

Profiling SME Entrepreneurs' Integrity in Shah Alam Malaysia: Evidence from Rasch Person Measures

Amal Hayati Ishak, Siti Khadijah Ab Manan, Noorul Huda Sahari & Rafeah Saidon

Academy of Contemporary Islamic Studies Universiti Teknologi MARA Shah Alam Malaysia

[https://doi.org/10.35609/gcbssproceeding.2026.1\(88\)](https://doi.org/10.35609/gcbssproceeding.2026.1(88))

ABSTRACT

This study profiles integrity levels among SME entrepreneurs in Shah Alam using Rasch Model analysis derived from a calibrated 40-item integrity scale grounded in Kayes et al.'s organisational integrity domains. Using registered SME listing provided by the Registrar of Companies as the sampling frame, 90 firms were approached but only 31 responses were obtained. Integrity measures were compared descriptively across firm age groups, sector categories and certification status, supported by integrity-tier classification and a sensitivity view excluding maximum extreme respondents. The results indicate that integrity is more consistently high among long-established firms (above 21 years), while early-stage firms (below 5 years) show lower integrity. Certification differentiates integrity more clearly than sector: SIRIM-certified SMEs cluster at higher integrity levels, whereas entrepreneurs with unknown certification status cluster at the lowest levels. The findings support targeted integrity capability-building to strengthen stakeholder trust and SME resilience.

JEL Codes:

Keywords: integrity; entrepreneurs; SMEs; Rasch model; profiling; certification