situation. As we can accept as true which is the higher the risk we take, the higher return we can get. As a result, there is a relationship between risk-taking and sales towards student entrepreneur

Therefore, the hypothesis is as follow:

H1: There is a relationship between risk taking and sales that is gained by young Entrepreneurs

## 2.5 Theoretical framework

The theoretical framework was shown in Figure 2.0. The dependent variable for this study is sales of PSA entrepreneur's student business during covid-19. Besides that, the independent variables are promotion, experience, and risk-taking. Hence, from these two variables there are connection or linked to form a hypothesis and develop this research

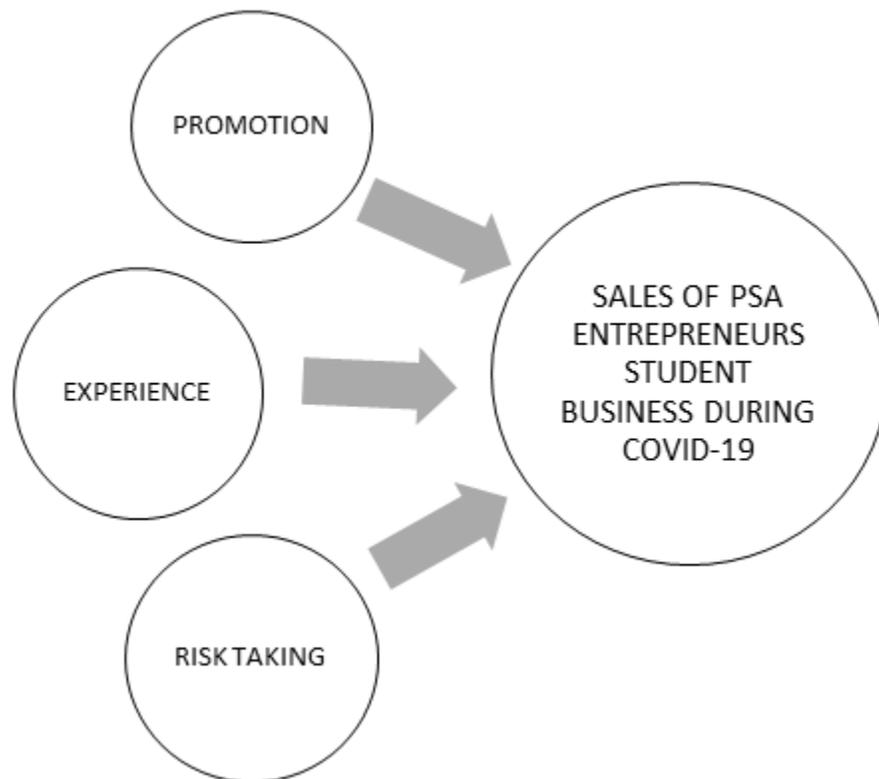


Figure 2.0 Theoretical framework

## **2.6 Research Hypothesis**

These are the research hypotheses that formed from the research question and the theoretical framework to achieve the research objective. Every hypothesis aimed at this research consists of independent and dependent variables.

H1: There is a relationship between promotion and sales that is gained by young entrepreneurs

H2: There is a relationship between risk taking and sales that is gained by young entrepreneurs.

H3: There is a relationship between risk taking and sales that is gained by young entrepreneurs.

## **2.7 Summary of Chapter**

Generally, this chapter can be found as a theoretical framework for our study that consists of the definition for every term of dependent and independent variables which is sales, promotion, experience, and risk-taking. In addition, there are few results of previous studies in the same area that have been discussed and analyzed for helping researchers to develop this research for the next following steps.

## **CHAPTER 3 RESEARCH METHODOLOGY**

### **3.1 Introduction**

For this chapter, we were discussing methodology and research procedures that are being used in the research. Referred to Wikipedia, Methodology is the systematic, theoretical analysis of the methods applied to a field of study. The theoretical research of the collection of methods and theories linked to a branch of knowledge is included. The reason why we did this procedure is to conclude the answers to the questions we would like to know related to the research. According to Clifford Woody, research includes identifying and redefining issues, formulating hypotheses or ideas for suggestions; gathering, arranging and analyzing the data, making deductions and drawing a conclusion; and finally testing the assumptions carefully to determine if they match to the formulation of the hypothesis. This research was carried out via quantitative research.

The content of this chapter begins with the research design, followed by population, sample size and sampling technique, data collection method, research instrument and data analysis.

### **3.2 Research design**

Research design is the collection of methods and procedures used to collect and evaluate measures of the variables defined in the study of the problem. It is the structure of the methods and techniques of analysis selected by the researchers.

This research was a descriptive research that used quantitative data. Quantitative methods emphasized objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. It was conducted in order to collect data related to factors that influenced sales of Politeknik Sultan Salahuddin Abdul Aziz Shah entrepreneurship's student during COVID-19.

This survey type implements a questionnaire to understand a specific subject from the sample at a definite time period (Adi Bhat, 2019).

### **3.3 Population, sample and sampling method/technique**

A population is an entire group about which some information was required to be ascertained. The population must be fully defined so that those to be included and excluded are clearly spelt out according to Banerjee, A. and Chaudhury, S. (2010). Besides, the population was significant because we needed the opinions from them to analyze on factors that affected their sales during Covid-19. The population for the research is the students of Politeknik Sultan Salahuddin Abdul Aziz Shah. According to the latest information in the PSA website, the total of current PSA students is 4730 students. Meanwhile, the average of students who are doing business are 15% of the population which is 785 students.

Appropriate use of methods and sufficient respondents were required to obtain samples that represent a population. The selected sample size also played an important role. The researchers referenced Roscoe (1975), stating in the study that the minimum sample size between 30 -500 is adequate. If the population is between 756 - 800, the number of respondents would be 260 (Krejcie & Morgan, 1970.p.608). For the purpose of this study, 260 questionnaires were distributed through Google Form based on current situations that did not allow face to face interaction between people.

One of the critical components of social science is sampling techniques. It is a tool used in statistical analysis in which from a wider population a predetermined number of measurements are taken. A sample is thus known to be a subset or any component of a larger population. For this research, researchers decided to use simple random sampling which is one of the random sampling techniques. To make statistical inferences about the larger population, simple random sampling is used. Furthermore, with a large enough sample size, a simple random sample has high external validity and it can represent the characteristics of the larger population.

Each individual is chosen entirely by chance and each member of the population had an equal chance of being included in the sample. Pilot test was useful by using simple random sampling. Moreover, the survey was conducted with random entrepreneur students of Politeknik Sultan Salahuddin Abdul Aziz Shah as the sample of the survey and distributed the questionnaires to the respondents.

### **3.4 Data collection method**

Data collection method defined as collecting information process or measurement that will be used for analysis, observation, doing a hypothesis and also help the researcher to make the best decision. Qualitative data and quantitative data were the two methods of collecting data. In this research, quantitative data has been used and the category for collected data were primary data and secondary data. Both of the categories were used for the study.

#### **3.4.1 Primary data**

The collected data from the first hand sources is called primary data. Primary data is data first collected by researchers through direct efforts and practice, primarily for the purpose of tackling the research issue. (Surbhi S., 2017). In this research, Google Form link has been created (<https://bit.ly/37cCqKA>) by researchers and already distributed the questionnaires through social media. The questionnaires were given to respondents from Politeknik Sultan Salahuddin Abdul Aziz Shah student entrepreneurs. Based on Krejcie Morgan's table, we have distributed questionnaires to 260 respondents since our population is approximately 785 to 800 people.

#### **3.4.2 Secondary data**

The definition of secondary data is a collected data by anyone else other than the users itself. The secondary data involved using data gathered by other researchers usually for a different purpose (Nachmias and Nachmias: 1992). The advantages using secondary data is saving cost, time and easier to do further research or study. The researcher gathered the information from articles, news, journals and searching on the internet. Basically to get an idea and find the independent variables for the study that had relationships or influenced the dependent variable. The researchers' sources of secondary data were literature review and methodology in past studies from three main sources which are Ailawadi 2001, Oyedapo 2012 (promotion), Delmar and Shane, 2006 (experiences) and Games and Rendi, 2019 (risk taking). Other than that, researchers also got the information and ideas from trusted articles and websites such as the World Health Organization (WHO) and mostly from journals.

### **3.5 Research instrument**

According to Sekaran and Bougie (2013), the questionnaire is an appropriate way to collect data as it is easy to use, easy to manage, save time and facilitate data processing steps the questionnaire that the researchers had created is based on the theoretical framework of this research topic. It is distributed with the purpose of identifying factors that affect sales of Politeknik Sultan Salahuddin Abdul Aziz Shah entrepreneurship's students during COVID-19. The questionnaire has 2 parts which are section A and section B.

#### **Section A**

Section A is about demographic profile of respondents and general information. The questions help to identify the profiles of respondents such as gender, semester, department and their business current situation. The scaling techniques that are used for this part is Nominal Scale.

#### **Section B**

Section B is divided into Independent Variable and Dependent Variable. Independent variable divided into three which is promotion, experience and risk taking while Dependent Variable is sales. For section B, the scaling method is Likert Scale. The five-point scales can be label as:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

**Table 3.0 - 3.3 Depicts that all instruments used in this study.**

Table 3.0: Measurement Items for Promotion

<b>PROMOTION</b>		
No	Item	Author
1.1	Covid-19 give me a hard time to promote my business	(Wang, n.d.)
1.2	Social media is a good platform in order to promote my business during Covid-19	(Sohn & Kim, 2020)
1.3	Online promotion is better than offline promotion during Covid-19	(Talukder & Tahir, 2017)
1.4	Doing an online promotion increasing my sales during Covid-19	
1.5	I find that being good at promoting increasing my business sales	

Table 3.1: Measurement Items for Experience

<b>EXPERIENCE</b>		
No	Item	Author
2.1	This is my first time running a business with my own efforts and hard work	(Taipale-Eräväla et al., 2015)
2.2	I believe that I am lack of experience in running a business especially during covid-19	(Agbim, 2013)
2.3	I have good social skills to attract customers	(Ray, 1993)
2.4	Communication skills is important to attract many customers	
2.5	I find that having many experience and skills increasing my business sales	

Table 3.2: Measurement Items for Risk Taking

<b>RISK TAKING</b>		
No	Item	Author
3.1	I am willing to take any risk in order to improve my business sales	(Serra Yurtkoru et al., 2014)
3.2	I have many competitors especially the one who taking the same course	(Shams et al., n.d.)
3.3	Taking a risk by giving discount and half price to customer can increase my sales	(Kljucnikov et al., 2016)
3.4	I believe my sales will slower and decrease if I do not take any action by taking a risk in this current situation	
3.5	I believe that the higher the risk I take, the higher the return that I will get	

Table 3.3: Measurement Items for Sales

<b>SALES</b>		
No	Item	Author
4.1	I believe that sales will increase and positively affected by promotion that I have made.	(Dehghani & Tumer, 2015)
4.2	I am confident that the volume of sales will higher if I am willing to take a risk on this pandemic.	
4.3	I believe with all of my experiences will positively affect the sales gain during covid-19.	
4.4	I am confident that Covid-19 gives a big impact on my total sales.	

### **3.5.2 Questionnaire testing and refinement**

#### **Pilot Test**

A pilot test is used to test the design of a full-scale, customizable experiment. It was a valuable potential insight and should not be missed in the pilot study to assist in measuring the reliability and validity. Wisdom & Leavitt (2015) defined pilot study as “a small-scale version or trial run in preparation for a particular major study”. According to Turner (2010), pilot test is necessary as it will assist research in determining whether there are flaws, limitations or other weaknesses that allow researchers to make necessary revision prior to the full-scale implementation of the study. The pilot test is conducted well before the questionnaires are distributed to the 260 respondents. Simon and Jim (2011) proposed that 10%-20% of the sample size for the actual is sufficient to conduct a pilot study. For this research, the researchers had distributed 30 questionnaires to conduct the pilot test for 30 entrepreneurs’ students of Politeknik Sultan Salahuddin Abdul Aziz Shah. The pilot test’s result showed that the items in the survey were easily understood by the respondents and they took a relatively short time to answer all the questions given. The accuracy of the pilot test will be tested using Cronbach’s Alpha. A Cronbach Alpha value greater than 0.7 is considered to be reliable (Nunnally, 1978).

#### **Validity and Reliability**

Scientific investigation reliability generally implies the stability and repeatability of the measure, or the ability of the test to yield the same results under the same conditions. Reliability and validity checking is the main step in the process of scale growth. Reliability refers to the degree to which scale, if repeated measurements are made, produces reliable results (Sinha P., 2000). The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument to be reliable (Joppe, 2000)

The researchers also have conducted a pilot survey for statistical variability of the scale of actual respondents which is 260 entrepreneurs’ students. The most widely used reliability metric is Cronbach's Alpha. The rule of thumb for the reliability test is 0.7 or higher suggests good reliability and may be acceptable if between 0.7 and above.

Table 3.4: Cronbach's Alpha

<b>Cronbach's Alpha</b>	<b>Reliability Value</b>
$a \geq 0.9$	Excellent
$0.9 > a \geq 0.8$	Good
$0.8 > a \geq 0.7$	Acceptable
$0.7 > a \geq 0.6$	Questionable
$0.6 > a \geq 0.5$	Poor
$0.5 > a$	Unacceptable

### 3.6 Method of data analysis

The data analysis method follows the procedures listed in the next part. The data analysis part answered the basic questions posed in the problem statement. Detailed analysis of how the promotion, experience and risk factors of the student entrepreneurs can affected their sales during Covid-19.

#### 3.6.1 Descriptive analysis

Descriptive analysis is used to describe the basic characteristics of the study data. They provide simple summaries on the sample and measurements for 260 respondents. Coupled with simple graphical analysis, they form the basis of virtually all quantitative data analysis. Descriptive analysis is used to present quantitative descriptions in a manageable way. Descriptive statistics help us to simplify large amounts to mean value and standard deviation of data in a meaningful way.

### 3.6.2 Statistical Package for Social Sciences (SPSS)

Hanafi and Fadilah stated that Statistical Package for Social Sciences (SPSS) is a statistical package designed by the IBM Corporation and is widely used by researchers or academicians worldwide.

For this particular research, the researchers have used SPSS to analyse quantitatively effectively. Data analysis began after the data has been collected and processed. In this study, the researchers had used several types of analysis to analyse findings such as pilot test, frequency, percentage, mean, descriptive analysis and correlative analysis. The data analysis process begins after the data has been collected and processed. Once data is collected and sorted using SPSS, the results are interpreted as to make conclusions and summary for the research.

### 3.6.3 Pearson Correlation Coefficient Test

Pearson Correlation Coefficient is the test statistics that measures the strength in the statistical relationship, or association, between variables. Researchers had run a Pearson Correlation Coefficient test to interpret the correlation coefficient. If the result shows that the value is range from -1 to 1 then it indicates that the variables have the highest strength of association but when 0.00 value means that there is no correlation between the variables. Hence, the greater the correlation coefficient value near to negative one or positive one, the stronger the relationship between two variables.

Table 3.5 Interpretation of Pearson Correlation Coefficient ( $r$ )

R	Strength
0-0. 19	Very weak
0. 20-0. 39	Weak
0. 40-0. 59	Moderate
0. 60-0. 79	Strong
0. 80-1. 00	Very strong

Source : Evans (1996)

### **3.7 Summary of Chapter**

The chapter has given an overview on the methodology and to identify, select, process and analyse the information that is suitable with the objective of the research. The research design and data collection methods are determined. Furthermore, the target population, sample and sampling size are selected based on Krejcie and Morgan's samples size table. The researchers use nominal scale for section A and Likert scale for section B for their instrument of study. In this chapter, all the analysis data methods were discussed and used the Statistical Package for Social Sciences (SPSS) for pilot test, reliability test, descriptive analysis and Pearson Correlation Coefficient.

## **Chapter 4 DATA ANALYSIS**

### **4.1 Introduction**

In this chapter focused on the process of data analysis and represents the outcome of the study from the statistical analysis conducted on collected data. It was started with a demographic profile of respondents. The goodness measure was determined which is a reliability test and followed by descriptive analysis. Lastly, research findings are represented for more understanding and also the summary of chapter has been provided at the end of this chapter.

## 4.2 Demographic Profile of Respondents

About 260 respondents data have been collected through Google form and were used in this research. All the data has been analyzed and interpreted by using Statistical Package for the Social Science (SPSS) software.

Table 4.0: Respondents' Demography

	<b>Profile</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	86	33.1
	Female	174	66.9
<b>Semester</b>	Sem 1	14	5.4
	Sem 2	5	1.9
	Sem 3	58	22.3
	Sem 4	38	14.6
	Sem 5	130	50.0
	Sem 6	15	5.8
<b>Department</b>	JPG	126	48.5
	JKE	39	15.0
	JKA	52	20.0
	JKM	43	16.5
<b>Taking Entrepreneurship Courses</b>	Yes	234	90.0
	No	26	10.0
<b>Type of Business</b>	Owner	110	42.3
	Agent	76	29.2
	Dropship	74	28.5
<b>Got Affected while covid-19</b>	Yes	201	77.3
	No	59	22.7

Table 4.0 shows the result of respondents' demography. Among 260 of the total respondents consisted of females and male. For females it was 174 respondents or 66.9% out of 100% respondents meanwhile male recorded 86 respondents (33.1%).

Based on the table, the respondents were collected from Polytechnic Shah Alam students and majority of the respondents were in semester 5, 130 respondents which is half of the total of respondents. Followed by semester 3 students, 58 respondents (22.3%), semester 4 students, 38

respondents (14.6%), semester 6 students, 15 respondents (5.8%), semester 1 students, 14 respondents (5.4%) and the least respondents were in semester 2 with 5 respondents (1.9%).

Based on this table, most of the respondents are from the JPG department which is 48.5% or 126 respondents. Next, JKA department consisted of 52 respondents or 20.0%, followed by JKM department which is 43 respondents (16.5%) and lastly from JKE respondents was recorded 39 respondents (15.0%).

Table 4.1: Respondents that taking Entrepreneurship Courses

	Frequency (N)	Percentage (%)
<b>Taking Entrepreneurship Courses</b>		
Yes	234	90.0
No	26	10.0

Table 4.1 shows about 234 respondents were taking the Entrepreneur Courses which is 90%. 26 out of 260 respondents or 10.0% did not take the Entrepreneurship Courses.

Table 4.2: Type of Business for Respondents

	Frequency (N)	Percentage (%)
<b>Type of Business</b>		
Owner	110	42.3
Agent	76	29.2
Dropship	74	28.5

Table 4.2 shows the types of business ventured by respondents. About 42.3% of respondents run the business as an owner. Next, 76 respondents or 29.2% were an agent and 74 respondents decided to be dropship in this business field.

Table 4.3: Respondents that got affected while Covid-19

	Frequency (N)	Percentage (%)
<b>Got Affected while covid-19</b>		
Yes	201	77.3
No	59	22.7

In table 4.3, majority of the respondents (77.3%) agreed that the Covid-19 was affecting their business. However, the rest of the 59 respondents (22.7%) said that this pandemic did not affect the volume of their sales

### 4.3 Reliability Test

In this research, the measurement was started with a reliability test on the several items used. Each variable such as promotion, experience, risk taking and sales were the item that has been used to test the reliability. Coefficient alpha is the well-known method of testing for internal consistency in the behavioral sciences (Drost, E. A. , 2011).The internal consistency of the items will better if the value of Cronbach's alpha coefficient is closer to 1.0 (Gliem, J.A. and Gliem, R.R., 2003).

Table 4.4: Result of Reliability Test

<b>Variables</b>	<b>Number of Item</b>	<b>Cronbach's Alpha</b>
Promotion	5	.702
Experience	5	.737
Risk Taking	5	.738
Sales	4	.780

Based on table 4.4 shows the result of the reliability test and there was a good value which are .702, .737, .738 and .780. Each variable such as promotion, experience, risk taking and sales had shown that the Cronbach's Alpha had a greater than 0.7. The Cronbach's Alpha value 0.7 and beyond is reliable. (Nunnally & Bernstein, 1998). As the reliability of the inter-item was high, none of the items were deleted in the test.

#### 4.4 Descriptive analysis

The summary of the descriptive analysis of the variables is given in Table 4.5. A 5- point Likert Scale is used by respondents to rate either they agree or disagree which 5 being strongly agree and 1 being strongly disagree.

Table 4.5: Descriptive Analysis

<b>Variables</b>	<b>N</b>	<b>No of Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
Promotion	260	5	4.1400	.56958
Experiences	260	5	3.9462	.64994
Risk Taking	260	5	3.9892	.61603
Sales	260	4	4.3317	.58973
Valid N (listwise)	260			

#### 4.4.1 Promotion

Table 4.6 shows the mean score of items in variable (promotion). The highest mean was 4.43 with item “Social media is a good platform in order to promote my business during Covid-19”. The second highest mean of promotion is 4.38 which is the questionnaire “Online promotion is better than offline promotion during Covid-19”. Meanwhile the lowest mean was 3.53 with item “Covid-19 give me a hard time to promote my business”.

Table 4.6: Promotion

<b>Variable</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Promotion</b>	Covid-19 give me a hard time to promote my business	3.53	.928
	Social media is a good platform in order to promote my business during Covid-19	4.43	.713
	Online promotion is better than offline promotion during Covid-19	4.38	.873
	Doing an online promotion increasing my sales during Covid-19	4.05	.868
	I find that being good at promoting increasing my business sales	4.31	.819

#### 4.4.2 Experiences

Table 4.7 shows the mean score of items in variable (experiences). The highest mean was 4.42 with item “Communication skills is important to attract many customers”. The questionnaire “i find that having many experiences and skills increasing my business sales” got the second highest mean of experience which is 4.30 and meanwhile the lowest mean was 3.57 with item “I have good social skills to attract customers”.

Table 4.7: Experience

<b>Variable</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Experiences</b>	This is my first time running a business with my own efforts and hard work	3.62	1.096
	I believe that I am lack of experience in running a business especially during covid-19	3.82	.950
	I have good social skills to attract customers	3.57	.958
	Communication skills is important to attract many customers	4.42	.789
	I find that having many experience and skills increasing my business sales	4.30	.829

### 4.4.3 Risk Taking

Table 4.8 shows the mean score of items in variable (risk taking). The highest mean was 4.23 with item “I believe my sales will slower and decrease if I do not take any action by taking a risk in this current situation”. Next, the second highest mean score for the third independent variable is 4.17 with the item “I believe that the higher the risk I take, the higher the return that I will get”. However, the lowest mean is 3.70 with the item “Taking a risk by giving discount and half price to customer can increase my sales”.

Table 4.8: Risk Taking

<b>Variable</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Risk Taking</b>	I am willing to take any risk in order to improve my business sales	3.99	.761
	I have many competitors especially the one who taking the same course	3.86	.986
	Taking a risk by giving discount and half price to customer can increase my sales	3.70	.991
	I believe my sales will slower and decrease if I do not take any action by taking a risk in this current situation	4.23	.804
	I believe that the higher the risk I take, the higher the return that I will get	4.17	.843

#### 4.4.4 Sales

Table 4.10 shows the mean score of items in variable (sales). The highest mean was 4.52 with item “I am confident that Covid-19 gives a big impact on my total sales.”. Besides that, the second highest mean value is 4.38 with item “ I believe that sales will increase and positively affected by promotion that i have made”. However, the lowest mean was 4.20 with item “I am confident that the volume of sales will higher if I am willing to take a risk on this pandemic.”.

Table 4.9: Sales

<b>Variable</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Sales</b>	I believe that sales will increase and positively affected by promotion that i have made.	4.38	.717
	I am confident that the volume of sales will higher if i am willing to take a risk on this pandemic.	4.20	.828
	I believe with all of my experiences will positively affect the sales gain during covid-19.	4.23	.771
	I am confident that Covid-19 gives a big impact on my total sales.	4.52	.716

## 4.5 Research Findings

### Pearson correlation analysis

Pearson Correlation Coefficient or bivariate correlation measured between two variables with ranges from -1 to 1. The value of Pearson Correlation Coefficient described the relationship between the variables. The association of independent variable and dependent variable was interpreted in this research finding.

Table 5.0: Correlation Statistic of Factors Influenced Sales

		<i>Promotion_ IV</i>	<i>Experience_ IV</i>	<i>RiskTaking _IV</i>	<i>Sales_DV</i>
<i>Promotion_IV</i>	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	260			
<i>Experience_IV</i>	Pearson Correlation	.597**	1		
	Sig. (2-tailed)	.000			
	N	260	260		
<i>RiskTaking_IV</i>	Pearson Correlation	.554**	.572**	1	
	Sig. (2-tailed)	.000	.000		
	N	260	260	260	
<i>Sales_DV</i>	Pearson Correlation	.241**	.193**	.179**	1
	Sig. (2-tailed)	.000	.002	.004	
	N	260	260	260	260

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (1-tailed).

Table 5.0 illustrates correlations statistics of factors that influenced sales among Polytechnic Sultan Salahuddin Abdul Aziz Shah student entrepreneurs. There are positive relationships among the variables used in the analysis as can be seen from Table 5.0. All the independent variables such as promotion, experiences and risk taking was positively significant with the dependent variable which is sales.

#### *Promotion and Sales*

The promotion has a positive linear relationship with sales with value ( $r$ ) 0.241 and the p-value 0.000. This means that when they conduct many promotions, the volume of their sales increases. The results indicated that there is a positive significance between these two variables.

#### *Experiences and Sales*

The Pearson Correlation Coefficient ( $r$ ) between two variables namely experiences and sales is 0.193. The probability value is 0.002 meaning that the correlation is significant since the p-value is less than 0.01. The outcome showed the very weak association between an experience and sales of PSA student entrepreneurs. When students have many experiences and apply in their business, the volume of sales will be higher.

#### *Risk Taking and Sales*

These two variables which are risk taking and sales have 0.179 of the Pearson Correlation Coefficient ( $r$ ) that has been analyzed and interpreted through Statistical Package for the Social Science (SPSS) software. There is a very weak positive relationship between variables based on coefficient range. The p-value is 0.004 (\*\* $p < 0.01$ ) indicated that there was significantly positive among risk taking and volume of sales.

#### **4.5 Summary of Chapter**

In conclusion, this chapter presents the result and also finding of the study with the data collection that have been analyzed and interpreted. Furthermore, all constructs were carried out for the reliability test. The outcome also obtained the descriptive analysis and Pearson Correlation analysis to a better understanding and to determine the objectives, goals and the research questions.

## **CHAPTER 5 DISCUSSION AND CONCLUSION**

### **5.1 Introduction**

This chapter summarizes the research of the entire chapter of the studies and will be discussed in this chapter. It summarized the discussion of major findings from the previous chapter, highlighted the implication of the study, provided the recommendations for the future research and conclusion of the entire research.

### **5.2 Recapitulation of the Study**

**To determine the relationship between promotion and sales of PSA entrepreneurship's students during Covid-19.**

The objective of the research that is stated can be concluded to solve the research question which is "What is the relationship between promotion and sales of PSA entrepreneurship's students during Covid-19?"

The finding showed that the promotion had a positive linear relationship with sales with value (r) 0.241 and the p-value 0.000. There is a positive relationship between sales promotion dimensions and sales volume (Ailawadi, 2001;Oyedapo et al,2012). The results showed that there is a positive significance between these two variables.

Promotion is one of the traditional marketing mixes that consists of price, place, and product varied activities undertaken to make themselves known in the market (Hills et al., 2008). Beside, entrepreneurial marketing is characterized by an entrepreneurial focus that has seven main dimensions, namely proactivity, opportunity orientation, risk-taking, innovation, consumption intensity, resource use and value creation that stated by (Franco et al., 2014).

Based on a questionnaire that had been given, it was found that the item "Social media is a good platform in order to promote my business during Covid19" has the highest mean which is 4.43. Nowadays, promotion in social media seems more relevant rather than promotion through television, radio or offline promotion like newspapers, banners etc. We believed that it was because people spend their time on the phone and scroll their social media more than watching television

or reading newspapers. Traditional marketing theories cannot adequately explain the marketing of small businesses, but marketing is not a simplified advertising activity that at first glance functions as traditional marketing (Franco et al., 2014).

Followed by the next item, which is “Online promotion is better than offline promotion during Covid-19” that got mean 4.38. As of that, during Covid-19, young entrepreneurs should focus more on mobile marketing because it could attract more people to buy their product. Furthermore, they as a young entrepreneur must be able to make wise decisions about new implementation of innovative marketing, a leader who with awareness and knowledge of current marketing needs is likely to have more value for innovation (Musa et al., 2016).

Lastly, “I find that being good at promoting increasing my business sales” got mean 4.31 and item “Covid-19 give me a hard time to promote my business” has the lowest mean which is 3.53. That means that student entrepreneurs now can adapt with the pandemic and run their business smoothly with not much problem. Sales promotion is the tool for getting a greater volume of sales. Sales promotions include all of these activities, except advertising, personal sales, public relations, advertising, etc. (Sharma & Sharma, 2013), which are designed to stimulate consumer demand and improve the seller's marketing performance.

## **To determine the relationship between experience and sales of PSA entrepreneurship's students during Covid-19**

The objective of the research that is shown can be concluded to solve the research question which is "What is the relationship between experience and sales of PSA entrepreneurship's students during Covid-19?"

The Pearson Correlation Coefficient ( $r$ ) between two variables namely experiences and sales is 0.193. The probability value is 0.002 meaning that the correlation is significant since the p-value is less than 0.01. The outcome showed the very weak association between an experience and sales of PSA student entrepreneurs. The study of Frederic Delmar & Scott Shane (2006) was consistent with this result.

The entrepreneur acquires the ability to learn through experience. This learning process is rarely planned, but it is the result of a series of responses to critical events in which the entrepreneur learns to process information, adjust strategy, and make decisions. Based on (Mohamed et al., 2012) preparation by the young entrepreneur is the most important part to start a new venture through the integration of experience, skills and knowledge important to develop and expand a business.

Based on the questionnaire, it was found that the item "Communication skills is important to attract many customers" has the highest mean which is 4.42. We as a researcher agreed with their opinion because communication skills is one of the important skills to become a good entrepreneur. The factors that influence successful entrepreneurship are motivation, determination, ability, experience, market information and resources. Experiences are perceptions, feelings, and thoughts that consumers have when they encounter products and brands in the marketplace and engage in consumption activities — as well as the memory of such experiences (Schmitt, 2010)

Next item was "I find that having many experiences and skills increases my business sales" that got the second highest mean which is 4.30. According to (Okurut & Ama, 2013) "One of the characteristics of young people is that they sometimes present plans proposing companies that have failed in the past. There are no new strategies in the proposals to avoid past failures, and when we send them back for more research, they will remain forever". That statement shows,

experiences from the past situations are the most beneficial things in the future that are good to implement by entrepreneur students.

Lastly, item “I believe that I am lack of experience in running a business especially during covid-19” got a mean 3.82. (Ayala & Manzano, 2014) states that resistant entrepreneurs have high self-esteem, feel in control and are not afraid to fail. If this happens despite adversity, they "rise" more than before because they learned from the situation, because they experienced and made mistakes and because they could change to adapt to new conditions in their environment. We believe that the students can learn and adapt with the new environment and get more experience in running a business.

## **To determine the relationship between risk taking and sales of PSA entrepreneurship's students during Covid-19**

The objective of the research that is stated can be concluded to solve the research question which is "What is the relationship between risk taking and sales of PSA entrepreneurship's students during Covid-19?"

These two variables which are risk taking and sales have 0.179 of the Pearson Correlation Coefficient (r) that has been analyzed and interpreted through Statistical Package for the Social Science (SPSS) software. There is a very weak positive relationship between variables based on coefficient range. The p-value is 0.004 (\*\*p < 0.01) indicated that there was significantly positive among risk taking and volume of sales.

Risk-taking is the tendency to take an action and make decisions based on something uncertain and risky (Zhao & Liuying, 2010). To be a successful entrepreneur, the most important element is risk taking. The most important part is to prepare the mindset of the risk taker. (Din et al., 2016) has stated the ways to develop personal qualities and skills form the basis of entrepreneurial thinking and behavior are (creativity, initiative, willingness to take risks, autonomy, self-confidence, leadership, team spirit, etc.).

The result of the questionnaire showed that "I believe my sales will slower and decrease if I do not take any action by taking a risk in this current situation" has the highest mean which is 4.23. Based on (Sutanto et al., 2018) mentioned that a person's ability to withstand risk both in their work and in everyday life indicates that the person should have a high risk threshold. Therefore, courage to act outside one's own comfort zone, is one of the examples of the students' determination to conquer their fears.

Next item was "I believe that the higher the risk I take, the higher the return that I will get" that got the second highest mean which is 4.17. Risk acceptance reflects how students entrepreneurs perceive business opportunities. This means that they can aggressively maximize their potential to find and take advantage of business opportunities. According to (Games & Rendi, 2019) increased risk-taking may increase the proportion of successful innovations and increases employee commitment and satisfaction.

Lastly, the item “I am willing to take any risk in order to improve my business sales” got a mean 3.99. It shows that the students are not afraid to take risks like doing sales or big discounts to make their business known to customers. The uncertainty scenario and risks that happen during Covid19 makes all young entrepreneurs scared to require action but a number of them willingly take the advantage of the chance they faced that will give impact to the sales either increase or decrease. Thus, risk taking is one of the factors that affect sales and shows a positive and significant relationship between each other that found by (Games & Rendi, 2019).

### 5.3 Conclusion

In a nutshell, this research is basically to identify the factors that affect sales of entrepreneur students of Politeknik Sultan Salahuddin Abdul Aziz Shah during Covid-19. Coronavirus 19 issue worries all parties and has an impact in terms of social, economic, political, legal and technology. This crisis brings threats and challenges to student entrepreneurs whose sales are lower than before Covid-19. It is causing problems to them as they could not open any stall or join any carnival to promote their business. The student entrepreneurs can only promote through social media and any promotion that does not involve any face-to-face interaction with customers. The goal is to help those entrepreneurs to increase their sales and profit. In this research, these three influence factors are chosen to run the whole research.

Independent variables which are promotion, experience and risk taking were discussed in detail based on analysis results. The finding found that all of the independent variables have positive and significant relationship with the dependent variable which is sales of Politeknik Sultan Salahuddin Abdul Aziz Shah student Entrepreneurs business during Covid-19. From the results shown in Table 4.6 chapter 4, it shows that out of 3 Independent Variable, Promotion got the highest mean ( $M=4.1400$ ), followed by Risk taking ( $M=3.9892$ ) and lastly the Experience ( $M=3.9462$ ). It was clear that Promotion is one of the biggest factors affecting sales of Politeknik Sultan Salahuddin Abdul Aziz Shah student Entrepreneurs business during Covid-19.

Last but not least, the research has met the requirement to achieve the main objectives to identify the factors that affect sales of entrepreneur students of Politeknik Sultan Salahuddin Abdul Aziz Shah during Covid-19 which is promotion, experience and risk taking. Future researchers may fully use the knowledge in this research to make amendments or reference purposes. Thus, this research gives a better understanding on how the promotion, risk taking and experience affects student's entrepreneur profit and sales during this pandemic among the randomly 260 of Politeknik Sultan Salahuddin Abdul Aziz Shah students.

#### **5.4 Limitations of Study**

The study conducted focused on Shah Alam polytechnic students who are taking entrepreneurship courses or run a business during covid-19. This study encourages researchers to enhance awareness about the factors that affect entrepreneurs' sales while covid-19. This research succeeded through the various responses received from the distribution of questionnaires to Entrepreneurs students in PSA. Through research findings, the researcher could realize that promotion, experience, and risk-taking are the factors that affect entrepreneurs' sales during covid-19.

## **5.5 Recommendation in future research**

Recommendations are suggested to overcome some of the limitations. It also used to enhance the quality of this research for further investigation. First of all, it is recommended for unit keusahawanan in Politeknik Sultan Salahuddin Abdul Aziz Shah to do any kind of program to boost their students' confidence in their business as our research found that the students did not get so much experience during the study. This pandemic should not be the obstruction for them to do any program for the students. For example, unit keusahawanan can invite any entrepreneur and do a motivation slot at any kind of online meeting platform like Microsoft Teams, Google Meet etc.

Next, researchers should increase the sample size of the research by expanding the scope of study since a larger sample size offers more accurate data and mean values. Therefore, the confidence of the final result of the research is more likely to increase with a larger sample size. The accuracy and reliability of the result can be improved by increasing the sample size more than 260 respondents.

Lastly, future researchers can further their study by using other independent variables that can determine the factor that affects sales of Politeknik Sultan Salahuddin Abdul Aziz Shah student Entrepreneurs business during Covid-19. For example, working capital because most of the students started their business with their own capital. On top of that, support from other agencies like classes on how to start their business properly. The reason is so that the researcher can see in the bigger picture of who really got affected on their business during this pandemic. However, researchers have to be more careful when choosing the right one as the right variable can improve the value.

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## APPENDICES

### APPENDIX A: PILOT TEST

<b>Reliability Statistics for Promotion</b>		
<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>N of Respondents</b>
.798	5	30

<b>Reliability Statistics for Experience</b>		
<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>N of Respondents</b>
.867	5	30

<b>Reliability Statistics for Risk Taking</b>		
<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>N of Respondents</b>
.858	5	30

<b>Reliability Statistics for Sales</b>		
<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>N of Respondents</b>
.859	4	30

## APPENDIX B: DESCRIPTIVE STATISTICS

### A) Promotion

Descriptive Statistics					
Items	N	Minimum	Maximum	Mean	Std. Deviation
Covid-19 give me a hard time to promote my business	260	1	5	3.53	.928
Social media is a good platform in order to promote my business during Covid-19	260	1	5	4.43	.713
Online promotion is better than offline promotion during Covid-19	260	1	5	4.38	.873
Doing an online promotion increasing my sales during Covid-19	260	1	5	4.05	.868
I find that being good at promoting increasing my business sales	260	1	5	4.31	.819
Valid N (listwise)	260				

### B) Experience

<b>Descriptive Statistics</b>					
<b>Items</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
This is my first time running a business with my own efforts and hard work	260	1	5	3.62	1.096
I believe that I am lack of experience in running a business especially during covid-19	260	1	5	3.82	.950
I have good social skills to attract customers	260	1	5	3.57	.958
Communication skills is important to attract many customers	260	1	5	4.42	.789
I find that having many experience and skills increasing my business sales	260	1	5	4.30	.829
Valid N (listwise)	260				

### C) Risk Taking

Descriptive Statistics					
Items	N	Minimum	Maximum	Mean	Std. Deviation
I am willing to take any risk in order to improve my business sales	260	1	5	3.99	.761
I have many competitors especially the one who taking the same course	260	1	5	3.86	.986
Taking a risk by giving discount and half price to customer can increase my sales	260	1	5	3.70	.991
I believe my sales will slower and decrease if I do not take any action by taking a risk in this current situation	260	1	5	4.23	.804
I believe that the higher the risk I take, the higher the return that I will get	260	1	5	4.17	.843
Valid N (listwise)	260				

**D) Sales**

<b>Descriptive Statistics</b>					
<b>Items</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I believe that sales will increase and positively affected by promotion that i have made.	260	1	5	4.38	.717
I am confident that the volume of sales will higher if i am willing to take a risk on this pandemic.	260	1	5	4.20	.828
I believe with all of my experiences will positively affect the sales gain during covid-19.	260	1	5	4.23	.771
I am confident that Covid-19 gives a big impact on my total sales.	260	1	5	4.52	.716
Valid N (listwise)	260				

## APPENDIX C: FREQUENCY

Frequencies Statistics						
	N	Mean	Std. Deviation	Variance	Minimum	Maximum
Gender	260	1.67	.471	.222	1	2
Semester	260	4.19	1.218	1.484	1	6
Department	260	2.05	1.162	1.349	1	4
Take Entrepreneurship courses	260	1.10	.301	.090	1	2
Type of Business	260	1.86	.831	.691	1	3
Affected during Covid-19	260	1.23	.420	.176	1	2

## Frequency Table

### A) Gender

Frequency Table					
		Frequency	Percent	Valid Percent	Cumulative percent
Gender	Male	86	33.1	33.1	33.1
	Female	174	66.9	66.9	100.0
	Total	260	100.0	100.0	

### B) Semester

Frequency Table					
		Frequency	Percent	Valid Percent	Cumulative percent
Semester	Sem 1	14	5.4	5.4	5.4
	Sem 2	5	1.9	1.9	7,3
	Sem 3	58	22.3	22.3	29.6
	Sem 4	38	14.6	14.6	44.2
	Sem 5	130	50.0	50.0	94.2
	Sem 6	15	5.8	5.8	100.0
	Total	260	100.0	100.0	

**C) Department**

<b>Frequency Table</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative percent</b>
Department	JPG	126	48.5	48.5	48.5
	JKE	39	15.0	15.0	63.5
	JKA	52	20.0	20.0	83.5
	JKM	43	16.5	16.5	100.0
	Total	260	100.0	100.0	

**D) Take Entrepreneurship Courses**

<b>Frequency Table</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative percent</b>
Take Entrepreneurship Courses	Yes	234	90.0	90.0	90.0
	No	26	10.0	10.0	100.0
	Total	260	100.0	100.0	

**E) Type of Business**

<b>Frequency Table</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative percent</b>
Type of Business	Owner	110	42.3	42.3	42.3
	Agent	76	29.2	29.2	71.5
	Dropship	74	28.5	28.5	100.0
	Total	260	100.0	100.0	

**F) Affected during Covid-19**

<b>Frequency Table</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative percent</b>
Affected during Covid-19	Yes	201	77.3	77.3	77.3
	No	59	22.7	22.7	100.0
	Total	260	100.0	100.0	

## **APPENDIX D: QUESTIONNAIRES**



**Dear respondents,**

**We are Commerce Department students pursuing Business Studies from Politeknik Sultan Salahuddin Abdul Aziz Shah. We are conducting a research on “TO IDENTIFY THE FACTOR THAT AFFECT SALES OF PSA ENTREPRENEUR’S STUDENT DURING COVID-19” for our final year project.**

**Thank you very much for your time.**

**Part A : BACKGROUND**

**Tick (/) according to your preferences.**

**In this part, we would like you to fill in some of your personal details. Please tick (/) your answer and your answers will be kept strictly confidential.**

1. Gender:

Male

Female

2. Semester:

1

2

3

4

5

3. Department:

JPG

JKE

JKA

JKM

4. Have you ever taken an entrepreneurship course before?

Yes

No

5. What type of business that you are into?

Owner

Agent

Dropship

6. Do your business got affected during Covid-19?

Yes

No

Please rate the following statements on scale 1 – 5

- (1) Strongly Disagree            (4) Agree  
(2) Disagree                        (5) Strongly Agree  
(3) Neutral

Based on the given questions, please select an appropriate scale.

Tick ( / ) the following box :

**Factor Affects Sales of Politeknik Sultan Salahuddin Abdul Aziz Shah entrepreneurs’ student Business during Covid-19**

**Part B (1.0) PROMOTION**

No	Question	1	2	3	4	5
1.1	Covid-19 give me a hard time to promote my business					
1.2	Social media is a good platform in order to promote my business during Covid-19					
1.3	Online promotion is better than offline promotion during Covid-19					
1.4	Doing an online promotion increasing my sales during Covid-19					
1.5	I find that being good at promoting increasing my business sales					

**Part B (2.0) EXPERIENCE**

No	Question	1	2	3	4	5
2.1	This is my first time running a business with my own efforts and hard work					
2.2	I believe that I am lack of experience in running a business especially during covid-19					
2.3	I have good social skills to attract customers					
2.4	Communication skills is important to attract many customers					
2.5	I find that having many experience and skills increasing my business sales					

**Part B (3.0) RISK TAKING**

No	Question	1	2	3	4	5
3.1	I am willing to take any risk in order to improve my business sales					
3.2	I have many competitors especially the one who taking the same course					
3.3	Taking a risk by giving discount and half price to customer can increase my sales					
3.4	I believe my sales will slower and decrease if I do not take any action by taking a risk in this current situation					
3.5	I believe that the higher the risk I take, the higher the return that I will get					

**Part B (4.0) SALES**

No	Question	1	2	3	4	5
4.1	I believe that sales will increase and positively affected by promotion that i have made.					
4.2	I am confident that the volume of sales will higher if i am willing to take a risk on this pandemic.					
4.3	I believe with all of my experiences will positively affect the sales gain during covid-19.					
4.4	I am confident that Covid-19 gives a big impact on my total sales.					

## APPENDIX E: SWOT analysis

<b>Strength</b>	<b>Weakness</b>
-Take a business course and learn a subject of Entrepreneurship	-Limited of experience -Less knowledge -Limited fund -Fresh student and young -Worried to face real situation
<b>Opportunity</b>	<b>Threat</b>
-Develop skills -Widen knowledge -Enhance experience	-Attitude of Discipline -Many competitors -Challenging challenge

## APPENDIX F: GHANTT CHART

List of Activities	DATE (AUGUST 2020 – NOVEMBER 2020)														
	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<ul style="list-style-type: none"> <li>• Introduction to Business Project</li> <li>• Structure Group Members</li> </ul>															
<ul style="list-style-type: none"> <li>• Determine the research title</li> <li>• Finding journal and do literature review</li> <li>• Preparing Project Proposal</li> </ul>															
<ul style="list-style-type: none"> <li>• Discuss and rectify chapter 1</li> <li>• Discuss and rectify chapter 2</li> </ul>															
<ul style="list-style-type: none"> <li>• Discuss and rectify chapter 3</li> <li>• Presentation proposal with supervisor.</li> </ul>															
<ul style="list-style-type: none"> <li>• Construct questionnaire</li> <li>• Distribute Questionnaire via Goggle form</li> </ul>															
<ul style="list-style-type: none"> <li>• Key in data in Statistic Program Software (SPSS) and Microsoft Excel</li> </ul>															
<ul style="list-style-type: none"> <li>• Amending chapter 4</li> <li>• (Findings and Result)</li> </ul>															
<ul style="list-style-type: none"> <li>• Amending chapter 5</li> <li>• (Conclusion and Recommendation)</li> </ul>															

<ul style="list-style-type: none"><li>• Submit Report to Supervisor</li><li>• eBMEX presentation</li><li>• Essential correction if needed</li></ul>													
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