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International Journal of Managerial Studies and Research (IJMSR) Volume 3, Issue 7, July 2015, PP 113-123 ISSN 2349-0330 (Print) & ISSN 2349-0349 (Online) www.arcjournals.org ©ARC Page 113 Acehnesemmigaprenelasiaotion and Success Factors Jullimursyida Ganto1, Amru Usman2 Faculty of Economic and Business, University of Malikussaleh, Aceh – Indonesia 1julli_1876@yahoo.com, 2amru_1376@yahoo.com Buyung Sarita Faculty of Economic and Business of Halu Oleo University Kendari - Indonesia buyungsarita_buyung@yahoo.com 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 iniredbfriens'suess.Etrepeu ccfarwere rk pcead 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: Irats'enrenrs,Pshfars, 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). Neufdt(nes entreneuras a who zesand gesa ness undertng, sumitrsk orthe ke he of?Bahaeeand ad 1992)argued hatnot 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 conss.

herorentreprarregaras olmodeltbe ed admied t innovation, business acumen, risk- tng and daing se ofBeaver, 2002) Jullimursyida Ganto et al. International Journal of Managerial Studies and Research (IJMSR) Page | 114 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 dec isiofan ndidualtbecome entepr s tiy nfld tivi 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 tMalhas notisinceas las1960?s 1970?s to he n policy adopted by Malaysia to meet its acute shortage of labor force in its multi-sectoral developmental activities.

However, n he d i om ststeata l 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 AceIraEprenein Mlasia Mttn aSuccFctrs International Journal of Managerial Studies and Research (IJMSR) Page | 115 businesses and to investigate Acehnese igrs? 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 t"numberofempls, lesvoland ue rtwhiarused o assy (Longenecker, Moore, Petty & Palich, 2006) How businesses are classified in any country, however, is a ecton he urand ion thatcounty?s (ver, .

he 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, tarcern terisuch the employeesalvoland ue asse" ch are used to classify businesses (Longenecker, Moore, Petty & Palich, 2006). How businesses are clied n county, ia eftiof he ure compositoft y?s ec(ver, . exae, he opean sson ned land u 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 (nst, udiab Amerns? repreneur 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 tUniStatBat(ihist"self -employment is often a form of underempl an mmiantbecause he smal nesownerare 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 Jullimursyida Ganto et al. International Journal of Managerial Studies and Research (IJMSR) Page | 116 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 enturmay y rone iy o her.

vaton so efto uniy uct an ectve"stucte economic opportunity and a structure of differential advantage in the catoftsystparcipanttperceve actupon h tiGl1967: as cited in Thorton, 2009). This is 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 "pusty t "pulty.

he h" y guest hat individuals are pushed into entrepreneurship by negative external forces, such as job dissatisfaction, difficulty finding employment, insufficient salary, or inflexible work schedule. T"pulty ends 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 du e tlacts, rher tpush" for 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 tindidualhas en erne he ndidual?s ess aile n businesvente.

rl (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 Tand riand (1998)have ed "company?s regy s he "plmanament has for positioning the company in its chosen market arena, competing successfully, pleasing cusomerand hing busi ore".

hus, he ategy organii(smal 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 manamentas"t ofmanai isiand ons hatdetermi he ong -run permancofan zatHow l zatons perform depends on their strategies and how effectively they implement those strategies.

Moreover, Bateman and Snell (2004) have stated that stegiplng nvolvesmakidecsions he zatl -term goals and stegi. , a tegic planning involves looking far into the future to achieve specific goals for an organization. The literature reviewed shows that strategic management hinges on strategic AceIraEprenein Mlasia Mttn aSuccFctrs International Journal of Managerial Studies and Research (IJMSR) Page | 117 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.

Rudest am and (sted hat"most phenomenological studies engage a relatively small number of participants, 10 might be appropriate for a relatively long time, at l2 s." tstudy, 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 in 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 r 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 Jullimursyida Ganto et al.

International Journal of Managerial Studies and Research (IJMSR) Page | 118 6. RESPONDENTS ' PROFILE Tnts were aoached diec tly 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. V ALIDITY 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 Acee?s gr eprtt n ections will be discusses as motivation to do business, enteprs? 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 inspirby r success, supported by earlier immigrated to Malaysia. 8.1.1. Example Respondent 1 "I o aysibec he iiAceh tme o ar b usiness. 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 moravil weronductence ste". 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: "Fi iiMall ayed tmy rend had in aysif yeas... Now, I have workes alrh".

Respondent 5: "After aduatfom gh n umawe, h, went o ualLumpur in 1988 .... chosKbecausmy e perntrdenciK hattil ked s a worker at fends? store. Then, I had a target to start own business someday. Alhamdulillah, my target was come tue ihe year 1990." Respondent 4: "I e Malaysia because it is near to Aceh and my friend is permanent resident in Maa" Respondent2:"Fi me n ll ayed tmy r iend Muzakir Manaf, who is now Chief of Komite Peralihan Ace(KPA) tdiscon i be clude that Acehnese helps each other to survive in Malaysia.

AceIraEprenein Mlasia Mttn aSuccFctrs International Journal of Managerial Studies and Research (IJMSR) Page | 119 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 tgenee e ncome inspied fiends? cesWhilpush ors e c 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 o aysia n Fi rst 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 co uro sel her bectencen selng ciet befe" 8.2.2. According to Respondent 3 "For iwas ter o tarown nessthan an oyer … t k riibenefit to start business and it also contributes to business succ… . As immigrant, we have to adapt the current stay culture.

And it wasnotdiicultbecause aceand ure s miartMe The sastementalsted r4: a fure o own nesstbe wor ker tarness we need to have ei iid". Res3 d:"Pastexperiiveritanthaviby tst Even only have a small amount in fund, but he has experience it will help him to the solve problem in busis". 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 igr reprenes? cessarharworng, t, ltgood r , 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 tustson f ots". The same statement also stated by respondent 7: "I tworhart achieve all of these things …. sttopen the store from 7Am to 11 PM … (Laughing) … Being honest tientso itanto gethei tust…" Recognizing that humility has helped to attract many customers to business, the respondent sought to encage his tiude hist. n t customers like to come to our store (respondent 2)Res sai"I a argetthave busi y… had ked d o i comestue..

I my beay oducto sell " s tofFudzai(st "rs of hard work and business strategies can be as a guide to the Malay traders. Jullimursyida Ganto et al. International Journal of Managerial Studies and Research (IJMSR) Page | 120 Accditr "Mand Acehnesehave he miarfand e… can l urealwhen open ste, wil nv ite my community include Melayu such as Imabial…. it will make us like as their family and it is positive to our business ".

"Iti important to be adapting the local culture, and because Acehnese have similar

culture with Melayu it much p in ness 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 imporant"I ping so much, but it is important to be a survival business. (Respondent 7)"Aft yeas ness the business still rEverday havecoss, notmuci becausofworhar(r 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. "Tough ort , I am able to expand my business to Penang and Seremban " , (respondent 2) .

orng o espondent1:"Afera yeas, have new orwitspecif the r y ormy amiy nseWhilthe s orrif he nesiself "Now cadevela pr om he ofi ortpr wenttough he dicul sition… butilah.. now i s prtes 6) Accdio r 4: "Aft iew yea businesn open new shop in Pahang, Ser and laka""I businesifew aclke n uall Shah Alam…texpansiof business because the previous sto r prite tnestiesn ot pls". 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 Acesomeda"arllwantto ng k o h, he tion s tto busiseste"(rpondent2)Respondent "now expamy ness o h, I o go back and spend my life there if the situation is bett er "I o nd rirle n AceIt 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 igrs? 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 AceIraEprenein Mlasia Mttn aSuccFctrs International Journal of Managerial Studies and Research (IJMSR) Page | 121 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 als o nspiby iends? ess. Entreneurs? success factors were work experience and personal characteristic, while enterprise successes are measured by survivability and expansion of businesses.

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