

Acehnese Immigrants' Entrepreneurs in Malaysia: Motivation and Success Factors

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Abstract: *This study was conducted with the express attention of adding to the existing theory of entrepreneurship literature relating to immigrant entrepreneurship. It attempt to better understanding the motivation of Acehnese immigrant entrepreneurs to start business in Malaysia and the success factors contributing to their business by adopting the grounded theory approach. The qualitative method was utilized to this study. The data get from the success Acehnese immigrant entrepreneurs in Malaysia. From the results shown that motivation of the Acehnese immigrant entrepreneurs to do business in Malaysia due to economic depression, see the opportunity in the business, encouraged by friend, desire to generate more income and also inspired by friends' success. Entrepreneurs' success factors were work experience and personal characteristic, while enterprise successes are measured by survivability and expansion of businesses. All respondent want to go back to Aceh someday if the condition is better.*

Keywords: *Immigrants' entrepreneurs, Push factors, pull factors, Motivation, Enterprise success.*

1. INTRODUCTION

The important role of small businesses play as the basic ingredients of employment creation, poverty reduction, innovation, diversification and growth of the economies of nations cannot be underestimated. Small businesses are so vital to the development of nations, especially the developing ones that when small businesses fail, they exert huge negative impact on the economies of nations (Okpara & Wynn, 2007). Researchers (Dennis, Phillips & Starr, 1994; Tse & Soufani, 2003; Thurik & Wennekers, 2004; Gray, Foster & Howard, 2006; Edmiston, 2007) agree small businesses play a very important role in the development of every economy. However, whether small businesses are more innovative than large organizations is still debatable (Dennis, Phillips & Starr, 1994; Edmiston, 2007).

Neufeldt (1988) defines an entrepreneur as 'a person who organizes and manages a business undertaking, assuming the risk for the sake of the profit'. Bahae and Prasad (1992) argued that not only an individual, but a small group, a medium sized institution of higher learning, a large commercial organization, a city-state, or even a nation-state such as the Republic of Ireland could be an entrepreneur. The essence of entrepreneurship, they posit, lies in taking an initiative to engage in an enterprise, be it business or charity or self-promotion.

The importance of small and large businesses in job creation, income generation and economic growth cannot be underrated but entrepreneurs encounter some challenges as they operate their businesses. For instance, Coleman (2008) has asserted that individuals who operate successful businesses are generally wealthier than people who are employed by owners of businesses. Small businesses are very often associated with entrepreneurship and entrepreneurship creates economic growth in several ways (Coulter, 2003). Entrepreneurs may create and enter markets with new goods and services (Acs & Audretsch, 1990; Acs & Audretsch, 2003). Also, entrepreneurs may enter markets with new and better products. Introducing new and better products to markets by entrepreneurs may increase the choices that consumers can make and increase competition in the markets. Thus, entrepreneurship may reduce the costs of goods and services and increase the purchasing power of consumers. Therefore, entrepreneurs are regarded as "role models to be copied and admired for their innovation, business acumen, risk-taking and daring sense of purpose" (Beaver, 2002).

Blanch flower and Oswald (1998) and King, Barber, and Morgenthaler (2007) have asserted that entrepreneurs compare the incomes they can earn as self-employed individuals to the income they earn as employees, and decide whether or not they want to undertake their own business ventures. The decision of an individual to become an entrepreneur is positively influenced by the individual's managerial skills and negatively influenced by the income an individual expects from an employer (Goedhuys & Sleuwaegen, 2000). Irrespective of the theoretical models which support the creation of new businesses, entrepreneurship is a noteworthy activity in job creation and economic growth in every country. For instance, Bednarzik (2000) has stated that in every country, entrepreneurs create new establishments and expand existing ones. However, as entrepreneurs establish new businesses and expand existing ones, some existing businesses dissolve operations.

2. PROBLEM STATEMENT

According to Yusuf (2008), some immigrants possess high motivation and are self determined to dissolve economic disadvantages. There are also evidences that immigrants are trapped in the feeling of alienation and loneliness due to socioeconomic degradations. Migration entails set of engulfing life events (losses, change, conflict, and demand). Previous researches about occupational status of Indonesian immigrant demonstrate that they face desperate occupational conditions. However, few studies have been conducted on the nature of occupational among Indonesian immigrants in Malaysia.

There are over 500,000 contract workers from Indonesia in Malaysia, another half a million Indonesians are estimated to be working in the country illegally. The flow of Indonesian immigrants to Malaysia has been noticed since as early as 1960's and 1970's due to the open policy adopted by Malaysia to meet its acute shortage of labor force in its multi-sectoral developmental activities. However, in the mid 1980's, it changes from a steady stream to a flood. The major cause for the change was the New Economic Policy (NEP) adopted by the Malaysian Parliament and rapid industrialization (Yusuf, 2008).

Acehnese comprise the largest caseload of asylum seekers and refugees in Malaysia. An understanding of the ethnic and religious insurgency confronted by the Indonesian government since the founding of the independent state of Indonesia, particularly Aceh, is crucial in reviewing the plight of the Acehnese. Aceh lies on the northern tip of the island of Sumatra, just west of Malaysia across the Malacca Strait. In 1959 Aceh was given the status of a special territory, but this did not satisfy the Acehnese. For them, the Javanese-dominated central government had replaced the Dutch as colonial rulers and had to be resisted. The war with Jakarta began in 1976 when Gerakan Aceh Merdeka-GAM (Free Aceh Movement) was established as an armed resistance group. Building on a history of trade and travel across the Malacca Strait, many Acehnese fled to Malaysia and GAM maintained an operational headquarters for a number of years beginning in the 1980s. Many more fled to Malaysia during the height of counter-insurgency operations in 1990-3 (Kaur, 2007).

Acehnese are now living through the mastery of luxury retail shops and hair scissors around niche, especially in housing estates and villages in Malaysia. Although initially only ride-owned local shops, they are adapt local culture to build colonies through the retail business and eventually forced local paper mats because it can not compete with immigrants. The existence of Acehnese, which was originally concentrated around the capital, is now existence in the whole country up to remote areas in the East Coast, North and South Peninsula. They are supported by earlier emigrated to Malaysia (Abdullah, 2009). Harian Metro reports most grocery stores of several areas in Gombak, especially in Sungai Tua, Kampung Changkat, Kamariah Park, Batu 5 Gombak and surrounding Administrator, Ampang and Kampung Cheras Baru, have dominated by the Acehnese community (Abdullah, 2009).

Acehnese entrepreneurs not only succeeded in widening the business empire in the great competition, but also provide great slap to the dealer from among Chinese and Indian. They proceeds sale between RM80 - RM100 thousand a month (Fudzail, 2009). It is believed that Acehnese helps each other for their success. Shops that have small spaces given to small traders from Aceh and the results, the small traders grow in other areas. There are no supports from the government and banks. Results from the hard work and business strategies can be as a guide to the Malay traders (Fudzail, 2009).

This study was designed to identify the motivation of Acehnese immigrant entrepreneurs to start business, and what they consider are the most important things they need to operate their businesses profitably. In order to accomplish this purpose, the following objectives of this research are; to investigate the motivation confronting Acehnese immigrants entrepreneurs in Malaysia to start

businesses and to investigate Acehnese immigrants' entrepreneurs regard as the most important for the success of their business in Malaysia.

3. LITERATURE REVIEW

3.1. Self Employment

Researchers (Evans & Leighton, 1989; Borjas & Bronars, 1989; Fairlie & Meyer, 1996) have conducted many studies on self-employment. Ruiz-Vargas (2000) has noted that individuals who are self-employed have the wherewithal with which to establish their businesses. Also, Quinn (1997), and Borjas and Bronars (1989) have stated that individuals who have college education are more likely to establish their businesses than those who have no college education. Beaver (2002) has stated that describing small businesses is much easier than defining small businesses and that there is no generally accepted definition of small businesses. In every country, there are certain criteria, such as the "number of employees, sales volume, and value of assets" which are used to classify businesses (Longenecker, Moore, Petty & Palich, 2006). How businesses are classified in any country, however, is a reflection of "the nature and composition of that country's economy" (Beaver, 2002). The definitions of small businesses also may reflect sectors of the economy in which the business operates. For instance, in the office machinery manufacturing industry in the United States, a firm is deemed a small enterprise when it employs less than 1000 people. However, in the confectionary wholesale industry, an enterprise that employs less than 100 people is regarded as a small business (Coulter, 2003). Irrespective of how small businesses are defined, they play a pivotal role in job creation and economic development in every country (Lawrence, 2008).

3.2. Immigrants and Small Businesses

Beaver (2002) has stated that describing small businesses is much easier than defining small businesses and that there is no generally accepted definition of small businesses. In every country, there are certain criteria, such as the "number of employees, sales volume, and value of assets" which are used to classify businesses (Longenecker, Moore, Petty & Palich, 2006). How businesses are classified in any country, however, is a reflection of "the nature and composition of that country's economy" (Beaver, 2002). For example, the European Commission has defined small and medium businesses as follows: Micro-businesses are very small firms which employ less than 10 people. Small businesses employ between 10 and 99 people. Medium businesses employ between 100 and 499 (Beaver, 2002). Irrespective of how small businesses are defined, they play a pivotal role in job creation and economic development in every country (Lawrence, 2008). Copious research has been conducted on small businesses owned by immigrants in the United States (Abor & Adjasi, 2007; Ibrahim, Angelidis & Parsa, 2008) but much of the research is centered on businesses owned by immigrants from China, Korea, Arabic-speaking countries, and Spanish-speaking countries from central and southern America. Using phenomenological qualitative research methodology, Abrhiem (2005) for instance, studied Arab Americans' entrepreneurial success in Michigan. He concluded that the factors that have led to the success of Arab American entrepreneurs include the motivation to achieve success, cordial customer services, social networking, and proper planning.

Amankwah (2004) has studied the creation and operation of Ghanaian immigrant small businesses in Columbus, Ohio. He concluded that Ghanaian immigrant small businesses in Columbus, Ohio, are embedded in neighborhoods where Ghanaian immigrants live (ethnic enclaves). Again, Amankwah (2004) noted that Ghanaian entrepreneurs in Columbus establish not only their businesses, but also social networks by joining various associations. Joining different associations enables Ghanaian entrepreneurs to create customer loyalty and gather information about the Ghanaian community which may not be reported by the media. Therefore, Amankwah (2004) concluded that embeddedness, social networking and acculturation are factors, which influence the success of Ghanaian immigrant entrepreneurship in Columbus, Ohio.

Asian-owned businesses have been studied by many researchers (Bates, 1999; Smallbone, Bertotti & Ekanem, 2005; Zhang & Yang, 2006; Li & Matlay, 2006). Bates (1999) for example, studied self-employed immigrants from Asia who were either pushed or pulled into operating small businesses in the United States. Bates (1999) concluded in his study "self-employment is often a form of underemployment among Asian immigrants" because the incomes made by small business owners are meager. All the same, some Asian immigrants take up small businesses because most of them have difficulty getting paid-jobs and therefore perceive self-employment as the only alternative to

joblessness. Bates (1999) has concluded that very often when Asians who have good education get jobs that suit their skills, they abandon their small businesses to take up those jobs for better remuneration.

3.3. Entrepreneurship and Motivation

Literature on entrepreneurship has acknowledged the importance of motivation as among the key factors for one to start his/her own business. Motivation refers to psychological traits. Entrepreneurs are said to be individuals who possess personal characteristics such as desire to seek achievements, ability to take risk, having certain leadership styles and have undergone a process of socialization related to business (Brockhaus & Horowitz, 1986) although the degree in which these traits motivate entrepreneurs may vary from one society to another. Motivation also refers to “opportunity structure, an “objective” structure of economic opportunity and a structure of differential advantage in the capacity of the system’s participants to perceive and act upon such opportunities”(Glade, 1967:251 as cited in Thorton, 2009). This in turn points to the social context that turns one into an entrepreneur, such as the influence and roles of markets and firms on the individuals who become entrepreneurs (Thorton, 2009).

Gilad and Levine (1986) proposed two closely-related explanations of entrepreneurial motivation, the “push” theory and the “pull” theory. The “push” theory argues that individuals are pushed into entrepreneurship by negative external forces, such as job dissatisfaction, difficulty finding employment, insufficient salary, or inflexible work schedule. The “pull” theory contends that individuals are attracted into entrepreneurial activities seeking independence, self-fulfillment, wealth, and other desirable outcomes. Research (Keeble et al., 1992; Orhan and Scott, 2001) indicates that individuals become entrepreneurs primarily due to “pull” factors, rather than “push” factors.

3.4. Entrepreneurship and Constraints

Entrepreneurship entails enormous risks but the desire to be self-employed lures many individuals and groups of people in the United States into establishing their own businesses (Anetomang, 2009). The desire of people to take the risk to establish their own enterprises is buoyed by the vision of becoming their own boss, making more money and attaining social recognition (Kim, Aldrich & Keister, 2006). Hence, the constraints faced by entrepreneurs, however, often force them out of business or prevent them from realizing their dreams for establishing their businesses (Anetomang, 2009). Some of the constraints which nascent entrepreneurs face in the United States include lack of start-up capital, education and work experience (Kim, Aldrich & Keiser, 2006).

Kim, Aldrich and Keiser (2006) have emphasized that the availability of financial resources, the knowledge an individual has in the business he or she wants to invest in, and the level of education the individual has often determine the individual’s success or failure in a business venture. Fairlie (2004) has concluded that there has been a significant increase in the number of self-employed Asian-Americans, Hispanic and African Americans in the past 15 years. However, Levenson and Willard (2000), and Hurst and Lusardi (2004) have argued that lack of start-up capital is a factor that may prevent burgeoning entrepreneurs from starting their own businesses. But, in the United States, start-up capital is not a deterrent to small business establishment. Most entrepreneurs who establish small businesses start with little initial capital and even those who do not have start-up capital can get loans from financial institutions. Therefore, in the United States, wealth is not a major constraint in starting an enterprise (Hurt & Lusardi, 2004).

3.5. Strategies and Small Businesses

Thompson and Strickland (1998) have posited “A company’s strategy is the “game plan” management has for positioning the company in its chosen market arena, competing successfully, pleasing customers, and achieving good business performance”. Thus, the strategy of any organization (small or large) consists of competitive measures and approaches, which business owners and managers employ to operate their enterprises. Furthermore, Robbins and Coulter (2004) have defined strategic management as “that set of managerial decisions and actions that determines the long-run performance of an organization”. How well organizations perform depends on their strategies and how effectively they implement those strategies. Moreover, Bateman and Snell (2004) have stated that strategic planning “involves making decisions about the organization’s long-term goals and strategies”. Hence, strategic planning involves looking far into the future to achieve specific goals for an organization. The literature reviewed shows that strategic management hinges on strategic

planning. However, strategic management of businesses is often linked to large and established organizations (Beaver, 2002; Certo, 2003). But knowing the direction at which a business is going is as important to large businesses as it is to small businesses.

In spite of the important roles small businesses play in every country in job creation, innovation and economic growth, the significance of strategic management has not yet been felt by many small business owners (Beaver, 2002; Meers & Robertson, 2007). Beaver (2002) has argued that small businesses sometimes fail because of inadequate accounting procedures and the inability of business owners to manage growth rate due to lack of proper management measures. He has emphasized that many small businesses fail because there: appears to be an overall lack of strategic management skills and abilities beginning with an inability to articulate a strategy to reach the customers(s) and ending with a failure to develop an adequate system of performance measurement and control. Strategic business planning has been associated with performance in small businesses in many dimensions (Gibson & Cassar, 2005; Meers & Robertson, 2007). For instance, Smith (1998) has determined that firms that use strategic planning tools will surely perform better than those which simply follow their cognitive directions. Businesses, both small and large often face turbulent times owing to changes in taste, advancement in technology, emerging competitors and economic restructuring. However, some researchers argue that it is imperative for every business owner to make good use of planning tools (Al Ghamdi, 2005).

4. METHODS

The approach taken by this research is tailored to respond to the research questions, it utilizes a qualitative method of data collection, analysis and interpretation of a topic. Morse and Richards (2002) identified three key methods of qualitative research; phenomenology, ethnography and grounded theory. This study used grounded theory as suggested by Merriam and Simpson (2000) who referred to grounded theory as particularly suited to examine a phenomenon about which little is known. Moreover, as pointed out by Strauss and Corbin (1994), grounded theory is also capable of generating new and exciting ideas from an otherwise already exhaustively investigated subject. Grounded theory provides a useful tool to organize, manage and conceptualize data. Starting with the researcher's vision and ideas of possible routes of inquiry, the techniques and procedures provide the means of accomplishing.

For the purpose of this study, the following terms have these meanings:

Acehnese Immigrants. Residents of the Malaysia born in Aceh but have immigrated to the Malaysia.

Entrepreneurs. The founder or owner of profit oriented corporation who is actively involved in the organization, management, and decision making functions of the corporation.

5. DATA COLLECTION

The focus of data collection in this study was Acehnese immigrants in Malaysia who have been operating their businesses for three or more years. In qualitative research, the researcher carefully selects a sample of participants whose number is between 5 and 25 (Creswell, 1998; Creswell, 2003; Leedy & Ormrod, 2005) to be interviewed. Rudestam and Newton (2001) have stated that "most phenomenological studies engage a relatively small number of participants, 10 might be appropriate for a relatively long time, at least 2 hours." In this study, 7 Acehnese immigrants who operate their businesses in Malaysia were selected from different parts of the city of Malaysia for the study. Random samples are of little use in a qualitative research. Rather, the emphasis is on purposeful, or theoretical sampling, in which the researcher seeks out the informants that can provide the richest and most detailed data on the subject in question (Patton, 2002; Siedman, 1991). Since the focus is on collecting detailed, in depth information, the number of respondents is kept small. The main criterion for judging sample size is that of saturation of information. When the researcher begins to hear the same theme being reported over and over again no longer learns anything new from participants, it is evident that a category is saturated (Glaser and Strauss, 1967), and thus data collection is complete.

The interviews represent the respondents' opinions, ideas and perceptions of the following questions to answer the research questions in the study such as:

- Motivations – why did they start?
- Constraints - the constraints they face in operating and develop the businesses
- Success factors

6. RESPONDENTS' PROFILE

The Acehnese's entrepreneurs were approached directly by researcher to participate in in-depth face to face interviews. The respondents were chosen based on categorized as successful entrepreneurs in Malaysia. Seven semi structure in-depth interviews were successfully conducted between 50 minutes and, 1 hour and 15 minutes, at their own convenience. Also, interviews with participants were video-recorded. Participants did more of the talking, which was interjected occasionally with questions from the researcher. To ensure the privacy of the participants in this study, all recorded interviews were kept confidential. A code name was established for each respondent, as shown in table 1.

Table1. Code name was established for each respondent

No	Name	Code Name	Start-up Year	Type of Business
1.	H. Harun Ali	Respondent 1	1989	Retail shop
2.	H. Mansur Usman	Respondent 2	1986	Retail shop
3.	H. Mansur Kasim	Respondent 3	1987	Retail shop
4.	H. Muhammad Isa	Respondent 4	1987	Retail shop
5.	Musri Abdullah	Respondent 5	1995	Retail shop
6.	H. Said Iskandar	Respondent 6	1990	Retail shop
7.	Anwar Bin Abdullah	Respondent 7	1989	Retail shop

7. VALIDITY OF THE STUDY

Creswell (2003) has concluded that validity is very important in qualitative research. To meet the test of credibility, Creswell (2003) has suggested eight ways in which researchers can check the accuracy of information provided by respondents such as triangulation and member-checking. The validity of this study was ensured by recording vivid descriptions of the information gathered from participants and by going back to the participants to show them the data they had given earlier (member-checking), after the data had been transcribed and summarized. And participants approved the authenticity of the data collected from them.

8. RESULTS AND DISCUSSION

From the in-depth interview with seven Acehnese's immigrant entrepreneurs, the three main sections will be discusses as motivation to do business, entrepreneurs' factors, and enterprise success as below.

8.1. Motivation Factors

As the purpose of the study to find out of motivation of Acehnese immigrant entrepreneurs, thus the discussion of motivation to do business is need to be investigating from the interview. Respondents motivation to start business was due to unemployed economic depression, see the opportunity in the business, encouraged by a friend, desire to generate more income, and also inspired by friends' success, supported by earlier immigrated to Malaysia.

8.1.1. Example Respondent 1

"I went to Malaysia because the condition in Aceh was not support me to start new business. The condition was not conducive in the year of 80- in Aceh. First time in Malaysia, I was worked as a contract worker. Then, I had obsession to have own business because I see the opportunity in business in Penang. Then after 2 years and have some more saving, I were conducted own convenience store".

Most of Acehnese immigrant entrepreneurs in Malaysia was motivated to come to Malaysia due to supported by earlier Acehnese immigrated in Malaysia (indicated as factors mentioned more by respondent, 7 of 7 respondent).

Respondent 2: "First time in Malaysia, I stayed with my friend who had been in Malaysia for many years... Now, I have workers also from Aceh".

Respondent 5: "After graduated from high school in Lhokseumawe, Aceh, I went to Kuala Lumpur in 1988.... I chose KL because my uncle was permanent residence in KL. At that time, I worked as a worker at friends' store. Then, I had a target to start own business someday. Alhamdulillah, my target was come true in the year of 1990."

Respondent 4: "I choose Malaysia because it is near to Aceh and my friend is permanent resident in Malaysia". Respondent 2: "First time in Malaysia, I stayed with my friend Muzakir Manaf, who is now Chief of Komite Peralihan Aceh (KPA)". From the discussion above, it can be conclude that Acehnese helps each other to survive in Malaysia.

The motivation factors of business can be divided into pull factors and push factors. From the answer of respondent, the pull factors are: see the opportunity in the business, encouraged by a friend, desire to generate more income and inspired by friends' success. While push factors are economic depression, and unemployed.

8.2. Entrepreneur Factors

From the interview, entrepreneur factors can be divided in the form of work experience and personal characteristic.

8.2.1. Work Experience

An earlier study by Litvak and Maule (1976) say that entrepreneurs are more likely to establish a business in which they have past working experience or in related industry that they are familiar. Past experiences of the entrepreneur have a strong bearing on business success (Baron and Markman, 2000). While Cooper et al. (1989) and Steiner and Solem (1988) study show that past entrepreneur experience in related business or industry has the potential of influencing favorably the performance of the current venture. In this study also found a strong connection between past experience and the kind of business adopted by the Acehnese immigrant entrepreneurs and work experience also the dominant factors (5 of 7 respondents) related to their business success. For example respondent 2,

"I went to Malaysia in 1985. First time I worked as an employer. In 1986, I was started with new business by selling cigarettes and fried bananas... Then in 1987 began the business of selling herbs. I had courage to sell herbal because of my past experience in selling cigarettes before".

8.2.2. According to Respondent 3

"For me, it was better to start own business.... than as an employer... Past work experience is benefit to start business and it also contributes to business success As immigrant, we have to adapt the current stay culture. And it was not difficult because our face and culture is similar to Melayu". The same statement also stated by respondent 4: "It have a good future to have own business than be a worker.... But to start a business we need to have experience in the same field".

Respondent 3 said: "Past experience is very important having by somebody to start business. Even only have a small amount in fund, but he has experience it will help him to the solve problem in business".

This study found that past entrepreneurs experience in a related field has been instrumental in engendering the success of the business embarked by Acehnese immigrant entrepreneurs. This finding is supported the early study which showed that the propensity of success is greater with enterprise owners that have previous experience than those who have not (Baron and Markman, 2000). An early study that dealt with the success of newly set-up businesses similarity supports the contention that past experience will enable the entrepreneur to make better and more informed decisions affecting the business.

8.2.3. Personal Characteristics

Personal traits, another component of the entrepreneur factor, are also determinants of business success. Important characteristics that are covered by this study to be relevant to the Acehnese immigrant entrepreneurs' success are hard working, honest, humility, good borrower, patience. Respondent 4 said being hard worker and honest is contribute to the success of his business.

"For me being hard worker is very important to be success beside being honest to costumer and also trusted person for others".

The same statement also stated by respondent 7:

"I have to work hard to achieve all of these things.... I start open the store from 7Am to 11 PM... (Laughing)... Being honest to client also important to get their trust..."

Recognizing that humility has helped to attract many customers to business, the respondent sought to encourage this attitude among his staff. "And then the customers like to come to our store (respondent 2). Respondent 6 said, "I had a target to have own business someday... I had worked hard to make it comes true.. Now I have my own beauty product to sell..." It is supported of Fudzail (2009) statement "results of hard work and business strategies can be as a guide to the Malay traders.

According to respondent 2: “Melayu and Acehnese have the similar face and culture... we can adapt local culture easily... when I open new store, I will invite my community include Melayu such as Imam, bilal.... And it will make us like as their family and it is positive to our business”. “It is important to be adapting the local culture, and because Acehnese have similar culture with Melayu it much help us in business”. It is show that Acehnese immigrant entrepreneurs can adapt local culture to build colonies. And due to similarity in culture, religion, and face, makes positive impact to Acehnese immigrant entrepreneurs.

8.3. Enterprise Success

Since the research question deals with the factors that contribute to the success of Acehnese immigrant entrepreneurs, it is to be expected a discussion during in-depth interviews would revolve around the definition of success. Reacting to open ended questions on this matter, the respondents gave many and diverse answers to what contribute to success from their respective viewpoints. In addition, various measures of success were also quoted. In this study, survivability and expansion of business are two factors much mentioned by them.

8.3.1. Survivability

The ability to survive in the market place is the measurement used by Acehnese immigrant entrepreneurs as a business success. . Since the respondents, on average have been in business for more than 5 years, they feel that survivability is important. “I don’t hoping so much, but it is important to be a survival business. (Respondent 7). “After few years of business, the business still runs.... Every day we have costumers, even not much... it is because of work hard (respondent 5). According to respondent 1, a business that survives is one that can cover all its cost of operation that includes wages and rent.

8.3.2. Expansion of business

Expansion of business plays a major role in spurring the entrepreneurs and is an important indicator of their success. Each Respondent had expanded their stores to one and 3 others store within Kuala Lumpur and others state. “Through effort, I am able to expand my business to Penang and Seremban”, (respondent 2). According to respondent 1: “After a few years, I have a new store with specified the revenue only for my family expenses.... While the others store’s revenue is for the business itself.”. “Now I can develop a new product from the profit of stores.....Even the product had went through the difficult situation... but Alhamdulillah.. now it makes profit”, (respondent 6).

According to respondent 4: “After in few years of business, I can open new shop in Pahang, Seremban and Malaka”. “I have business in few places like in Kuala lumpur and Shah Alam...the expansion of business because the previous store makes profit and I see the business opportunities in other places”.

It is believed that Acehnese immigrant help each other for their success. Even they are not having supports from the government and banks.

A business needs to succeed in order to survive. Like any other business, the success of small and medium sized enterprise (SMEs) therefore depends on measureable gains such as growth in sales, workforce, capital and profit (Nash, 1983). In this study found that expansion of business and survivability to be the dominant measures used by the Acehnese immigrant entrepreneurs. Similar to other studies involving SMEs, the use of both objectives as well as subjective measures have been found yield a much more wholesome assessment of business success. A robust measurement methodology such as this goes a long way to assess the achievements of business activities in all aspects (Schere, 1980; Galbraith and Schendel, 1983).

From the interviewed found that the entire respondent hopes to going back and doing business in Aceh someday. “I am really wanted to going back to Aceh, but if the condition is support to do businesses there”, (respondent 2). Respondent 1: “now I expand my business to Aceh, and I want to go back and spend my life there if the situation is better”. “I want to spend my retired life in Aceh”. It seems the respondents miss their hometown and want to come back someday if the condition is good.

9. CONCLUSION

This research serves to explore the motivation of Acehnese immigrants’ entrepreneurs to do business and using grounded theory methodologies. Grounded theory is particularly useful for this study since it provides a systematic means of developing a theory that is grounded in the data. Qualitative data

were collected via seven in-depth interviews with seven Acehnese immigrant entrepreneurs in Malaysia. Motivation of the Acehnese immigrant entrepreneurs to do business in Malaysia due to economic depression, see the opportunity in the business, encouraged by friend, desire to generate more income and also inspired by friends' success. Entrepreneurs' success factors were work experience and personal characteristic, while enterprise successes are measured by survivability and expansion of businesses.

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