

THE IMPORTANT OF LEADERSHIP IN CONFIRMING THE SUCCESS OF HERBAL INDUSTRIES IN MALAYSIA

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Abstract

This research investigates the importance of leadership in confirming the success of every herb industry business in Malaysia. The research focused issues on quality. The relationship between leadership and quality will be measured. The reason of choosing this topic to show the important of leadership in relation of producing quality product which can be marketed successfully in Malaysia and globally. The quantitative approach was used to measure the possible relationship between the leadership and quality product. Structural equation modelling was conducted using AMOS 18 to measure the relationship. 300 respondents from herbal industries in Malaysia had involved in this research. There will be lots of activities; systems, procedure and regulation need to be followed. Many things need to be done by leader in order to produce quality products. Only organizations which status as small, medium industry and registered with Ministry of Health (MOH) had involved in this research. The results give positive relationship between the two variables (Leadership and product quality). This research will benefit to all Malaysian SME that involve in herbal business.

Keywords: Leader, Quality, Quality product.

