

# Obstruction of Applying E-Business among Batik Entrepreneurs in Pasar Siti Khadijah

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**Abstract** – *The research findings were based on the responses obtained from batik entrepreneurs in Pasar Siti Khadijah Kota Bharu, Kelantan. This paper presents a study regarding to obstruction in applying e-business among batik entrepreneurs in Pasar Siti Khadijah. There are three types of factors which are level of education, cost incurred and entrepreneurs' mind-set that influence the application of e-business. A total of 31 batik entrepreneurs in Pasar Siti Khadijah participated in this study. Data was collected through self-administered questionnaires that have been distributed to the respondents. This study is important for the entrepreneurs to increase the variety of method in marketing, at the same time; boost the economy of Batik industries. Data obtained was analysed using correlation Analysis. The results have shown that the factors influencing the obstruction of e-business application. It is hoped that this research will help students, lecturers, job seekers, entrepreneur and the government in understanding the importance of e-business. The limitation of this study was the sample size, time management, and cooperation from respondents, which was not sufficient.*  
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**Keywords:** Level of Education, Cost Incurred, Mind-Set, Obstruction of Applying E-Business

## 1.0 INTRODUCTION

Entrepreneurship refers to an individual's ability to turn ideas into action, including creativity, innovation and risk taking, as well as the ability to plan and manage projects in order to achieve the business or company goals [1]. This supports everyone in day-to-day life at home, in society, makes employees more aware of the context of their work, able to seize opportunities, and it provides a foundation for entrepreneurs to establish a social or commercial activity [2]. Thus, the rapid acceleration and availability of technology has caused electronic commerce to change the nature of business. The rise of the World Wide Web has created one of the most challenging environments for entrepreneurship in recent history. Notably, market needs and the technology required to meet those needs, can change even while the product or service is still being developed [3].

According to [4] the Internet bubble at the turn of the century in 2000 recorded a large number of online start-ups to stumble before ever earning a profit. Online businesses are

becoming increasingly famous and growing in line with the development of the knowledge and use of the Internet by the world society [5]. Many types of business or entrepreneurs apply online business, while there are some businesses, which do not have a physical store, but they generate income via online business. Electronic business or e-business is more than having a website. It is using computer and Internet technology to facilitate the business. Sometimes the term e-commerce is used interchangeably with e-business [6]. This is supported by [7] that online business also known as e-business, which all the entrepreneurs market and sell their products directly on the Internet. Products that customers do not need to physically handle or see before making a purchase are suited to an e-commerce business model, as are products that can be sold at significantly lower prices online than in stores. E-business stores leverage online marketing to a great degree to spread the word about their companies and products, but they may also use other traditional methods [8]. Online business methods will make business to work more closely with suppliers and partners, at the same time to better satisfy the needs and expectations of their customers. It also can improve the managerial efficiency of their internal functions. However, there are still have the numbers of entrepreneurs who are not applying e-business into their business even if they have a business that is considered as successful, well known and are capable to produce high profits and income [9]. This initial study was conducted to identify the factors, which have significant influence on the adoption of e-business into their business.

## **2.0 LITERATURE REVIEW**

According to [10] batik industry has long been established in Malaysia and has remained an important traditional industry until today. Batik is considered a handcraft product and the industry is very much a labour-intensive industry, which is synonymous with Kelantan society [11]. Thus, almost every corner of the state emerges from the batik industry, providing variety of choices to the Batik lovers, especially government server [12]. This is supported by the Director of the Malaysian Handicraft Development Corporation (PKKM) Kelantan Branch, who mentioned that Kelantan has 245 batik entrepreneurs that are active in the field and based on the record, textile industries accounted for 80 percent of the proceeds in the sale of traditional crafts. Thus, based on promotional programs conducted by The Malaysian Handicraft, craft sales in Kelantan increased from RM5.62 million in 2008 to RM6 million in 2009 coming from the largest batik producer and entrepreneur [13]. The entrepreneurs of Kelantan batik really care about the selection of design patterns, motives, fabrics and colours to maintain the quality of batik produced, in fact, the pattern produced is also one of its kinds [14]. *Pasar Siti Khadijah* becomes a preferred location to the customer spot for batik options because the well-known of location tourist attraction visited by travellers. Thus, many tourists are attracted by the uniqueness of the majority of the market vendors consisting of Malay women no matter young or old [15].

The tremendous growth of the Internet has created opportunities for users and firms to participate in an online global marketplace. The Internet has provided a rare opportunity, especially for small to medium sized enterprises [16]. The trend moves organizations beyond the physical constraints of their traditional distribution channels, simultaneously creates a global virtual community in which entrepreneur can compete with large enterprises. The potential of the Internet as a commercial medium and markets has been widely documented in a variety of publications as proposed by several researchers [17, 18]. Thus, it allows businesses to adjust to global markets and trade opportunities by increasing their sales, reducing their cost of transactions and increasing flexibility in communicating with business

partners [19]. Thus, significant difficulties exist for adoption of e-business technologies such as the lack of compatibility between current technical infrastructure and e-business technologies. For examples, Website gives direct contact between the organization and the consumer [20].

E-commerce has the ability to increase business opportunities, decrease transaction costs, augment competence, build up the quality of life, and exploit new opportunities in the new global economy, thus, the entrepreneurs gain many benefits when they applying online business [21]. Organizations and customers have access to vast amounts of data, information, and services that are not limited in time or space, however, existing research identifies that there are some barriers to e-business technology adoption [22]. Similar to e-business benefits, literature is also silent about whether barriers differ based on organizational size. In general, the following major barriers are identified; a lack of time to implement e-business [23]; the high level of complexity associated with e-business implementation by [24] and high implementation cost [25]. On the other side, [26] reported that the barriers to adoption of e-business technologies between buyers and suppliers have not yet been untangled. Therefore, it is unclear whether these barriers have significant influence on e-business technologies adoption decision-making or implementation stages. Nevertheless, although there are many advantages of online business, there are a handful of batik traders in *Pasar Siti Khadijah*, who are still ignoring such application to their business. There are several causes or factors identified based on initial observation which are educational background, the costs involved and the mind-set of the entrepreneurs. Therefore, further research is needed to address this concern.

According to [27] defined that an academic in nature or contain high knowledge and deep. Thus, [28] explained academics as properties that describe the elements of authority education, which is more relevant to the nature of the theory and logic, and educational background is the first factor that influences the adoption of e-business to the Batik entrepreneurs. A number of studies have argued that education influenced entrepreneurial success by providing the nourishment of competencies such as innovativeness and ability to acquire resources. These competencies are regarded as imperatives to success in many entrepreneurial ventures [29]. In addition, in highly technical industries, education may be required as a prerequisite for employment. [30] pointed out that the more education an entrepreneur has had in business, especially small business, the more likely the entrepreneur will succeed in the current venture and asserts that prior mental programming in the form of both formal education and experience in the particular line of work of the new venture repeatedly crops up as correlated in generally positive ways with odds of success in studies of start-ups [31].

## **2.1 Level of Education**

According to [32] education have two fundamental roles in the process of economic wealth. First, education increases the supply of highly educated entrepreneurs in the economy especially in industries that require high levels of education. Second, education improves the effectiveness of potential entrepreneurs through enhancing their interpersonal, management and business skills [33]. An earlier study by [34] discovered that many of the successful entrepreneurs felt that education was less important for entrepreneurs compared than the current generation of the young people. However, the growth of high technology, heavy competition, and the global economy, education is becoming very essential to organizational or institution success. Other than just acquiring knowledge pertinent to entrepreneurship, the

batik entrepreneurs also need to demonstrate the ability to think and behave entrepreneurially. Therefore, an outcome has been found in form of entrepreneurship education programs whereby entrepreneur will recognize the need to acquire the ability to learn and think differently. Therefore, in order to enhance entrepreneurial attitude, it is crucial that entrepreneur gain a better understanding of entrepreneurial cognition [35]. The level of technical and business skills is also a major factor in successfully starting and managing a small business [36]. While, [37] proposed that business-related experience and business educations were highly correlated with the entrepreneur's ability to manage a business. This is a continued study by [38] who determine that human capital; business skills and education have significant explanatory power on performance of Israeli women entrepreneurs. This suggests that entrepreneurs who have a higher academic background are willing to take on high-risk projects in exchange for potentially high returns and otherwise. Based on the initial interview made for batik entrepreneurs in the market, most of the entrepreneurs are educated up to secondary school and some of them only up to primary school; especially those aged over 50 years. They are less susceptible to online business because many are using the latest technology as well as English. [39] concluded that entrepreneurs with a good academic background tend to be more successful than those with less or low favourable academic background.

## **2.2 Cost Incurred**

According to [40], cost is an amount that has to be paid or given up in order to get something. In business, cost is usually a monetary valuation of effort, material, resources, time and utilities consumed, risks incurred, and opportunity forgone in production and delivery of a good or service. All expenses are costs, but not all costs, such as those incurred in acquisition of an income-generating asset (cost that a company has become liable for), and a charge for a product or service received or delivered. E-business is the use of Internet technology to facilitate business. In this problem, there is a cost to be borne by batik entrepreneurs when applying the technology such as computers, mobile computers and phones, pay applications and Internet facilities daily. Otherwise, among other costs are such as web hosting, web maintenance, domain name fees and others [41]. Some of the batik entrepreneurs consider all costs as becoming a burden in their business. In addition, the high cost of creation has made the entrepreneurs to face innovation out of date quality because of non-reception or moderate selection to changing innovation which is a central point of high cost of creation [42]. Furthermore, the access to financing is difficult for the entrepreneurs, the actual conditions of finance, which is involve all the related cost in business that is representing a significant obstacle to growth [43]. According to [44] in setting up a financial management system in business, they need to decide whether they want to manage the financial records personally or hire someone else does it. The entrepreneur also needs to decide the implementation of risk management strategies, which involves insuring the fixed assets of the business. Besides, the management of cash shortages will prevent cash flow problems and solving the problem. Thus, through applying E-business among the Batik entrepreneur, they can reduce the turnover problem. In the competitive world, entrepreneurs have to be more aggressive to sustain strongly in the marketplaces and maintain their business performance [45, 46].

## **2.3 Mind-Set**

According to [47] mind-set is divided into positive and negative. A positive mind-set produces 95% good thoughts and good feelings that lead to the person speaking good words and taking good actions. A positive mind-set operates with an optimistic view instead of a

pessimistic one and looks for solutions to situations, issues, and problems, instead of focusing on the actual situation, issue, or problem. Simultaneously, positive mind-set stimulates good thoughts instead of negative thoughts. However, a negative mind-set is an individual continually thinks about what they don't have and focusing all their energy on lack, sickness, sadness and everything towards bad attitude. A negative mind-set makes human feel like they will never accomplish anything and doubt that they will be successful. This mind-set can cause people to give-up on dreams before they really get started on achieving it [48]. Often time, people may not even know they are being negative when they are in fact negative, thus, one sign that contains a negative mind-set could be holding people back. Entrepreneurs should need to change their mind-set, in order to see the benefits of e-business in a more open thinking [49].

A recurring theme in entrepreneurship education over the past decades is that entrepreneurs have what has variously been stated as having an entrepreneurial perspective and entrepreneurial personal capabilities [50], entrepreneurial mind-set [51] and entrepreneurial human characteristics and traits [52]. A mind-set is a set of assumptions that are expressed in fundamental approaches and standard practices held by one or more people or groups of people. A mind-set is the operable as in action-oriented part of Life Philosophy. An entrepreneurial mind-set indicates a way of thinking about business and its opportunities that capture the benefits and advantages of uncertainty [53]; and understand how the right mind-set can guide their actions in the best ethical and responsible way [54]. According to [55], the innovative and energetic search for opportunities and facilitates actions aimed at exploiting and grab that possibly. Furthermore, in decision theory and general systems theory, a mind-set is a set of assumptions, methods, or notations held by one or more people or groups of people that creates a powerful incentive within these people or groups to continue to adopt or accept prior behaviours, choices, or tools. This phenomenon is described as mental inertia, groupthink, or a paradigm, and it is often difficult to counteract its effects upon analysis and decision-making processes in whatever situation [56]. A mind-set can also be seen as incident of a philosophy of life, for example there has been quite some interest in the typical mind-set of an entrepreneur [57].

### **3.0 RESULTS AND DISCUSSION**

Summary of findings starts with the background of the respondents, such as gender, race, age, monthly income, and years of involvement. A total of 31 respondents participate in this study. The majority of them are female (71 percent). A high proportion of the students were within the age group of 31 – 40 years old (45.2 percent), followed by those in the age group of 41 and above (29.9 percent), and 21-30 years age group is 22.6 percent. The smallest contribution came from the age group of under 20 years (3.2 percent). Out of them, 87.1 percent are Malay and only 12.9 percent were the others types of races. When the respondents' present income was examined, it was found that a majority or 45.2 percent of the entrepreneurs' total income was in the range of RM 6000 and above per month, while 35.5 percent reported monthly income of RM 5001 – RM 6000. This is followed by 16.1 percent earning RM4001- RM 5000. While, the remaining of 3.2 percent were reported that received more than RM 3001 – RM4000 per month. It is also found that majority of the years of involvement in the business of Batik companies can be seen in more than 10 years and above (48.4 percent). While, 38.7 percent of the company's involvements were 8 years – 9 years. The minor aged (12.9 percent) is between 6 - 7 years in the company responses.



### 3.1 Reliability Analysis

There was an analysis conducted on data to check the reliability of the questionnaire. Pilot test had been done to 10 respondents before distributing them to 31 respondents. Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Therefore, the results reported in Table 1 below indicates that Cronbach's Alpha value for obstruction of applying e-business, for level of education, cost incurred, mind-set are more than 0.6, and therefore, considered as reliable.

**Table 1:** Summary of Reliability Analysis

Variables	Cronbach's Alpha	N of items	Mean Value
Obstruction of Applying E-Business	0.816	7	3.0829
Level Of Education	0.711	6	3.5054
Cost Incurred	0.700	6	3.7151
Mind-set	0.725	6	3.5054

Reliability is an assessment of the degree of consistency between multiple measurements of variables. The reliability test was performed with all the items tapping in the independent variables and dependent variables included in the study. The Cronbach Alpha value ranged from 0.700 to 0.816 indicating that all scales are acceptable. Thus, alpha values greater than 0.60 are suggested as being adequate for testing the reliability of factors [58]. From the results obtained, it can be concluded that this instrument has high internal consistency and is therefore reliable.

### 3.2 Descriptive Analysis

Descriptive analysis examines statistical description of variables in the study. Statistics such as mean and standard deviation are used as descriptive statistics in this study by calculating independent variables and dependent variables. These scores highlight the respondents' feedback obtained from the data collected through the questionnaires. The result obtained show that some factor needs to be focused on applying e-business as the important factors in their practice to ensure the success of practicing e-business. Therefore, correlation analysis was carried out to emphasize the application of e-business.

Respondents were asked to indicate their agreement towards the statements of the variables, using the five points Likert-scale. Means score for each variable were then computed to determine to level of their agreement as shown in Table 2.

**Table 2:** Descriptive statistic of variable

Variables/Factors	Mean	Standard Deviation
Obstruction of Applying E-Business	3.0829	0.54682
Level Of Education	3.5054	0.49157
Cost Incurred	3.7151	0.48723
Mind-set	3.5054	0.49532

**Table 3:** Obstruction of Applying E-Business, Level of Education, Cost Incurred, and mind-set

	Mean	Standard Deviation	Level
<u>Obstruction</u>			
The application of e-business to business will bring many benefits to businesses	3.03	0.836	High
Making physical sales is easier than making sales on line or e-business	3.32	0.791	High
Restrictions in the use of e-business in daily business activities	3.00	0.73	High
Restrictions in the use of e-business in daily business activities because of level of education	3.13	0.806	High
Restrictions in the use of e-business in daily business activities because of cost incurred	3.19	0.873	High
Restrictions in the use of e-business in daily business activities because of mind-set influence	3.06	0.814	High
I feel confident when applying e-business in daily activities	2.84	0.688	Moderate
<u>Level of Education</u>			
Conducting e-business requires a high level of education.	3.39	0.803	High
I need to be proficient in the English language for conducting business on-line	3.42	0.62	Moderate
The new technology requires a lot of skill and knowledge.	3.65	0.661	Moderate
I was not able to manage e-business efficiently due to lack of education on the latest technology.	3.61	0.919	High
I need guidance on how to use e-business from scratch	3.39	0.761	High
I know how to use the software or transaction that uses email as a primary medium in both sales and purchases.	3.58	0.807	High
<u>Cost Incurred</u>			
E-business requires costly equipment such as computers and internet.	3.88	0.718	High
Workers are needed to control the system and it involves labour cost	3.58	0.807	High
Allocate additional cost if there is damage to the equipment or website.	3.61	0.715	High
Other company expenses will increase as the cost of electricity and labour cost.	3.77	0.884	High
Online ads must be made and it is quite costly, to ensure that sales are rising.	3.58	0.672	Moderate
Expertise are required from outside the company to repairing, solving problem, maintaining performance and upgrade the website, and it will also involve costs	3.87	0.806	High

*Mind-set*

E-business is very difficult to manage because it have a complex system	3.39	0.803	High
I need to spend more time to understand the e-business.	3.45	0.568	Moderate
I am familiar with the latest technology equipment that requires.	3.65	0.661	Moderate
I wonder if there is fraud in the transaction such as goods do not reach the customer.	3.61	0.919	High
I do not feel safe with the online payment transaction such as lies in the payment by the customer.	3.45	0.768	High
There is intense competition in e-business from physical competition.	3.48	0.811	High

The descriptive analysis results for obstruction of applying e-business are shown in Table 3. All 31 entrepreneurs were asked about e-business in their business activities. Most of the respondents agreed that costs incurred are the restrictions in the use of e-business in daily business activities (mean=3.19, sd=0.873). Furthermore, the respondents agreed that e-business give them benefits (mean=3.03, sd=0.836). However, respondents' confidences are moderate in the statement "I feel confident when applying e-business in daily activities" (Mean=2.84, sd=0.688).

The highest mean score can be found in the statement "I was not able to manage e-business efficiently due to lack of education on the latest technology" (mean=3.61, sd=0.919). About the level of education, it is found those respondents' agreements that they do not know how to use the software or transaction; i.e., email, as a primary medium in both sales and purchases were high (mean=3.58, sd=0.807). While, the respondents' agreed that they are not proficient in English to conduct their business (mean=3.42, sd=0.620).

Regarding the cost incurred, it was found that respondents' agreement towards cost is also high (mean=3.77, sd=0.884). Respondents highly agreed that cost incurred is an important factor for labour cost and other costs. However, they agreed that an advertisement involved high cost.

In regards to the mind-set, the respondents agreed that there is fraud in the transaction such as goods do not reach the customer (mean=3.61 and sd=0.919). Respondents also showed a high agreement that e-business are complex and have a physical competition. While, the respondents need more time to understand e-business, with the lowest score 3.45 ("I need to spend more time to understand the e-business").

**Table 4:** Correlation Analysis

	Level of		
	Education	Cost incurred	Mind-set
Obstruction of Applying E-Business	.441*	.518*	.444*
Correlation Sig. (2 – tailed)	.013	.003	.010
N	31	31	31



### 3.3 Correlation Analysis

The Pearson Correlation test was employed to examine the association between variables. As noted in Table 4, it shows that all the variables have significant positive correlation with consumer loyalty, which are level of education ( $r=0.441$ ), cost incurred, ( $r=0.518$ ), and mind-set ( $r=0.444$ ). All the correlation coefficients are statistically significant at the chosen 5% level of significance.

### 4.0 CONCLUSION

Based on the analysis that have been done by the researcher on this study, it can be concluded that, all the independent variables are vital factors for the obstruction of applying e-business among the batik entrepreneur in *Pasar Siti Khadijah*. Based on the objectives of this study, it is shown that, independent variables which are level of education, cost incurred and mind-set have a clear relationship on dependent variables that obstruction of applying e-business among batik entrepreneurs in *Pasar Siti Khadijah*. For the first objectives, the level of education has influenced the batik entrepreneurs in *Pasar Siti Khadijah* in obstruction of conducting e-business in their business activities. The second objective shows that mind-set has also become a factor that obstruct the batik entrepreneur in *Pasar Siti Khadijah* from applying e-business, same as the third objective which is based on mind-set.

The outcome of the research states that, all the independent variables influence the obstruction of applying e-business among batik entrepreneurs in *Pasar Siti Khadijah*. Overall, the research question, objectives and hypothesis for this study have been answered and accepted. Previous researchers have stated that e-business plays a crucial role for success and make the business became more competitive. E-business enhances its distinctive positioning, operational efficiency, and competitiveness [3]. Therefore, to adopt e-business in their business activities requires roles from many organizations such as government, entrepreneurs itself and many more. The tremendous growth of the Internet has created opportunities for consumers and firms to participate in an online global marketplace. The Internet has provided a rare opportunity, especially for small to medium sized enterprises such as e-business, e-commerce, B2B, B2C and others that giving many benefits to all types of business from small medium to large company.

In order to convince and increase the use of e-business on batik business in *Pasar Siti Khadijah*, the entrepreneurs itself must change their ways and views on e-business. For example in the independent variable 1, shows the level of education has a relationship with the application of e-business among batik entrepreneur in *Pasar Siti Khadijah*. Batik traders who mostly do not have the high educational background regard they could not be altered with software or business methods that require the latest technology, mastery of the English language and a lack of knowledge. The batik entrepreneurs should take a course or class to learn and give knowledge on how to master the necessary technology. They may also use or obtain software or e-business application that comes with a wide selection of languages that can be used easily to suit the language used daily such as Malay. This is supported by [48-39] that entrepreneurs with a good educational background tend to be more successful than those with less or low favourable educational background.

On the other hand, cost incurred that also became one of the factors that obstruct of applying e-business among batik entrepreneurs in *Pasar Siti Khadijah*. According to [56] cost is an amount that has to be paid or given up in order to get something. Now, there are many types

of software, application or development of affordable website or has a reasonable price. Batik entrepreneurs can choose based on the appropriateness of the budget and the allocation of their business. Batik entrepreneurs also should not see the cost burden, otherwise see these costs as the stimulation to greater profits and to expand the market for their products. Besides that, entrepreneurs themselves need to change mind-set towards the technology and development and set their minds on e-business. An entrepreneurial mind-set indicates a way of thinking about business and its opportunities that capture the benefits and advantages of uncertainty [12]. Batik entrepreneurs need to think more positively and be brave to take up the challenge to gain advantages from various angles to their business. They can refer to the success of their competitors who adopt e-business.

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