

## THE RELATIONSHIP BETWEEN ENTREPRENEURIAL ORIENTATION (EO) AND MOSQUE PERFORMANCE

ASNIDA ABD HAMID<sup>1</sup>, NURUL FADLY HABIDIN<sup>2</sup>, FIDLIZAN MUHAMMAD<sup>3</sup>,  
ZAINIZAM ZAKARIA<sup>4</sup> & ALLIA JAAFAR<sup>5</sup>

<sup>1,2,5</sup>Department of Management and Leadership, Universiti Pendidikan Sultan Idris, 35900 Tanjung Malim,  
Perak, Malaysia

<sup>3,4</sup>Department of Economic, Universiti Pendidikan Sultan Idris, 35900 Tanjung Malim, Perak, Malaysia

### ABSTRACT

This paper studied about the Entrepreneurial Orientation (EO) dimensions towards the Mosques performance. The dimension of EO that had been determined are innovativeness, risk taking and proactiveness. This paper tends to classify how EO and the dimensions directly affect the performance of the mosques. In addition, the EO dimensions identified in this are those which related to the context of the mosque. The relationship the dimensions of EO and mosque performance is proved by the use of Structural Equation Model (SEM) as recommended. Then, the hypothesis can be generated based on the model of the proposed research and the literature review. It is being shown that the EO could improve the mosque performance better to be as a benchmark for others mosque in Malaysia especially and as well as in the world. Moreover, the better organized mosque would lead to increased performance and develop more.

**KEYWORDS:** Entrepreneurial Orientation (EO), Mosque Performance, Innovativeness, Risk Taking and Proactiveness