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SMALL BUSINESS EFFICIENCY IN THE STATE OF KEDAH, MALAYSIA

(Kecekapan Perniagaan Kecil di Negeri Kedah, Malaysia)

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ABSTRACT

This paper presents an empirical study on the efficiency of small businesses owned by Malays in Kedah, a state in the northern region of Peninsular Malaysia, wherein small businesses dominate the majority of commerce. There are five different types of main businesses, two from manufacturing and three from service sector. A study on the performance measurement using an efficiency technique of these businesses is sorely needed, since many Government agencies have provided continual help either financial or non-financial on a large scale, in order for these businesses to survive and compete in the commercial market. This study employs the data envelopment analysis (DEA), which is a non-parametric approach, to measure the performance of the subjects under study. DEA is widely use to measure the performance of organisations in the service industry. However, any organisation that is treated as a decision-making unit (DMU), including the manufacturing companies can use DEA technique in measuring their performance. Based on two basic models of DEA, almost 53% of DMUs from furniture production business are efficient. Whereas percentage of DMUs that are efficient for food processing, tailoring, food serving and grocery business are 42%, 41.7%, 34.1% and 33.3% respectively. The furniture production business also achieved the highest mean efficiency value compared to other type of business. The percentage of efficient DMUs and mean of efficiency had shown that the furniture production performs best in terms of efficiency level among the other four small businesses in Kedah.

Keywords: efficiency; small business; performance measurement; DEA

ABSTRAK

Dalam makalah ini dibentangkan satu kajian empirikal berkenaan kecekapan perniagaan kecil yang dimiliki oleh peniaga Melayu di Kedah, sebuah negeri di utara Semenanjung Malaysia, yang perniagaan kecilnya adalah perniagaan yang dominan. Terdapat lima jenis perniagaan utama yang dijalankan, iaitu dua daripada sektor pembuatan dan tiga daripada sektor perkhidmatan. Kajian pengukuran prestasi menggunakan teknik kecekapan ke atas perniagaan kecil amat diperlukan kerana bantuan sama ada kewangan atau pun bukan kewangan yang berterusan telah banyak dikeluarkan oleh agensi kerajaan bagi memastikan perniagaan ini terus hidup dan dapat bersaing di pasaran. Dalam kajian ini digunakan analisis penyampulan data (APD), yang merupakan pendekatan tidak berparameter untuk mengukur prestasi subjek kajian. APD digunakan dengan meluas untuk mengukur prestasi organisasi bagi sektor perkhidmatan. Bagaimanapun, ianya sesuai digunakan oleh mana-mana organisasi yang dilayan sebagai satu unit pembuat keputusan (UPK), termasuklah syarikat pembuatan. Berdasarkan dua model asas APD, hampir 53% UPK perniagaan pengeluaran perabot adalah cekap. Manakala peratusan UPK yang cekap bagi perniagaan pemprosesan makanan, kedai jahitan, penyediaan makanan dan peruncitan adalah masing-masing 42%, 41.7%, 34.1% dan 33.3%. Perniagaan pengeluaran perabot juga mencatatkan purata nilai kecekapan tertinggi berbanding jenis perniagaan lain. Justeru, peratusan UPK cekap dan purata kecekapan menunjukkan bahawa perniagaan jenis ini, iaitu pengeluaran perabot adalah terbaik prestasinya dari segi tahap kecekapan berbanding empat jenis perniagaan kecil lain di Kedah.

Kata kunci: kecekapan; perniagaan kecil; pengukuran prestasi; APD

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