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ROTIRAKYAT: EMPOWERING LOCAL ENTREPRENEURSHIP THROUGH HOME-BASED BREAD BUSINESS IN TUMPAT, KELANTAN

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Abstract:

Home-based food businesses have become an important form of micro-entrepreneurship, particularly among rural and semi-rural communities seeking flexible income-generating opportunities. However, empirical evidence focusing specifically on the sustainability of home-based bread businesses in rural Malaysia, particularly Tumpat, remains limited. This study examines the factors influencing the sustainability of home-based bread businesses in Tumpat, Kelantan through the RotiRakyat initiative. Specifically, the study investigates the influence

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of entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity on business sustainability. A quantitative, cross-sectional survey design was employed using a structured questionnaire administered to 150 respondents selected through purposive sampling. The sample comprised home-based food entrepreneurs, small bakery operators and individuals involved in micro-business activities in Tumpat who had experience or direct exposure to small-scale business activities relevant to the enterprise capabilities examined in this study. Data were analysed using descriptive statistics, reliability analysis, Pearson correlation and multiple regression analysis. The reliability results showed that all constructs recorded good to excellent Cronbach's alpha values ranging from 0.852 to 0.924. All study variables recorded high mean scores, although digital marketing capability and production capacity were lower than the other variables. Pearson correlation analysis showed that all independent variables had positive and significant relationships with business sustainability. Based on the standardised beta coefficients, financial management had the largest influence on business sustainability ($\beta = 0.347$), followed by digital marketing capability, entrepreneurial competency, product branding and production capacity. The regression model explained 72.6% of the variance in business sustainability ($R^2 = 0.726$). These findings should be interpreted within the purposively selected study sample rather than generalised to all home-based bread entrepreneurs in Tumpat. Practically, the findings indicate that entrepreneurship support programmes should prioritise financial record-keeping and costing, digital promotion, branding, and production planning to strengthen the sustainability of home-based bread enterprises.

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Keyword:

Bakery; Bread Business; Business Sustainability; Home-Based Business; Micro-Entrepreneurship; Tumpat

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Introduction

Home-based businesses have become increasingly important in supporting household income and local economic development. In rural and semi-rural communities, home-based businesses provide flexible opportunities for individuals to generate income without requiring large premises, high start-up capital or complex business infrastructure (Abdullah & Muhammad, 2020; Yusoff et al., 2020). Among the most common forms of home-based enterprise is the food-based business, including bread, cakes, pastries and other bakery products.

In Tumpat, Kelantan, home-based bread businesses have strong potential due to local demand for affordable, fresh and homemade food products. Bread is a common daily food item and can be produced in various forms such as buns, sweet bread, savoury bread, sandwich bread and traditional bakery products. The flexibility of home-based production allows entrepreneurs to operate from their homes, manage production according to customer demand and use social media platforms to promote their products (Mesta-Corral et al., 2024).

The RotiRakyat initiative highlights the potential of home-based bread business as a micro-entrepreneurship model that supports local entrepreneurship, household income and community wellbeing. However, the sustainability of such businesses depends on several important factors. These include entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity.

Many home-based entrepreneurs face challenges such as limited capital, weak marketing strategies, inconsistent production, lack of branding, poor financial records and competition from larger bakeries. Although social media has opened new opportunities for small entrepreneurs, not all home-based business owners have the confidence or skills to use digital platforms effectively (Ahmad & Seet, 2009; Musa & Chinniah, 2016). Therefore, this study examines the factors that influence the sustainability of home-based bread businesses in Tumpat.

Although prior Malaysian studies have examined family bakery sustainability and home-based food businesses more broadly (Misran et al., 2021; Mohd Yusof et al., 2024), empirical evidence focusing specifically on home-based bread businesses in rural Kelantan, particularly Tumpat, remains limited. In particular, there is limited evidence on how entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity jointly explain business sustainability in this local context. This study addresses this gap through the RotiRakyat initiative.

Problem Statement

Home-based bread businesses have the potential to improve household income and strengthen local entrepreneurship. However, many small-scale entrepreneurs face difficulty in sustaining their businesses over time. Some entrepreneurs begin their business informally without proper costing, pricing, branding or financial planning (Omar & Azmi, 2015). As a result, they may struggle to determine profit, manage expenses and plan for business growth.

Digital marketing is another important challenge. While platforms such as WhatsApp, Facebook, TikTok and Instagram can help promote products, many small entrepreneurs still depend on word-of-mouth marketing (Hassan & Ali, 2021). Limited digital skills may restrict their customer reach and reduce business visibility.

Product branding and packaging also influence customer perception. Homemade bread products may have good quality, but weak branding, unattractive packaging or inconsistent labelling can make it difficult to compete with larger bakeries (Musa & Chinniah, 2016). In addition, limited production capacity can affect business sustainability when entrepreneurs are unable to meet customer demand or maintain product consistency. Therefore, this study is important to examine the key factors that influence the sustainability of home-based bread

businesses. The findings can help identify areas where training, mentoring and community support are needed to strengthen micro-entrepreneurship in Tumpat.

Research Objectives

The objectives of this study are:

1. To examine the level of entrepreneurial competency, digital marketing capability, product branding, financial management, production capacity and business sustainability among home-based bread entrepreneurs in Tumpat.
2. To determine the relationship between entrepreneurial competency, digital marketing capability, product branding, financial management, production capacity and business sustainability.
3. To identify the factor with the largest standardised regression coefficient (β) in predicting home-based bread business sustainability.

Research Questions

This study is guided by the following research questions:

1. What is the level of entrepreneurial competency, digital marketing capability, product branding, financial management, production capacity and business sustainability among home-based bread entrepreneurs?
2. Is there a significant relationship between entrepreneurial competency, digital marketing capability, product branding, financial management, production capacity and business sustainability?
3. Which factor has the largest standardised beta coefficient (β) in predicting home-based bread business sustainability?

Research Hypotheses

The following hypotheses were developed:

- H1: Entrepreneurial competency has a significant positive relationship with business sustainability.
- H2: Digital marketing capability has a significant positive relationship with business sustainability.
- H3: Product branding has a significant positive relationship with business sustainability.
- H4: Financial management has a significant positive relationship with business sustainability.
- H5: Production capacity has a significant positive relationship with business sustainability.
- H6: Entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity significantly predict business sustainability.

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Conceptual Framework

This study consists of five independent variables and one dependent variable.

Independent Variables:

1. Entrepreneurial Competency
2. Digital Marketing Capability
3. Product Branding
4. Financial Management
5. Production Capacity
6. Dependent Variable:
7. Home-Based Bread Business Sustainability

The conceptual framework proposes that entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity influence the sustainability of home-based bread businesses in Tumpat.

Literature Review

Home-Based Business and Micro-Entrepreneurship

Home-based business refers to business activities that are operated within the home environment, using available household space, family labour and existing resources to generate income. This form of business is closely related to micro-entrepreneurship because it usually involves small capital investment, simple business operations, flexible working hours and informal customer networks (Mackloet et al., 2006). Home-based businesses are particularly relevant for women, low-income households, rural entrepreneurs and individuals who seek additional income while managing family or household responsibilities. In rural and semi-rural communities, this type of business provides an accessible pathway for individuals to participate in economic activities without the need for large premises, high rental costs or complex business infrastructure.

Micro-entrepreneurship plays an important role in supporting local economic development because it creates small-scale income opportunities and encourages self-employment among community members (Tambunan, 2019). Through micro-business activities, individuals are able to transform their skills, knowledge and available resources into products or services that can be marketed within their local area. In the context of food-based businesses, home-based entrepreneurship allows entrepreneurs to use existing cooking, baking and food preparation skills to produce marketable products such as bread, cakes, pastries and other homemade food items. This makes food-based micro-enterprises practical and suitable for communities where household skills can be converted into income-generating activities.

For home-based bread businesses, micro-entrepreneurship offers a practical model for strengthening household income and community wellbeing. Bread products are widely consumed and can be adapted to local taste, customer demand and affordable pricing. Entrepreneurs can operate from home, manage production according to orders and promote their products through local networks or digital platforms such as WhatsApp, Facebook, TikTok and Instagram. However, the sustainability of home-based micro-businesses depends

not only on product skills but also on entrepreneurial competency, financial management, branding, digital marketing capability and production capacity (Rahman et al., 2019). Therefore, home-based business should be understood as more than a small income activity; it can become a structured micro-enterprise model when supported by proper training, mentoring and community-based support systems.

Home-Based Bread Business

A home-based bread business is a practical form of food-based micro-enterprise because bread products are widely consumed by different groups of customers and can be produced in various forms according to local taste and market demand. Bread is commonly accepted as a daily food item and can be sold as buns, cream rolls, savoury bread, sweet bread, sandwich bread, mini bakery sets and other homemade bakery products. This flexibility allows home-based entrepreneurs to adjust their products based on customer preference, affordability and seasonal demand. In rural and semi-rural communities, home-based bread businesses are also suitable because entrepreneurs can operate from their own homes without the need to rent a shop or invest in large business premises (Mohd Yusof et al., 2024).

The operation of a home-based bread business requires more than baking skills. Entrepreneurs need to ensure consistency in taste, texture, size, quality, hygiene, packaging, costing and delivery. Since bread products are perishable and usually consumed fresh, production planning is important to avoid wastage and to maintain customer satisfaction. Entrepreneurs must also manage ingredients, equipment, production time and customer orders carefully. In addition, attractive packaging and clear labelling can help improve customer trust and make homemade bread products appear more professional in the local market (Goncharuk et al., 2023). Therefore, a home-based bread business needs proper operational management even though it is conducted on a small scale.

The sustainability of a home-based bread business depends on the entrepreneur's ability to manage production, maintain product quality, attract customers and control costs. Without proper costing, pricing and financial record keeping, entrepreneurs may find it difficult to determine profit and plan for business growth. At the same time, digital marketing through platforms such as WhatsApp, Facebook, TikTok and Instagram can help home-based bread entrepreneurs reach more customers and receive repeat orders (Misran et al., 2021). However, if the business remains informal and is not supported by proper branding, production planning and financial management, it may face difficulty in expanding or sustaining its operations. Therefore, home-based bread business can become a viable micro-entrepreneurship model when entrepreneurs are equipped with business skills, marketing capability and systematic production practices.

Entrepreneurial Competency

Entrepreneurial competency refers to the knowledge, skills, confidence and personal capability required to manage business activities effectively. In the context of micro-entrepreneurship, competency is important because many small entrepreneurs operate with limited capital, limited manpower and informal business systems (Al Mamun & Fazal, 2018; Hashim et al., 2018). For home-based entrepreneurs, business success depends not only on the ability to produce goods, but also on the ability to plan, organise, communicate and make decisions. Therefore, entrepreneurial competency becomes a key factor that helps entrepreneurs manage

daily operations and respond to changes in customer demand, market competition and business challenges.

For home-based bread entrepreneurs, entrepreneurial competency includes several important abilities such as product planning, customer service, sales management, time management, problem-solving and business decision-making. Product planning is needed to ensure that bread products are produced according to customer demand, taste preference and production capacity. Customer service is also important because home-based businesses often depend on repeat customers and local networks. In addition, entrepreneurs must be able to manage orders, arrange delivery, control production time and solve basic operational problems such as ingredient shortages, delayed orders or inconsistent product quality (Al Haq et al., 2025). These competencies help entrepreneurs operate their businesses more systematically even though the business is conducted from home.

Entrepreneurs with stronger entrepreneurial competency are more likely to sustain their home-based bread businesses because they are better prepared to manage risks and improve business performance. Competent entrepreneurs are usually more confident in making decisions, identifying customer needs and adapting their products to market demand. They are also more motivated to improve their skills, seek new opportunities and continue their business despite challenges. In the RotiRakyat study, entrepreneurial competency was identified as one of the important factors influencing home-based bread business sustainability, together with digital marketing capability, product branding, financial management and production capacity (Komarnicka, 2020). This shows that entrepreneurial competency is not only related to individual skills but also contributes directly to the long-term sustainability of home-based micro-enterprises.

Digital Marketing Capability

Digital marketing capability refers to the ability of entrepreneurs to use online platforms and digital tools to promote, communicate and sell their products effectively. In the current business environment, digital marketing has become an important strategy for micro-entrepreneurs because it allows them to reach customers beyond their immediate neighbourhood without requiring a physical shop (Wingwon et al., 2025). For home-based businesses, especially food-based businesses, online platforms provide a low-cost and flexible method to increase product visibility, receive orders and maintain customer relationships. This is particularly useful for small entrepreneurs who operate from home and have limited access to formal retail spaces or conventional advertising channels.

For home-based bread businesses, digital marketing capability may include the use of WhatsApp Business, Facebook, TikTok, Instagram and online customer groups to promote bread products and communicate with buyers. These platforms allow entrepreneurs to share product photos, update daily menus, announce promotions, receive customer feedback and manage repeat orders. Digital marketing also enables entrepreneurs to create a closer connection with customers by responding quickly to enquiries, sharing customer testimonials and showing the freshness or uniqueness of their homemade products (Wingwon et al., 2025). Through consistent online promotion, home-based bread entrepreneurs can strengthen customer awareness and expand their market reach within the local community.

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However, the effective use of digital marketing requires specific skills and confidence. Entrepreneurs need basic skills in product photography, caption writing, content posting, customer communication and online promotion. Attractive photos can influence customer interest, while clear captions can help explain product type, price, order method and delivery arrangement. At the same time, entrepreneurs must be able to communicate professionally with customers and manage online orders systematically. In the RotiRakyat study, digital marketing capability was identified as one of the important predictors of home-based bread business sustainability. This indicates that entrepreneurs who are able to use digital platforms effectively are more likely to attract customers, increase repeat orders and sustain their business over time.

Product Branding

Product branding refers to the process of creating a clear and recognisable identity for a product. Branding is important because it helps customers identify, remember and differentiate one product from other similar products in the market. In small and home-based businesses, branding may involve simple but meaningful elements such as product name, logo, packaging design, label, colour, product message and customer experience (Jahan et al., 2024). Although home-based businesses are usually small in scale, good branding can help improve customer perception and make the product appear more organised, trustworthy and marketable.

For home-based bread businesses, branding plays an important role in making homemade products more professional and attractive to customers. Bread products may be similar in terms of ingredients or basic form, but branding can help entrepreneurs highlight the uniqueness of their products, such as freshness, homemade quality, local taste, affordable price or special recipes. Clear packaging and labelling can also provide important information such as product name, price, contact number, order method and production date. These branding elements can increase customer confidence because buyers are more likely to trust products that are presented neatly and consistently.

Product branding also contributes to business sustainability because it helps entrepreneurs build customer recognition and loyalty. A home-based bread entrepreneur with a clear product identity may find it easier to promote products through social media, receive repeat orders and compete with other bakery sellers. Branding can also support word-of-mouth marketing because customers are more likely to recommend products that are easy to recognise and remember. In the RotiRakyat study, product branding was identified as one of the factors influencing home-based bread business sustainability, together with entrepreneurial competency, digital marketing capability, financial management and production capacity. This shows that branding is not only about appearance, but also about strengthening customer trust, market visibility and long-term business growth.

Financial Management

Financial management refers to the ability of entrepreneurs to manage business income, expenses, costing, pricing, savings and reinvestment in a systematic manner. In micro-entrepreneurship, financial management is an important factor because many small businesses operate with limited capital and depend on daily or weekly sales to continue their operations. For home-based entrepreneurs, proper financial management helps them understand how much money is spent on raw materials, packaging, utilities, transportation and other operating costs.

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Without clear financial records, entrepreneurs may find it difficult to determine whether their business is actually making a profit or merely covering basic expenses (Ahmad & Seet, 2009).

For home-based bread entrepreneurs, financial management is closely related to costing and pricing decisions. Bread production requires regular spending on ingredients such as flour, yeast, sugar, butter, eggs, fillings and packaging materials. If entrepreneurs do not calculate production costs accurately, they may set prices too low and reduce their profit margin. In addition, many micro-entrepreneurs face difficulty sustaining their business because they do not separate business money from personal or household money. This can create confusion in managing cash flow, paying for new ingredients and planning for future production (Lamatao & Sanchez, 2025). Therefore, simple financial practices such as recording daily sales, monitoring expenses and separating business funds are important for business continuity.

Proper financial management contributes directly to the sustainability and growth of home-based bread businesses. Entrepreneurs who understand their costs and profits are more likely to make better decisions about pricing, savings, reinvestment and business expansion. Reinvestment is particularly important because part of the profit can be used to purchase better equipment, improve packaging, increase production capacity or support marketing activities. In the RotiRakyat study, financial management recorded the largest standardised beta coefficient in the regression model for home-based bread business sustainability. This shows that even though product quality and marketing are important, the ability to control costs, manage income and plan reinvestment plays a central role in ensuring that the business can continue and grow over time.

Production Capacity

Production capacity refers to the ability of entrepreneurs to produce bread consistently according to customer demand, quality standards and available resources. In the context of home-based bread businesses, production capacity is not only related to the quantity of bread that can be produced, but also to the entrepreneur's ability to maintain product consistency, hygiene, freshness and timely delivery. Since bread products are usually consumed fresh, entrepreneurs need to plan their production carefully to ensure that the products meet customer expectations (Fitri et al., 2025). A strong production capacity allows entrepreneurs to fulfil orders, reduce wastage and maintain customer satisfaction.

For home-based bread entrepreneurs, production capacity includes several important elements such as equipment, time, labour, ingredient supply, hygiene and production planning. Entrepreneurs need suitable baking tools, sufficient workspace, reliable ingredient supply and proper time management to ensure smooth production. Hygiene is also an important aspect because food-based businesses require cleanliness during preparation, baking, packaging and delivery. However, many home-based entrepreneurs operate from small kitchens with limited equipment, limited storage space and limited labour support (Abd Razak et al., 2022). These limitations may affect their ability to increase production when customer demand rises.

Production capacity can influence business sustainability because entrepreneurs who are unable to produce consistently may lose customers or fail to meet repeat orders. Limited equipment and production space can restrict business growth, especially when demand increases during festive seasons, school events or community programmes (Das, 2023). Therefore, home-based bread entrepreneurs need proper production planning, basic equipment

support and guidance on hygiene management to improve their business operations. In the RotiRakyat study, production capacity was identified as one of the significant factors influencing home-based bread business sustainability, although its effect was lower compared to financial management and digital marketing capability. This indicates that production capacity remains important because it supports product consistency, customer trust and long-term business continuity.

Business Sustainability

Business sustainability refers to the ability of a business to continue operating, generate income, maintain customers and grow over time. In the context of micro-entrepreneurship, sustainability is important because many small and home-based businesses begin informally and may face challenges in maintaining long-term operations. A sustainable business is not only able to sell products, but also able to manage resources, control costs, respond to customer demand and adapt to market changes. For home-based entrepreneurs, business sustainability reflects the ability to continue generating income while balancing household responsibilities and limited business resources (Brunner et al., 2025).

In home-based bread businesses, sustainability can be seen through income stability, repeat customers, business continuity, product demand and future growth potential. Income stability shows whether the business is able to provide regular additional income to the household. Repeat customers indicate customer satisfaction and trust in the quality of the bread products. Business continuity reflects the ability of the entrepreneur to keep operating despite challenges such as rising ingredient costs, limited equipment, inconsistent demand or competition from other sellers. Product demand and future growth potential also show whether the business has opportunities to expand in terms of product variety, customer base and production volume.

Business sustainability is influenced by several internal business factors. In the RotiRakyat study, entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity were found to contribute to home-based bread business sustainability. Entrepreneurs who manage their finances properly, promote products through digital platforms, build clear product branding, maintain production consistency and possess strong business skills are more likely to sustain their businesses (Munandar et al., 2025). Therefore, business sustainability should be understood as the outcome of systematic business practices rather than sales alone. For home-based bread entrepreneurs, long-term sustainability requires continuous improvement in management, marketing, production and customer relationship strategies.

Methodology

Research Design

This study employed a quantitative, cross-sectional survey design (Abellana & Alonzo, 2025). This design was appropriate because the study measured entrepreneurial characteristics and business sustainability at a single point in time and examined the statistical relationships among the selected variables.

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Study Location

The study was conducted in Tumpat, Kelantan. The location was selected because it represents a local community setting where home-based food businesses, including bread and bakery products, have potential to support household income and community-based economic development.

Population and Sample

The study population comprised home-based food entrepreneurs, small bakery operators and individuals involved in micro-business activities in Tumpat. A total of 150 respondents were selected using purposive sampling (Gavilan, 2024). Purposive sampling was used because respondents were required to have experience or direct exposure to small-scale business activities. The inclusion of the broader micro-business group was considered relevant because the study assessed transferable enterprise capabilities—entrepreneurial competency, digital marketing, branding, financial management and production planning—that are directly relevant to the RotiRakyat home-based bread business model. Accordingly, findings are interpreted within this purposively selected sample and are not presented as population estimates for all home-based bread entrepreneurs in Tumpat.

Research Instrument

The study used a structured questionnaire consisting of two sections. Section A focused on demographic information, including gender, age, education level, business experience, type of business and monthly business income. Section B measured six constructs: entrepreneurial competency, digital marketing capability, product branding, financial management, production capacity and business sustainability.

A five-point Likert scale was used:

1 = Strongly Disagree
2 = Disagree
3 = Not Sure
4 = Agree
5 = Strongly Agree

Each construct contained five items, making a total of 30 questionnaire items. The independent variables were entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity. The dependent variable was business sustainability.

Measurement of Variables

Entrepreneurial Competency

Entrepreneurial competency refers to the knowledge, skills and confidence of entrepreneurs in managing home-based bread business activities.

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Code	Item
EC1	I am confident in managing a home-based bread business.
EC2	I understand how to plan daily bread production according to customer demand.
EC3	I am able to communicate effectively with customers.
EC4	I can solve basic problems related to my business operations.
EC5	I am motivated to improve my business skills from time to time.

Digital Marketing Capability

Digital marketing capability refers to the ability of entrepreneurs to use digital platforms to promote and sell bread products.

Code	Item
DMC1	I use social media to promote my bread products.
DMC2	I am confident in taking product photos for online promotion.
DMC3	I use WhatsApp, Facebook, TikTok or Instagram to communicate with customers.
DMC4	I know how to write simple promotional captions for my products.
DMC5	Digital marketing helps me reach more customers.

Product Branding

Product branding refers to the entrepreneur's ability to create a clear and attractive identity for bread products.

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Code	Item
PB1	My bread products have a clear name or identity.
PB2	I understand the importance of attractive packaging.
PB3	I believe product labelling can increase customer confidence.
PB4	I try to make my bread products different from competitors.
PB5	Good branding can help increase product sales.

Financial Management

Financial management refers to the ability of entrepreneurs to manage business costs, income, pricing and profit.

Code	Item
FM1	I record my business income and expenses.
FM2	I understand how to calculate the cost of producing bread.
FM3	I set product prices based on cost and expected profit.
FM4	I separate business money from personal or household money.
FM5	I reinvest part of my profit to support business continuity.

Production Capacity

Production capacity refers to the ability of entrepreneurs to produce bread consistently and meet customer demand.

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Code	Item
PC1	I have suitable equipment to produce bread at home.
PC2	I can produce bread consistently according to customer demand.
PC3	I can manage my time effectively during bread production.
PC4	I maintain cleanliness and hygiene during production.
PC5	I can increase production when customer demand increases.

Business Sustainability

Business sustainability refers to the ability of the home-based bread business to continue operating, generate income and maintain customer demand.

Code	Item
BS1	My bread business has the potential to continue in the long term.
BS2	My bread business helps generate additional household income.
BS3	My business receives repeat orders from customers.
BS4	I am confident that my bread business can grow in the future.
BS5	This business contributes to my family and community wellbeing.

Data Analysis

The data were analysed using descriptive statistics, reliability analysis, Pearson correlation and multiple regression analysis. Descriptive statistics were used to determine the level of each variable. Reliability analysis using Cronbach's alpha was conducted to assess the internal consistency of the instrument (Wadkar et al., 2016). Pearson correlation was used to examine the relationship between the independent variables and business sustainability. Multiple regression analysis was used to assess the combined predictive contribution of the independent variables. Comparisons of predictor strength were based on the standardised beta coefficients

(β), with the largest statistically significant standardised coefficient interpreted as the strongest influence within the regression model.

Findings

Demographic Profile of Respondents

A total of 150 respondents participated in the study. The demographic profile is presented in Table 1.

Table 1: Demographic Profile of Respondents

Demographic	Category	Frequency	Percentage
Gender	Male	42	28.0
	Female	108	72.0
Age	18–25 years	24	16.0
	26–35 years	48	32.0
	36–45 years	52	34.7
	46 years and above	26	17.3
Education Level	Primary school	12	8.0
	Secondary school	86	57.3
	Certificate/Diploma	38	25.3
	Degree and above	14	9.4
Business Experience	Less than 1 year	34	22.7
	1–3 years	66	44.0
	4–6 years	32	21.3
	More than 6 years	18	12.0

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Monthly Business Income	Below RM500	46	30.7
	RM501–RM1,000	62	41.3
	RM1,001–RM2,000	31	20.7
	Above RM2,000	11	7.3

The demographic findings show that most respondents were female, representing 72.0% of the total sample. Most respondents were aged between 26 and 45 years old, indicating that the sample was concentrated in economically active age groups. In terms of business income, most respondents earned between RM501 and RM1,000 per month from their business activities. Because the sample was purposively selected and included several categories of small-scale business participants, these demographic distributions describe the study sample and should not be interpreted as population prevalence for all home-based bread entrepreneurs in Tumpat.

Reliability Analysis

Reliability analysis was conducted using Cronbach's alpha. The results are presented in Table 2.

Table 2: Reliability Analysis

Construct	Number of Items	Cronbach's Alpha	Interpretation
Entrepreneurial Competency	5	0.908	Excellent
Digital Marketing Capability	5	0.876	Good
Product Branding	5	0.852	Good
Financial Management	5	0.924	Excellent
Production Capacity	5	0.861	Good
Business Sustainability	5	0.917	Excellent
Overall Instrument	30	0.951	Excellent

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The Cronbach's alpha values ranged from 0.852 to 0.924, indicating that all constructs had good to excellent reliability. The overall Cronbach's alpha value of 0.951 shows that the 30-item questionnaire had excellent internal consistency and was suitable for further statistical analysis (Adeniran, 2025).

Descriptive Analysis

Descriptive analysis was conducted to determine the level of each variable. The mean score interpretation was based on the following range:

1.00–2.33 = Low
2.34–3.66 = Moderate
3.67–5.00 = High

Table 3: Descriptive Statistics of Study Variables

Variable	Mean	Standard Deviation	Interpretation
Entrepreneurial Competency	4.11	0.54	High
Digital Marketing Capability	3.76	0.67	High
Product Branding	3.89	0.61	High
Financial Management	4.03	0.58	High
Production Capacity	3.72	0.69	High
Business Sustainability	4.08	0.55	High

The findings show that all variables recorded high mean scores. Entrepreneurial competency recorded the highest mean score among the independent variables, followed by financial management and product branding. This indicates that respondents generally reported strong business-related competencies relevant to the RotiRakyat enterprise model.

Digital marketing capability and production capacity recorded lower mean scores compared to other variables, although both remained within the high category. This suggests that respondents may still require additional support in online marketing, content creation, production equipment and scaling up production.

Business sustainability recorded a high mean score of 4.08, indicating that respondents generally perceived the home-based bread business model as having potential for continuity, income generation and household wellbeing.

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Pearson Correlation Analysis

Pearson correlation analysis was conducted to examine the relationship between the independent variables and business sustainability.

Table 4: Pearson Correlation between Independent Variables and Business Sustainability

Independent Variable	Business Sustainability
Entrepreneurial Competency	$r = 0.742$, $p < 0.001$
Digital Marketing Capability	$r = 0.768$, $p < 0.001$
Product Branding	$r = 0.691$, $p < 0.001$
Financial Management	$r = 0.804$, $p < 0.001$
Production Capacity	$r = 0.636$, $p < 0.001$

The findings show that all independent variables had positive and significant relationships with business sustainability. Financial management recorded the strongest bivariate relationship with business sustainability ($r = 0.804$, $p < 0.001$). This indicates that, within the study sample, stronger financial management practices were associated with higher business sustainability.

Digital marketing capability also showed a strong positive relationship with business sustainability, with $r = 0.768$, $p < 0.001$. This suggests that entrepreneurs who use digital platforms effectively are more likely to attract customers and maintain sales. Entrepreneurial competency was also strongly related to business sustainability, with $r = 0.742$, $p < 0.001$.

Product branding showed a strong relationship with business sustainability, while production capacity showed a moderate-to-strong relationship. Therefore, H1, H2, H3, H4 and H5 were supported.

Multiple Regression Analysis

Multiple regression analysis was conducted to identify the predictors of business sustainability.

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Table 5: Multiple Regression Analysis Predicting Business Sustainability

Predictor	Unstandardised B	Standard Error	Standardised β	t-value	Sig.
Entrepreneurial Competency	0.214	0.064	0.226	3.344	0.001
Digital Marketing Capability	0.261	0.058	0.304	4.500	< 0.001
Product Branding	0.171	0.061	0.183	2.803	0.006
Financial Management	0.319	0.067	0.347	4.761	< 0.001
Production Capacity	0.138	0.055	0.154	2.509	0.013

Model Summary:

$R = 0.852$
$R^2 = 0.726$
Adjusted $R^2 = 0.716$
$F = 76.324$
$p < 0.001$

The regression results show that entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity significantly predicted business sustainability. The regression model explained 72.6% of the variance in business sustainability ($R^2 = 0.726$; adjusted $R^2 = 0.716$; $F = 76.324$, $p < 0.001$). This result indicates strong explanatory power within the study sample, rather than a population estimate for all home-based bread entrepreneurs in Tumpat.

Financial management had the largest standardised beta coefficient in the regression model ($\beta = 0.347$, $t = 4.761$, $p < 0.001$). Thus, financial management exerted the strongest statistical influence on business sustainability among the predictors included in the model. Respondents reporting stronger practices in cost management, pricing, profit monitoring and reinvestment also tended to report stronger business sustainability.

Digital marketing capability had the second-largest standardised beta coefficient ($\beta = 0.304$, $t = 4.500$, $p < 0.001$), indicating that online promotion and digital customer communication made an important independent contribution to business sustainability after the other predictors were taken into account.

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Entrepreneurial competency also significantly predicted business sustainability, with $\beta = 0.226$, $t = 3.344$, $p = 0.001$. This shows that business confidence, planning and problem-solving skills are important for home-based entrepreneurs.

Product branding and production capacity were also significant predictors, although their effects were smaller. This suggests that attractive product identity and consistent production are important but may require support from stronger financial and marketing practices.

Summary of Hypothesis Testing

Table 6: Summary of Hypothesis Testing

Hypothesis	Statement	Result
H1	Entrepreneurial competency has a significant positive relationship with business sustainability.	Supported
H2	Digital marketing capability has a significant positive relationship with business sustainability.	Supported
H3	Product branding has a significant positive relationship with business sustainability.	Supported
H4	Financial management has a significant positive relationship with business sustainability.	Supported
H5	Production capacity has a significant positive relationship with business sustainability.	Supported
H6	Entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity significantly predict business sustainability.	Supported

The hypothesis testing results show that all proposed hypotheses were supported. Within the study sample, entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity were significantly associated with and jointly predicted business sustainability.

Discussion

Within the context of the RotiRakyat study, the findings indicate that the home-based bread business model has potential as a micro-entrepreneurship pathway in Tumpat. The high mean score for business sustainability suggests that respondents generally perceived this business model as a practical way to generate additional household income and support local economic activity. Because the sample was purposively selected, these findings should be interpreted as context-specific rather than generalised to all home-based bread entrepreneurs.

Financial management had the largest standardised beta coefficient in the regression model (β = 0.347). This finding is important because many micro-entrepreneurs operate informally and may not practise systematic financial recording. Without proper costing and pricing, entrepreneurs may sell products without knowing their actual profit (Citrawati et al., 2026). Therefore, financial literacy, cost calculation, record-keeping and reinvestment planning should be prioritised in programmes designed to strengthen home-based bread businesses.

Digital marketing capability was also a strong predictor of business sustainability. This shows that social media and online platforms are important tools for home-based entrepreneurs. Since home-based bread businesses may not have physical shops, digital promotion helps entrepreneurs reach customers through WhatsApp, Facebook, TikTok and Instagram. Entrepreneurs who are able to use digital marketing are more likely to increase visibility, receive repeat orders and expand their customer base.

Entrepreneurial competency also influenced business sustainability. Entrepreneurs who are confident, motivated and able to manage daily operations are more likely to continue their business. This suggests that training programmes should focus not only on baking skills but also on customer service, business planning and problem-solving (Hossain, 2025).

Product branding was also significant. This indicates that customers may be influenced by product name, packaging, labelling and product identity. Home-based products need to appear trustworthy and attractive in order to compete with larger bakeries. Branding can help entrepreneurs differentiate their products in the local market.

Production capacity had the lowest but still significant effect on business sustainability. This suggests that home-based entrepreneurs may face limitations in equipment, space, time and labour (Tyas & Hutama, 2021). Therefore, support in production planning, equipment assistance and hygiene management can help entrepreneurs improve their capacity.

Overall, the study shows that the sustainability of home-based bread business depends on a combination of financial, marketing, entrepreneurial, branding and production factors.

Implications of the Study

This study provides several practical implications for micro-entrepreneurship development. First, home-based bread entrepreneurs should receive hands-on financial management support covering daily record-keeping, ingredient costing, pricing, cash-flow monitoring and separation of household and business funds. Second, support agencies should provide practical digital marketing training in product photography, promotional content, customer communication and the use of WhatsApp, Facebook, TikTok and Instagram. Third, branding support should focus on product naming, labelling, packaging and consistent visual identity. Fourth, production support should include production scheduling, hygiene, equipment planning and strategies for responding to fluctuations in demand. Local agencies, universities and community organisations can operationalise these priorities through structured mentoring, market-linkage activities and periodic follow-up of business progress.

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Recommendations

Based on the findings, several recommendations are proposed to strengthen the sustainability of home-based bread businesses under the RotiRakyat initiative. First, financial management training should be provided to home-based bread entrepreneurs because financial management recorded the largest standardised beta coefficient in the regression model. Entrepreneurs need practical guidance in recording income and expenses, calculating production costs, setting appropriate prices and separating business money from household money. In addition, a simple costing and pricing template for bakery products should be developed to help entrepreneurs identify the actual cost of ingredients, packaging, labour and profit margin (Khair et al., 2025). This will enable them to make better pricing decisions, avoid losses and plan for reinvestment in their business.

Second, entrepreneurs should be supported through digital marketing, branding and product presentation training. Digital marketing workshops using WhatsApp, Facebook, TikTok and Instagram should be conducted to help entrepreneurs promote their bread products more effectively, communicate with customers and expand their market reach. At the same time, assistance should be given in developing product names, labels and packaging so that homemade bread products appear more attractive, professional and trustworthy. A local RotiRakyat brand identity can also be created to strengthen community-based marketing and increase customer recognition. This collective branding approach may help small entrepreneurs compete more confidently in the local market.

Third, support should be given to improve production capacity, market access and business monitoring. Entrepreneurs need guidance on hygiene, food safety and production consistency to ensure that bread products meet customer expectations. Group-based ordering systems can be established for schools, offices and community events to create more stable demand for home-based bread products. Collaboration with local suppliers should also be encouraged to reduce ingredient costs and improve access to raw materials. In addition, entrepreneurs should be supported with basic baking equipment or micro-grants to improve production efficiency. Finally, regular mentoring and follow-up sessions should be conducted to monitor business progress, identify challenges and provide continuous support for long-term business sustainability (Khan et al., 2025).

Conclusion

This study examined the factors influencing the sustainability of home-based bread businesses in Tumpat through the RotiRakyat initiative. The findings showed that entrepreneurial competency, digital marketing capability, product branding, financial management and production capacity were positively and significantly related to business sustainability. In the multiple regression model, financial management recorded the largest standardised beta coefficient ($\beta = 0.347$), followed by digital marketing capability, entrepreneurial competency, product branding and production capacity. The model explained 72.6% of the variance in business sustainability ($R^2 = 0.726$).

The study concludes that the home-based bread business model can serve as a practical microenterprise pathway for strengthening local entrepreneurship and household income within the RotiRakyat context. Practical support should prioritise financial record-keeping and costing, digital promotion, branding, production planning and sustained business mentoring.

These actions provide a clearer pathway for entrepreneurs and support agencies to translate the study findings into practice. Given the purposive and heterogeneous sample, the findings should be interpreted within the study context and not generalised uncritically to all home-based bread entrepreneurs in Tumpat.

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