A Workable Alternative for Achieving Sustainable Growth in the Service Industry for the Case of Youth-owned Businesses in Kelantan Peninsula of Malaysia

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Abstract

As part of the study's primary goal, it looked to examine the Malaysian youth's decision-making process when it comes to deciding which service-sector businesses to pursue. Participants in the study ranged in age from 20 to 30 years old and lived in the Malaysian state of Kelantan. It is the goal of the research to identify the jobs that Kelantan's young people are interested in and to present them with a variety of possibilities in the service sectors. HI-Hospitality- Fast Foods & restaurants, TI- Textile industries, BC- beauty clinics, and SB- sustainability were the focus of the study. To collect the information, we used a Likert Scale to rate the youngsters. The Smart PLS-SEM model was used to evaluate the variables in the data. Hotels, textiles, and beauty salons are chosen to be the most important independent variables for the steady growth of the economy, according to this study's findings.

Disciplinary: Entrepreneurship and Business.

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1 Introduction

Retail commerce was rising the growth by.8 percent in 2019 and 0.8% in 2020. Convenience store growth in 2019 is accountable for the Ministry of Finance's (MoF) forecast of growth in 2020. The development of 5G technology will increase competition, improve coverage, and improve network quality for home internet services. When it comes to taking part in IR4.0, Malaysia will be more prepared to exploit modern technologies such as AI, robotics, virtual reality, big data, the

Internet of Things, and software engineering to their fullest potential. The demand for construction-related services, such as those for the East Coast Rail Link (ECRL) and Bandar Malaysia. By focusing on three major sectors, the Economic Planning Unit today unveiled its 12th Malaysia Plan (2021-2025), which sets out the government's goals for the country's economic growth. " The six least developed states would receive a minimum of 50% of the Total Basic Development Expenditure. Government agencies will cooperate more closely to ensure that specific programs and development efforts are as effective as possible. It is possible to bridge infrastructural and amenity gaps while also setting up new economic opportunities in less developed regions. By 2025, the government aims to achieve an average annual GDP growth rate of 5.6 percent for the Northern (4.3%), Central (4.1%), Southern (5.1%), Eastern (6.5%), and Sabah (6.4%) areas. In other words, Goals are set for RM5,560 in Northern Malaysia; RM9,290 in Central Malaysia; RM8,480 in Southern and Eastern Malaysia; and RM5,210 in Sabah and Sarawak by 2025 for family income. Penang, Perak, Perlis, and Kedah are in Malaysia's northern region. Selangor, Melaka, and Negeri Sembilan are all part of Malaysia's business area. The eastern area includes the southern state of Johor. Initiatives that target key growth nodes and hotspot areas, attract quality investment and enhance the business ecosystem will help realise this priority area, as will efforts that enhance strategic collaboration and coordination among the countries of Southeast Asia's East ASEAN Growth Area, which includes Brunei Darussalam, Indonesia, Malaysia, the Philippines and the Indonesia-Malaysia-Thailand growth triangle (BIMP-EAGA). 120 cities are predicted to attain sustainable city status by 2025, compared to 75 cities in 2019, based on the Malaysian Urban-Rural Sustainable Development Indicators Network (MURNInets), while 14 cities will execute the Green City Action Plan under the IMT-GT and BIMP-EAGA Platform by 2025. By the year 2040, around 85 percent of the world's population will be living in urban regions. Promoting effective urban planning and governance, together with a focus on environmentally friendly and resilient urban development, as well as the emergence of sustainable city societies. It is hoped that by repairing 2,800 kilometres of roads and providing electricity to 99 percent of rural households and an extra alternative water supply and reticulation system to 98 percent of rural families, the government can close the development gap in rural areas. As stated in this report, the federal government also hopes to reduce economic gaps between rural and urban areas by a factor of 0.67:1. Tradition has become an integral component of daily life in many civilizations. Additionally, culture may help local communities generate revenue and improve their quality of life by bringing in tourists and sales tax revenue. When we use the word "cultural," we are referring to the informal collection of shared norms, beliefs, and behaviours that make up human civilizations. Individuals and society both benefit from a strong sense of culture. According to Throsby, our more globalised society has a profound effect on human behaviour (2001). To be effective, explanatory activities must take into consideration all factors that affect market development and management practises and structures in general. To put it simply, culture is the sum of a society's way of life, as well as everything of human thought and behaviour that may be handed on via education. We tend to think about

cultural phenomena in terms of things like dance, music, food, and clothing when discussing them (Alshammari and Mir, 2021; Vandenhaute et al., 2022; Rha & Lee, 2022). Therefore, the concept of culture in this context is excessively narrow and specialised, while the social scientist's definition is more expansive. In Kelantan, Malaysia, the average monthly household income is RM2,536 based on Census Data 2009, which is lower than in other states. They have explanations for why a cultural product is no longer in demand or is experiencing a decline in a particular market. As well as supply constraints and other barriers to production, product availability culture an inability to get raw materials, an unwillingness to adopt new manufacturing processes or technology, a lack of financial resources, and poor-quality control systems in the manufacturing process are all examples of supply limits. Development and economic growth need the existence of a well-functioning infrastructure. Inadequate infrastructure will impede the growth of the state's economy. Known for its diverse cultural activities, Kelantan has a variety of local customs and cuisines. It is possible that performing arts like shadow puppetry, top-spinning, kite flying, or woodcarvings like Mak Yong and Dikir Barat may boost the economy of Kelantan by attracting tourists. Batik and Songket fabric, are two of Malaysia's best in Kelantan's cottage industries. The states may generate cash while safeguarding their cultural and historical heritage for future generations via a range of local cultural economy items. ECER was created by the government to facilitate and attract investors to the east coast. To attract investors, ECER covers the states of Kelantan, Pahang, and Mersing in the state of Johor. ECER's study discovered five economic development clusters that are driving the local economy forward. Tourism (oil and gas), manufacturing (agricultural goods), and education are all examples of economic clusters (educational institutions). Improved rural accessibility and infrastructure were critical to closing the urban-rural development gap in the United States. Phases III and IV of the East Coast Expressway, an expansion of the current central spine federal highway, an upgrade of an existing coastal highway, and brand-new road development all support this assertion. This study's major purpose is to evaluate which sorts and how much contribution cultural economies make to a given region's overall economy considering the above.

2 About Kelantan

For the Kelantan region's tourism business, the ECERDC has executed and created high-impact projects that have had a substantial effect. Ecotourism, cross-border travel, and arts and culture tourism are all possible in Kelantan. Kelantan might receive help from the addition of experiential tourism goods to attract more visitors, especially foreign tourists. With its rich cultural past and a particular set of values, Kelantan's natural riches are well complimented. As a gateway to both Thailand and Indochina, Kelantan is a major player in the area. From Jeli's Bukit Bunga, the Kelantan Tourism Trail begins at Tumpat, and the construction of the Kampung Laut Heritage Village in Kota Bharu City Centre would turn the city's centre into one of Kelantan's most prominent tourist destinations. Gua Musang is a famous ecotourism destination because of its beautiful waterfalls and the world's largest flower, the Rafflesia. IMT-GT Plaza in Bukit Bunga on the Thai-Malaysian border will enhance cross-border trade and tourism in Kelantan. The 'R&R Stop

Over' bazaar has a large variety of things to choose from. Facilities provided to tourists include restaurants, bathrooms, and prayer rooms. In recognition of its historical significance, the quaint Tumpat village of Kampung Laut has been named a 'Kampung Warisan,' or "Heritage Village." Masjid Kampung Laut, a 400-year-old mosque in Kota Bharu, Malaysia, is undergoing rehabilitation and relocation efforts. This is an initiative to build a Kelantan heritage monument to preserve the mosque's historical, cultural, and architectural features. Two new commercial complexes, Laman Waris and Laman Seni are near the mosque. The complexes will be a "must-see" attraction in Kota Bharu, Kelantan since they will serve as a showcase for local companies and their goods and services.

3 Review of Literature

According to Walsh et al. (2022), food insecurity among private sector service employees in Finland and the validity of the Household Food Insecurity Access Scale (HFIAS) instrument. DESIGN: This cross-sectional research used electronic questionnaires (2019) and data from the national registry to gather information on food insecurity and other background variables from Finnish private-sector employees (2018-2019). Using logistic regression, we found the factors that contribute to food insecurity. Rotated principal part analysis and Cronbach's alpha to evaluate the validity of the HFIAS. According to (Vandenhaute et al. 2022), The COVID-19 epidemic had a particularly devastating effect on the food-service industry. In this research, customers' attitudes, and feelings about the transparency of COVID-19-related safety measures are examined, and predictors of consumers' intents and behaviour about visits to restaurants and bars after they are reopened are identified (Coram, 2021). By additionally interviewing food service establishments, this research can make comparisons between the two populations it is trying to reach. During and between outbreaks of illness, this research included 1697 individuals from the public and 780 enterprises in Belgium. The results show that customers place a high value on safety measures when returning to restaurants and bars, despite the expectations of company owners. The perceived relevance of sanitary measures and the frequency of earlier visits have a detrimental impact on customers' propensity to return and behaviour when they do return (positively). This research shows the relevance of adhering to safety regulations as a means of attracting clients while a business is reopening. We also found that food-service firms and the government need to be more honest in their communication.

In the year of our Lord 2021, when it comes to current events, social media has played a crucial role in distributing information swiftly. As of December 2019, COVID-19 (coronavirus disease 2019, or COVID-19) has evolved into a more transmissible and dangerous threat globally. People are afraid because of the epidemic's global expansion, particularly those who work in various organisations daily. Shocking news had a greater impact on social media users, both constructively and destructively. A systematic questionnaire to gather information from 630 people working in the service industry to conduct the study. According to the findings of this study, fear in the workplace has a detrimental influence on employee performance. The moderating effect of the

COVID-19 vaccination on the link between social media fear and employee performance by this investigation. According to this study, the China Censor Board should verify the accuracy of the news to lessen employee anxiety over COVID-19. Controlling unneeded and unauthorised content about sensitive topics would help the telecommunications industry prevent mental illness and improve worker productivity.

As Katzner (2009) argues, culture has a significant impact on economics. Cultural industries in Kelantan, Malaysia, face a variety of challenges, including a lack of funding and infrastructure. Investment in industries, excellent agricultural land and productivity, the availability of resources in the surrounding region, and the availability of both skilled and unskilled labour are the economic aspects that might be considered.

The research objective is to study the young generation selection options for career selection in Service Sector: Hotel Industries (Fast foods, restaurant business), Textile Industries, Beauty clinics for Sustainable Business Growth for entrepreneur options in Kelantan, Malaysia Location.

4 Research Methodology

Sources:
- Secondary: The data were collected from the official website of Malaysia, Astro TV and Journals
- Primary: The data collected through the ordinal and nominal scale i.e., 5-point Likert scale Strongly disagree to strongly agree
- Testing of Hypothesis: The variable evaluated using the structure question modelling method using Smart PLS

Variables:
- Independent Variables: Hotel Industries (HI), Textile Industries (TI), Beauty Clinic (BC)
- Dependent Variable: Sustainable (SB)

Hypothesis:

Hotel Industries, Textile Industries, and Beauty Clinic have moderate impacts on the sustainable growth of entrepreneur growth on Kelantan youth in Malaysia

5 Data Analysis & Results: Smart PLS-SEM Testing

Table 1 shows basic detail of all variables. Shmueli et al. created the PLS predict algorithm (2016). PLS path model estimates were generated and evaluated using training and holdout data. The four variables Hotel Industries, Textile Industries, Beauty Clinics, and Sustainable all have substantial means and medians. Three industries are the greatest options for Kelantan's future for Kelantan's young people.

Table 1: MV Descriptive (Number of Observations Used for all data is 300)

	Mean	Median	Min	Max	SD	Excess Kurtosis	Skewness
BC1	4.283	5.000	1.000	5.000	0.933	2.106	-1.461
BC2	4.327	5.000	1.000	5.000	0.894	3.168	-1.675
BC3	4.367	5.000	1.000	5.000	0.920	2.894	-1.697
BC4	4.300	5.000	1.000	5.000	0.907	2.703	-1.571
BC5	4.317	4.000	1.000	5.000	0.870	3.701	-1.732

	Mean	Median	Min	Max	SD	Excess Kurtosis	Skewness
HI1	4.367	5.000	1.000	5.000	0.879	3.237	-1.706
HI2	4.300	5.000	1.000	5.000	0.907	2.607	-1.544
HI3	4.337	5.000	1.000	5.000	0.870	3.230	-1.658
HI4	4.387	5.000	1.000	5.000	0.882	3.320	-1.750
HI5	4.320	5.000	1.000	5.000	0.870	3.101	-1.616
SB1	4.347	5.000	1.000	5.000	0.916	2.822	-1.656
SB2	4.283	5.000	1.000	5.000	0.933	2.106	-1.461
SB3	4.327	5.000	1.000	5.000	0.894	3.168	-1.675
SB4	4.367	5.000	1.000	5.000	0.920	2.894	-1.697
SB5	4.300	5.000	1.000	5.000	0.907	2.703	-1.571
TI1	4.300	5.000	1.000	5.000	0.907	2.607	-1.544
TI2	4.337	5.000	1.000	5.000	0.870	3.230	-1.658
TI3	4.387	5.000	1.000	5.000	0.882	3.320	-1.750
TI4	4.387	5.000	1.000	5.000	0.882	3.320	-1.750
TI5	4.393	5.000	1.000	5.000	0.894	3.566	-1.816

BC = Beauty Clinic, HI = Hotel Industry, SB = Sustainable, TI = Textile Industries.

Table 2: R Square:

	R Square	R Square Adjusted
Sustainable	0.993	0.993

Exogenous and endogenous variables are both modelled using R square statistics (Table 2), which explains the variation in each one (s). The R-Square of a variable Y by X1, X2, and X3 is 0.623, for example. This means that X1, X2, and X3 may account for 62.3% of the change in Y. This graph by looking for any arrows that point to the dependent variable (endogenous). To be considered sufficient, the variation explained by an endogenous construct must have an R^2 value of at least 0.10, according to Falk and Miller (1992). Endogenous latent variables, according to Cohen (1988), should have R^2 values of 0.26 (substantial), 0.13 (moderate), and 0.02 (insignificant) (weak). For endogenous latent variables, Chin (1998) advised R^2 values of 0.67 (substantial), 0.33 (moderate), and 0.19 (low) (weak). A general guideline suggests that in marketing-related academic research, R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables might be considered considerable, moderate, or weak. In our tests, the R^2 value was 0.993, which was found to be statistically significant. 99% of Kelantan's young people feel that the Hotel, Textile, and Beauty sectors are the best avenues for long-term development.

Table 3: Outer loading:

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
BC1	0.932			
BC2	0.949			
BC3	0.958			
BC4	0.967			
BC5	0.813			
HI1		0.987		
HI2		0.941		
HI3		0.959		
HI4		0.958		
HI5		0.967		
SB1			0.989	
SB2			0.939	
SB3			0.958	

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
SB4			0.960	
SB5			0.972	
TI1				0.933
TI2				0.946
TI3				0.954
TI4				0.965
TI5				0.905

Table 3, four variables have significant outer loading values, and all factor values are more than 0.60. Latent variables' movement toward visible variables is tracked by these indicators in reflective models. Thus, they illustrate the significance of each variable or item that may be seen in defining the construct or variable under consideration. Normal loading is more than 0.6.

Table 4: Cronbach's Alpha Analysis:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Beauty Clinic	0.957	0.965	0.968	0.857
Hotel Industry	0.980	0.983	0.984	0.927
Sustainable	0.981	0.982	0.985	0.929
Textile Industries	0.968	0.993	0.975	0.885

An internal consistency or reliability metric known as Cronbach's Alpha is a measure of how closely linked the elements in a construct are to each other. Results (Table 4) may range from zero to one but can also be negative. For example, if the polarity of certain score items is flipped with respect to the polarity of others, the mean of all inter-item correlations may be negative: items' polarity should always be aligned. Cronbach's Alpha may also arise. Cronbach's Alpha for Construct Reliability and Validity scores that are more than 0.90 are considered strong.

Table 5: Latent Variable Correlations:

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
Beauty Clinic	1.000	0.600	0.993	0.693
Hotel Industry	0.600	1.000	0.547	0.982
Sustainable	0.993	0.547	1.000	0.651
Textile Industries	0.693	0.982	0.651	1.000

Table 6: Latent Variable Covariance

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
Beauty Clinic	1.000	0.600	0.993	0.693
Hotel Industry	0.600	1.000	0.547	0.982
Sustainable	0.993	0.547	1.000	0.651
Textile Industries	0.693	0.982	0.651	1.000

Table 6, validity is proved when all the items in one specific test measure are consistent with the underlying concept. The mean squared loadings of each indicator linked with a construct are used to compute the AVE. Convergent validity is set up when the AVE is greater than 0.50.

Table 7: Discriminant Validity: Fornell-Larcker Criterion

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
Beauty Clinic	0.926			
Hotel Industry	0.600	0.963		
Sustainable	0.993	0.547	0.964	
Textile Industries	0.693	0.982	0.651	0.941

Validity of discrimination is proved if the square root of the difference between the two groups equals 1. An object's AVE correlation with all other objects is larger than the object's AVE correlation with its root. The values in Table 7 are all quite high.

Table 8: Cross Loadings

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
BC1	0.932	0.489	0.939	0.582
BC2	0.949	0.530	0.958	0.629
BC3	0.958	0.459	0.960	0.563
BC4	0.967	0.574	0.972	0.678
BC5	0.813	0.785	0.745	0.800
HI1	0.559	0.987	0.509	0.961
HI2	0.636	0.941	0.569	0.933
HI3	0.569	0.959	0.524	0.946
HI4	0.590	0.958	0.547	0.954
HI5	0.521	0.967	0.473	0.929
SB1	0.981	0.577	0.989	0.680
SB2	0.932	0.489	0.939	0.582
SB3	0.949	0.530	0.958	0.629
SB4	0.958	0.459	0.960	0.563
SB5	0.967	0.574	0.972	0.678
TI1	0.636	0.941	0.569	0.933
TI2	0.569	0.959	0.524	0.946
TI3	0.590	0.958	0.547	0.954
TI4	0.571	0.980	0.525	0.965
TI5	0.804	0.814	0.797	0.905

An object should have more weight on its own parent build than on any other construct, according to cross loadings Table 8. Discriminant validity is a problem if an item is a good fit for a different construct than its parent construct. As a result, the item may be cross-loading onto another concept, which might have a negative impact on discriminant validity. Since all variables have values more than or equal to 0.10, the factors may now be evaluated.

Table 9: Heterotrait-Monotrait Ratio (HTMT)

	Beauty Clinic	Hotel Industry	Sustainable	Textile Industries
Beauty Clinic				
Hotel Industry	0.631			
Sustainable	1.022	0.554		
Textile Industries	0.712	1.014	0.644	

If the path model holds dimensions that are conceptually identical (e.g., emotional satisfaction, cognitive satisfaction, and loyalty), Henseler et al. (2015) recommend a threshold value of 0.90; an HTMT value over 0.90 indicates a lack of discriminant validity. However,

researchers might consider HTMT 0.85 as a threshold when the route model's constituents are more conceptually different (Henseler et al. 2015), see Table 9.

Table 10: Path Testing & Hypotheses Testing: Total Effect:

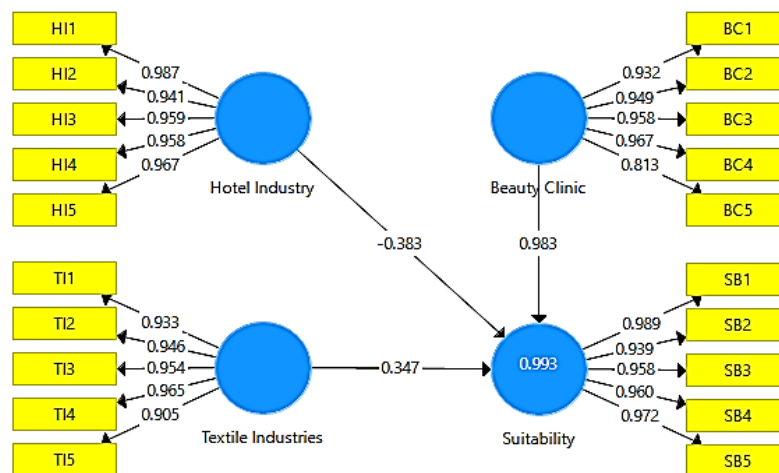|	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Beauty Clinic ➔ Sustainable	0.986	0.987	0.013	75.731	**0.000**
Hotel Industry ➔ Sustainable	-0.378	-0.372	0.037	10.271	**0.000**
Textile Industries ➔ Sustainable	0.339	0.331	0.047	7.285	**0.000**

Figure 1: Factor Analysis Using Smart PLS- SEM

To test the hypothesis, we compute the one-tailed p-value associated with the path coefficient (i.e., 1-95 percent). There is a chance that falls into the zero-sampled normal distribution; therefore, this number may be thought of as the probability that it falls into that distribution. The area under the curve on the left side of the picture may be decided by taking the whole figure's area to be 1. Assumption is accepted if P-value is less than or equal to 0.05, Table 10 all hypotheses are thus accepted. Instead of using the P value, the T ratio (sometimes referred to as a "T value," "T statistic," or "t-statistic") is used to compare a threshold value (such as 1.64 or 1.96) to the associated T value.
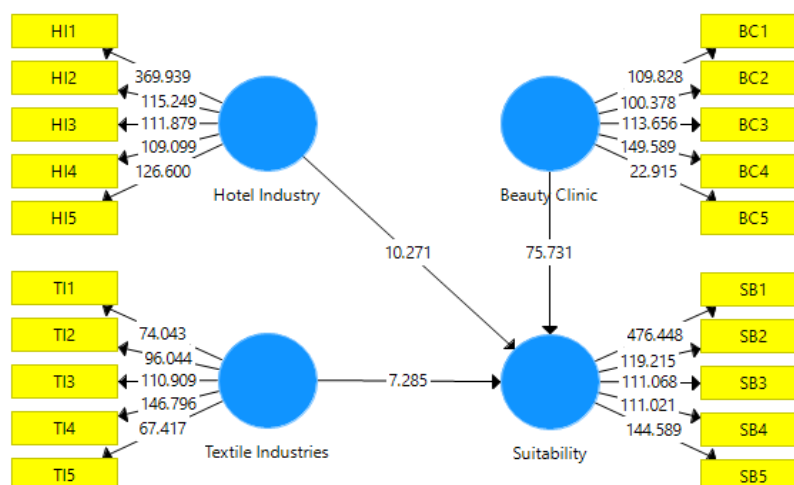

Figure 2: Path Testing Smart PLS-SEM Model

As can be seen, the outcomes of the hypothesis testing using P values and confidence intervals were the same for both tests. For hypothesis acceptance, the criteria P 0.05 is employed instead of P 0.01 for P values. It is unusual for a P value to be precisely 0.05, therefore employing either criterion likely to have the same impact. In our example, both criteria lead to the same outcome.

6 Conclusion

E-collaboration and other domains where multivariate statistics are used have seen PLS-continual SEM's rise. Powerful and user-friendly PLS-SEM software solutions are one of the causes behind this. It is also possible to think about statistical tests like nonparametric comparisons of means as examples of PLS-SEM analyses (Kock, 2013). In PLS-SEM, researchers often use P values to evaluate hypotheses, where each hypothesis relates to a route in a mathematical model. The researcher's earlier knowledge of the path's direction and the sign of the corresponding coefficient may decide whether P values are one-tailed or two-tailed (Kock, 2015a). We looked at the advantages and disadvantages of using confidence intervals over P values when doing hypothesis testing. As a starting point for our conversation, we drew on an illustration. Each of the four latent variables in this illustration was a hotel or beauty clinic, a textile or industry, and a sustainable business (SB). Confidence intervals and P values have comparable consequences in terms of hypotheses being accepted, according to our findings. In fact, the results were identical to those predicted by our model. Using one-tailed P values at the 0.05 level of significance, we found that sustainable growth in our model had the same effect as random variation.

7 Availability of Data and Material

Data can be made available by contacting the corresponding author.

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