



UNIVERSITI  
MALAYSIA  
KELANTAN

# Acceptance of Ar Rahnū among Women Entrepreneurs in Kelantan

by

**Amni Binti Mohd Adnan**

A thesis submitted in fulfilment of the requirements for the degree of  
Master of Business Administration

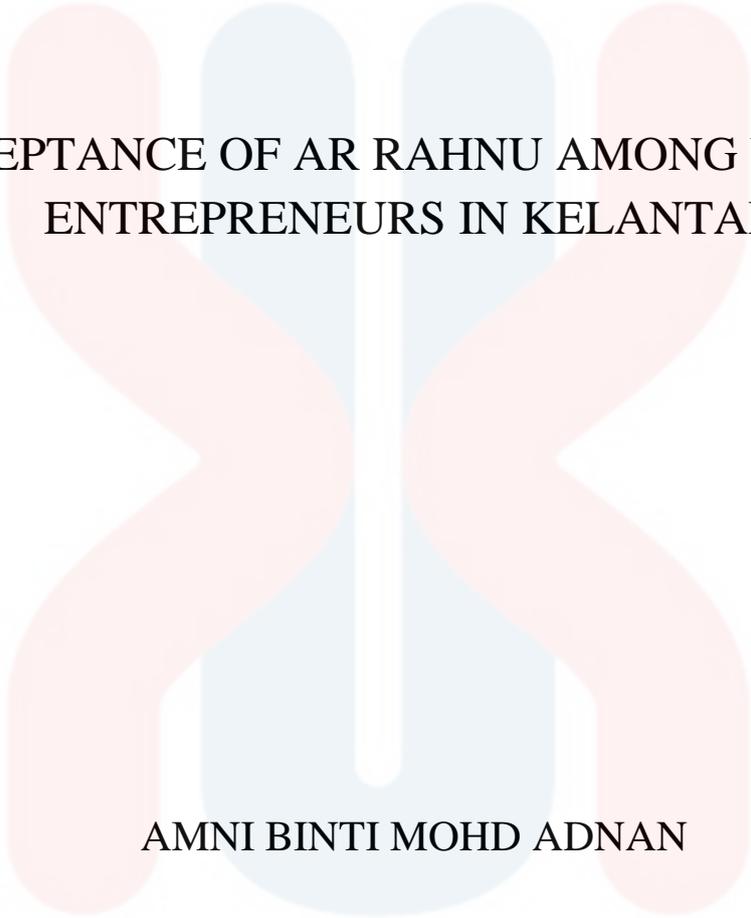
---

**Malaysian Graduate School of Entrepreneurship &  
Business**

**Universiti Malaysia Kelantan**

---

2018



ACCEPTANCE OF AR RAHNU AMONG WOMEN  
ENTREPRENEURS IN KELANTAN

AMNI BINTI MOHD ADNAN

UNIVERSITI

MALAYSIA

KELANTAN

MASTER OF BUSINESS ADMINISTRATION

2018

**THESIS DECLARATION**

I hereby certify that the work embodied in this thesis is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

- OPEN ACCESS** I agree that my thesis is to be made immediately available as hardcopy or on-line open access (full text).
- EMBARGOES** I agree that my thesis is to be made available hard copy or on-line (full text) for a period approved by the Post Graduate Committee.  
Date from \_\_\_\_\_ until \_\_\_\_\_
- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972)\*
- RESTRICTED** (Contains restricted information as specified by the Organisation where research was done)\*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follows.

1. The thesis is the property of Universiti Malaysia Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the project paper for the academic exchange.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
SIGNATURE OF SUPERVISOR

\_\_\_\_\_  
IC/PASSPORT NO.

\_\_\_\_\_  
NAME OF SUPERVISOR

Date:

Date:

## ACKNOWLEDGEMENT

Firstly, I would like to express my sincere gratitude to my supervisor Dr. Azwan bin Abdullah for continuous support of my project paper, for his patience, motivation, and immense knowledge. His guidance helped in all the time of research and writing of this project paper. I could not have imagined having better supervisor and mentor for my research.

I would like to express my gratitude to the coordinator and others staff MGSEB for they supports and intellectual comments during this project paper. May God will blessed them with all the contributions and sacrifices given.

Furthermore, I would like to express my sincere appreciation to my informant which is involved and their cooperation for helping me and spent their time and given their consent during my interviewing to get information in ensuring the success of this study. Ialso want to tankful to all MGSEB course mate and friends for their collaboration and valuable assistance throughout my studies in UMK

Last but not least, we would like to express my gratitude to my beloved parent for their unconditional love and support in every way possible thought the process of this project paper.

## TABLE OF CONTENTS

	PAGE
THESIS DECLARATION	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii-v
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRAK	viii
ABSTRACK	ix
CHAPTER 1 INTRODUCITON	
1.1 Introduction	1
1.2 Background of The Study	1-6
1.3 Problem Statement	6-10
1.4 Research Questions	10
1.5 Research Objectives	10-11
1.6 Scope of Study	11
1.7 Limitation of Study	11
1.7.1 Planning and use of time	11
1.7.2 Constrains in getting commitment from the respondent	12
1.7.3 Financial	12
1.8 Significance of Study	13
1.8.1 Ar Rahnu	13

1.8.2 Consumers	13
1.8.3 Researchers	14
1.9 Definition of Terms	14
1.9.1 Customer Acceptance	14
1.9.2 Women Entrepreneurs	15
1.9.3 Ar Rahnu	15
1.9.4 Usury (Riba)	15
1.9.5 Uncertainties (Gharar)	16
1.10 Organization of the Study	16-18
1.11 Chapter Summary	18
<b>CHAPTER 2 LITERATURE REVIEW</b>	
2.1 Introduction	19
2.2 Knowledge	19-20
2.3 Commitment	21-22
2.4 Effort	22-23
2.5 Overview of Ar Rahnu	23
2.5.1 Ar Rahnu	23-25
2.5.2 Objective Ar Rahnu	26
2.5.3 The Role of Ar Rahnu in Economic Development	26-27
2.6 Conceptual Framework	27
2.6.1 Customer Acceptance	27
2.6.2 Model and Theories of Individual Acceptance	28
2.6.3 Theory of Reasoned Action (TRA)	29-30

2.6.4 Review of Relevant Conceptual Framework and Model	30-31
2.7 Chapter Summary	32
<b>CHAPTER 3 RESEARCH METHODOLOGY</b>	
3.1 Introduction	33
3.2 Research Design	33-35
3.3 Research Site	35-36
3.4 Data Sampling	36-37
3.5 Data Collection Method	38-41
3.5.1 Interview	41-42
3.6 Data Analysis	42-44
3.7 Chapter Summary	45
<b>CHAPTER 4 FINDINGS AND DISCUSSIONS</b>	
4.1 Introduction	46
4.2 Background of Informants	46-47
4.3 Study Findings	47-56
4.4 Chapter Summary	57
<b>CHAPTER 5 CONCLUSION AND RECOMMENDATION</b>	
5.1 Introduction	58
5.2 Conclusion	58-64
5.3 Recommendation	64-66
5.4 Chapter Summary	67
<b>REFERENCES</b>	68-72

**LIST OF TABLES**

No.		PAGE
2.1	Model and Theory of Individual Acceptance	28
4.1	Background of Informants	47

UNIVERSITI  
MALAYSIA  
KELANTAN

**LIST OF FIGURES**

No.		PAGE
2.1	Ar Rahnū Products Scheme	25
2.2	The Theory of Reasonable Actions	30
2.3	Conceptual Frameworks	31
3.1	Summarize of Qualitative Process	40
3.2	Data Collection Process	40
3.3	Data Analysis Process	44



## Acceptance of Ar Rahnū among Women Entrepreneurs in Kelantan

### ABSTRAK

Perkembangan pesat ekonomi di negara ini menarik lebih ramai wanita untuk terlibat secara aktif dalam dunia keusahawanan. Banyak usahawan wanita menjadi jutawan dan sebahagian daripada mereka lebih agresif daripada lelaki dari segi pemikiran, perasaan dan tindakan mereka. Usaha mikro sedang memainkan peranan yang semakin meningkat dalam ekonomi Malaysia. Walaupun perusahaan mikro sentiasa memberikan impak positif kepada ekonomi Malaysia, mereka juga mempunyai masalah sendiri untuk mendapatkan pembiayaan modal mereka. Pada tahun 1983, Ar Rahnū memperkenalkan sebagai alternatif bagi masyarakat Islam untuk menggunakan sistem Islam yang sesuai dengan keperluan dan keperluan syariah. Ia menunjukkan bahawa Ar Rahnū dapat membantu usahawan wanita untuk mendapatkan pembiayaan. Kajian ini adalah kajian tentang penerimaan Ar Rahnū di kalangan usahawan wanita di Kelantan. Penyelidikan ini adalah untuk mengkaji pengetahuan, komitmen dan usaha yang akan mempengaruhi penerimaan Ar Rahnū di kalangan usahawan wanita di Kelantan.

UNIVERSITI  
MALAYSIA  
KELANTAN

## Acceptance of Ar Rahnu among Women Entrepreneurs in Kelantan

### ABSTRACT

The rapid development of the economy in this country attracts more women to actively engage in the entrepreneurial world. Many women entrepreneurs become millionaires and some of them more aggressive than men in term of their thoughts, feelings and actions. Micro-enterprises are playing an increasing role in the Malaysia economy. Although micro-enterprises always give positive impact to Malaysia economy, they also have their own problem to obtain their funding of capital. In 1983, Ar Rahnu was introduced as an alternative for the Muslim community to use Islamic system that suits the shariah needs and requirements. It shows that Ar Rahnu can help women entrepreneurs to obtain funding. This research is a study on the acceptance of Ar Rahnu among women entrepreneurs in Kelantan. This research is to study the knowledge, commitment and the effort that will influence the acceptance of Ar Rahnu among women entrepreneurs in Kelantan.

UNIVERSITI  
MALAYSIA  
KELANTAN

## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Chapter one is about introduction parts of the study. It comprises sections that introduce the background of the study, problem statement, research question, research objective, and the scope of the study, limitation of the study and significance of the study. The background of the study is about the general explanation of the topic, meanwhile problem statement is the explanation of the issues that need to be addressed by the researcher in order to identify the solutions.

Furthermore, the objectives of the study are about the important purpose of conducting the research questions of the study with specific objectives. Then, the significance of the study is about the major impact of this study with researchers and lastly the scope of the study refers to the operating parameters in this study.

#### 1.2 Background of the Study

An entrepreneur is a person who is willing to bear any kind of risks in business. An entrepreneur always generates innovative business ideas, takes

business opportunities, always increases their capital, takes risk and maximise their profit for the reward and expands the business (Arshad, Ahmad, Mutalib, & Ismail, 2015). Entrepreneurs must be a responsible person to take active roles in decision making. In this era of economy, women do not miss the opportunity to involve themselves in entrepreneurship.

The rapid development of the economy in this country attracts more women to actively engage in the entrepreneurial world. Around the world many women entrepreneurs become millionaires and some among them are more aggressive than men in term of their thoughts, feelings, and actions. According to statistics of the Small and Medium Corporation Malaysia (SME Corp. Malaysia), there were 645,136 SMEs in Malaysia and it shows, 80.3% are owned by men and 19.7% owned by women (Musa et al., 2016). Although women entrepreneurs are much smaller than men, the global trend shows the increasing number of women entrepreneurs.

Nowadays, involvement women in the business industry are not a new phenomenon. Siti Khadijah, a wife to the prophet was also a famous businesswoman. Siti Khadijah helped the Prophet in Islamic mission with her wealth (Azmi, 2014). In the local context, Kelantan is well-known as an Islamic state in Malaysia and Kelantanese women are well-known in business to the extent the state government renamed its main wet market after the Prophet's wife Siti Khadijah.

In Pasar Siti Khadijah, almost 80 percent of entrepreneurs are women (Arshad et al., 2015). Most entrepreneurs in Pasar Siti Khadijah' are at the ages of 30-50 years old. Majority of them have SPM/MCE, but a few of them also have PMR/SRP/LCE, Diploma, and Degree, but they only represent a small percentage.

Women entrepreneurs are a person who accepts the challenging role to become economically independent and meet her own personal needs. They also have strong desire to do something positive in contributing value to their family and social life. Women entrepreneurs are considered as a female who are willing to play an intriguing role by frequently interacting and actively adjusting themselves with social, economic, financial and support spheres (Ghapar, Zakariya, Harun, & Zen, 2016). Women entrepreneurs can be defined as women or a group of women who organize and operate a business enterprise by themselves.

The pawn shop is the place that women and men can get quick and convenient way to borrow money. At first, pawn shop was introduced by Chinese traders in Malacca since the 15<sup>th</sup> century. Pawn shops provide fast cash services to their customers who need cash without having the long procedure. But the conventional pawn shop system has elements of usury (*riba*) and uncertainties (*gharar*) (Hamid, Rahman, & Halim, 2014). In 1983, Islamic banking system introduced financial institutions such as insurance, trust unit and

Islamic pawn shops (*Ar Rahnu*). *Ar Rahnu* provides an alternative for the Muslim community to use Islamic system that suits the shariah needs and requirements.

In Syariah principle, *Ar Rahnu* has possessed a guarantee. “The Quran mentions to the idea of the mortgage as ‘mortgage with possession’ (*rihanun maqbudha*). Quran also has provisions that command the idea of furnishing a pledge against a debt” (Mansor, Ahmad, Bakar, & Ismai, 2017). *Ar Rahnu* concepts are more flexible and convenient by giving financial credit to the needy. The system that *Ar Rahnu* applied is exchanging any valuable asset that can be pledged as collateral for debt especially gold.

*Ar Rahnu* is Islamic system that frees from elements of usury (*riba*) and uncertainties (*gharar*). The purpose of *Ar Rahnu* scheme in banking institutions is to provide a better alternative of financial method for Muslim community such as who has some gold as pledge asset but the low-income group and who want quick cash without long period process. Although *Ar Rahnu* has interest rate like a conventional pawn shop, the amount of *Ar Rahnu* rate of interest charge is inconsequential (Sam, Tahir, & Latif, 2010). There is no opportunity cost of borrowing money in Islam.

Due the rapid growth and development of Islamic financial business, the pawn shop becomes famous among the public whether in conventional or Islamic pawn shop services. The establishment of *Ar Rahnu* allows people to have the option to borrow money on a short-term basis, especially for Muslims.

Islamic pawn shop is the alternative to get financial credit for the consumer who has difficulties in getting the loan approvals from a bank or any financial institutions (Koe & Rahman, 2015). Moreover, it is much better and safer in getting short-term financial compared with illegal moneylenders or loan sharks which is famously known as “Ah Long”.

The previous study states that an entrepreneur must be willing to bear any risk and always generates an innovation and maximize their profit (Arshad et al., 2015). According to Musa et al. (2016) 80.3% businesses are owned by men and 19.7% are owned by women. Although the percentage of women entrepreneurs is smaller than men, the global trend shows increasing number of women entrepreneurs. The involvement of women is not a new phenomenon (Azmi, 2014). Women entrepreneurs are the women who organize and operate a business enterprise by themselves (Ghapar et al., 2016).

According to Hamid et al. (2014) and Mansor et al. (2017) the pawn shop is the place where people can get quick cash for borrowing, and the conventional pawn shop has elements of usury (*riba*) and uncertainties (*gharar*) but *Ar Rahn* is free from that element. *Ar Rahn* rate of interest charge is consequential (Sam et al., 2010). Based on Koe and Rahman (2015) *Ar Rahn* is the alternative to get financial credit.

In conclusion, the background of the study is the introduction of women entrepreneurs and *Ar Rahn*. It also includes the relation between women entrepreneur and *Ar Rahn* in getting financial credit. This research will explore

more on the acceptance of *Ar Rahn* among women entrepreneurs in Kelantan based on the previous study (Arshad, Ahmad, Mutalib, & Ismail, 2015; Musa et al., 2016; Azmi, 2014; Ghapar, Zakariya, Harun, & Zen, 2016; Hamid, Rahman, & Halim, 2014; Mansor, Ahmad, Bakar, & Ismail, 2017; Sam, Tahir, & Latif, 2010; Koe & Rahman, 2015).

### 1.3 Problem Statement

Nowadays, micro-enterprises in Malaysia have rapid growth. The number of micro- enterprises registered has increased from 434,939 in 2005 to 496,458 in 2011 (Azman, 2017). Micro-enterprises play an increasing significant role in the Malaysian economy. Although micro-enterprise always gives positive impact to Malaysian economy, they also have their own problem in obtaining their capital funding.

Micro-enterprise needs to explore and find their way to get financial credit. Problems of financial shortage among micro enterprises are a big issue. Women entrepreneurs always face the difficulties of obtaining funding. According to Azman (2017) the issues that always arise in getting funding is that women entrepreneurs do not have stable funding sources in place, non-existence of a business track record, weak credit rating, and lack of collateral as well as documentation required by most banking and financial institutions.

Although there are incentives and grants such as from Tabung Ekonomi Kumpulan Usahawan Niaga (TEKUN) and Amanah Ikhtiar Malaysia (AIM) by

the Malaysian government, there are still limited. Women entrepreneurs need financial in “urgent, small and frequent” nature, often categorized as short-term loans (Azman, 2017). One of financial channels that micro enterprises can use is *Ar Rahnu*. *Ar Rahnu* is the alternative used especially by women entrepreneurs.

A person who wants borrow money from *Ar Rahnu* just need to bring their own valuables such as gold as a mortgage on the money they borrow. Although *Ar Rahnu* is well-known as a place where people can borrow money quickly and conveniently, there are still people who do not choose *Ar Rahnu*. *Ar Rahnu* has yet to gain widespread popularity not only because of conventional pawn shop but also from underground money lending activities as well. They are called loan sharks or “ Ah Long”, these loan sharks remain popular because the borrower does need not pledge any collateral or provide any other documentation but only signing what is essentially an “ *I Owe You* (IOU) ” certificate (Cheong & Sinnakkannu, 2012). Consequently, this research will study about the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan.

There are few issues that will be studied in this research which are lack of knowledge on *Ar Rahnu*'s benefits, refusal to have the monthly commitment, perception, awareness of *Ar Rahnu* and minimum effort by *Ar Rahnu* to advertise their services. Through the past study, they had identified target customers that are aware of a certain products in the banks such as deposits or loans but they have no idea about the pawnshop services (Sam et al., 2010). It shows that their target customer lack of knowledge about Islamic pawnshop such as *Ar Rahnu*.

Micro entrepreneurs usually do not like any monthly commitment, but if they use *Ar Rahn* service they have monthly commitment to pay the fee until they have paid back all the money that they borrow. Service charge is the monthly fee that customers have to bear until they pay back the loans. *Ar Rahn* provides this monthly fee to cover all the cost including insurance and security. Nevertheless, these costs might burden the customers and they indirectly have a tendency to default in payment (Azman, Kassim, & Masron, 2015). It can be the reason that a few groups of women entrepreneurs do not prefer to have any monthly commitment.

Every customer has their own perception with respect to whether the purchase or services of the product received meets their requirement or not. It relates to the degree of acceptance level of the customer towards certain products or services (Hamid et al., 2014). Customers will have their acceptance when they are satisfied with their services received. When they accept the services that are offered in *Ar Rahn*, it means they are aware and have their own perception of *Ar Rahn*.

Furthermore, minimum effort by *Ar Rahn* to advertise their services perhaps can be the reason why there are still a few groups that do not prefer to use *Ar Rahn* services. The advertisement needs to attract customer and convince them to purchase their products (Hamid et al., 2014). A person may know about *Ar Rahn* by advertisement or by passing the *Ar Rahn* shop and asking friends. *Ar*

*Rahnu* need to do more advertising campaigns to attract customer and promote about their services.

Based on the previous study, according to Azman (2017), the number of micro enterprises registered increased from 434,939 in 2005 to 496,458 in 2011. The issues that the researcher found is micro entrepreneurs always have a problem in obtaining their funding because they do not have stable funding and lack of documentation. Although there are incentives and grants from the government, they are still limited. A person who wants to borrow money from *Ar Rahnu* just needs to bring their gold as a mortgage to borrow money, although *Ar Rahnu* is known as the place to borrow money quickly and conveniently but people still do not choose *Ar Rahnu* (Cheong & Sinnakkannu, 2012).

According to Sam et al. (2010), people still have lack of knowledge about Islamic pawnshops such as *Ar Rahnu*. Monthly commitment is one of the issues that affect the acceptance of *Ar Rahnu*, and these costs might burden the customer (Azman et al., 2015). Customers will have their acceptance when they are satisfied with the services that received (Hamid et al., 2014). Otherwise, based on Hamid et al. (2014) the advertisement is needed to attract the customer.

In conclusion, the problem statement states a lot of issues faced by the past research (Azman, 2017; Cheong & Sinnakkannu, 2012; Sam et al., 2010; Azman, Kassim, & Masron, 2015; Hamid et al., 2014). Although many researchers have studied about the acceptance of *Ar Rahnu*, there are still a few groups among women entrepreneurs still do not prefer to use *Ar Rahnu*. The researcher wants

to know the issues that affect the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan.

#### 1.4 Research Question

Based on the problem statement, the researcher comes out with a few questions to answer to conduct this study. These are the research questions that the researcher designs to complete this study:

- 1) How the knowledge of *Ar Rahnu* influence women entrepreneurs in Kelantan?
- 2) Why monthly commitments affect the decision of women entrepreneurs in Kelantan to use *Ar Rahnu*?
- 3) How much effort is done by *Ar Rahnu* to promote their service to women entrepreneurs in Kelantan?

#### 1.5 Research Objective

The following are the objectives for the research:

- 1) To know the knowledge of *Ar Rahnu* among women entrepreneurs in Kelantan.
- 2) To explore why monthly commitment affects the decision of women entrepreneurs to use *Ar Rahnu*.

- 3) To understand the effort of *Ar Rahnu* in promoting their service to attract women entrepreneurs in Kelantan.

## 1.6 Scope of Study

This research analyses the main determinants for acceptance of *Ar Rahnu* among women entrepreneurs. Therefore, the research focuses on women entrepreneurs who reside in Kelantan. This research will also involve women entrepreneurs in any kinds of business that can help to give information about their view of *Ar Rahnu*. This research will focus on the area of Kota Bharu, Kelantan.

## 1.7 Limitation of the Study

Limitation of the study refers to the barriers or hurdles that have to be faced in conducting this study. These are the types of limitation for this study:

### 1.7.1 Planning and use of time

The planning for time is needed during the research; this study must find the right time to identify the limitations of time that will happen.

Getting the valuable information from respondents is needed the planning to arrange the meeting with them.

#### 1.7.2 Constraints in getting commitment from the respondents

There may be the probability of respondent who could not answer the questions because of limitation of the jurisdiction. Maybe there is lack of understanding of the questions that are given to them and need more respondents that know that issues. It also maybe some of the respondents cannot give the help or cooperation because they have other commitment to do.

#### 1.7.3 Financial

Financial might include the financial ability to conduct the study. It needs some budget that has to be followed to avoid its limitation in order to complete this research. A good planning of time also affects the arrangement of sound financial planning in conducting this study.

## 1.8 Significance of the Study

The purpose of this study is to provide an analysis data and some reviews of the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan. It also extends the research by providing the data of feedback from women entrepreneurs about their perception of *Ar Rahnu*.

### 1.8.1 *Ar Rahnu*

In this study, *Ar Rahnu* can use the result as a recommendation that helps them to attract consumers among women entrepreneurs in Kelantan or any other consumers. In term of implementation, *Ar Rahnu* can use this set the strategies to face the issues of the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan.

### 1.8.2 Consumers

By doing this study, it helps consumers among women entrepreneurs in Kelantan to have more understanding about *Ar Rahnu*. This research will attract consumers to choose *Ar Rahnu* as a place to get financial credits. The researcher wants to know why consumers among women entrepreneurs still do not use the

*Ar Rahn*u service to get financial credit and try to give some suggestions to solve the problem.

### 1.8.3 Researcher

This study will help to discover more about the acceptance of *Ar Rahn*u among women entrepreneurs in Kelantan. It can be useful as a reference to help and explain to others researcher who may be outside Kelantan and are interested in this study. In addition, it also helps to improve the writing skill and the soft skills among the researchers.

## 1.9 Definition of Terms

### 1.9.1 Customer acceptance

Customers go through the process of knowledge, persuasion, decision, and confirmation before they are ready to accept any kind of products or services. The acceptance influence an individual physical stimuli and is related to external environment surrounding of a person (Rahman & Kassim, 2017). When the customer is willing to join or subscribe the related product or services, the acceptance will be observed and measured.

### 1.9.2 Women entrepreneurs

Women entrepreneurs become important in the entrepreneurial landscape, although their number is still small compared with men, it shows that women no longer adhere to the stereotype that only men can be wage earners in the family (Alam, Jani, & Omar, 2011). Women play a very important role in the economic development and stabilize the economy in a period of recession.

### 1.9.3 *Ar Rahn*

*Ar Rahn* means providing short-term financing, fast, *hassle-free* and *riba free* to the public by pawning his/her jewelry to banks or any pawnshop as a security (Rasmin & Markom, 2014). *Ar Rahn* is the micro credit and financial instrument for low-income earners who seek financial credit to meet their urgent working capital or personal necessities.

### 1.9.4 Usury (*Riba*)

The word "*Riba*" is extracted from the Arabic word "Raba", means addition or increase. In literally *Riba* means increase, addition, growth or augmentation (Shahar, Jamlus, & Shahar, 2014). Interest or usury (*Riba*) is primarily an economic issue in all religions. In fact, all religions and mythologies

have prohibited the practice of “*Riba*” in one way or another since the beginning of human civilizations.

#### 1.9.5 Uncertainties (*Gharar*)

In the perception of Islam, risk or probability is referred to “*Gharar*” in the Arabic language that means risk, hazard, and perils. “*Gharar*” is involved in any undertaking that may lead to negative outcome and consequences. If any parties attempt to betray another party through injustice and cause any doubt during the negotiation of a contract, such undertaking contains elements of ‘*Gharar*’ or uncertainty that renders the contract void (Waemustafa & Sukri, 2015).

#### 1.10 Organization of the Study

In this study, the main body of the report is arranged into consecutively numbered chapters. The organization will partly depend on the field of the research. The thesis consists of five chapters, as follows:

##### 1.10.1 Chapter 1

In this chapter, the researcher will describe the acceptance of *Ar Rahnu* among Women Entrepreneurs in Kelantan. This chapter also includes an

introduction, the background of the study, problem statement, research question, research objective, significant of the study, limitations of the study, definition of terms, the organization of thesis and chapter summary,

#### 1.10.2 Chapter 2

This chapter will include the introduction, review concepts of *Ar Rahnu* based on some literature in books, journals, articles and information collected from various websites.

#### 1.10.3 Chapter 3

This chapter is composed of research methodology of the quantitative and qualitative methods. It will include research design, research sampling, research instrument, data collection technique, data analysis approach and the summary of the chapter.

#### 1.10.4 Chapter 4

This chapter explains how this research used action research cycles which include plan, act, observe and reflect. Moreover, based on the

qualitative research approach, it comprises interviews of selected students of the target group as well the women entrepreneurs in Kelantan.

#### 1.10.5 Chapter 5

This is the last chapter that includes recommendations to overcome the problems, recommendation for the future research and conclusion of the study in order to achieve a better understanding of this research.

#### 1.11 Chapter Summary

The chapter discusses the research background regarding the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan and followed by problem statement. This research includes three research questions and three research objectives, significance of study, limitation of study, definition of terms, the organization of thesis and summary of this chapter. The next chapter will discuss the review of the literature.

MALAYSIA

KELANTAN

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

The literature review will explain the previous study of other researchers that focus on the acceptance of *Ar Rahnu* among women entrepreneurs. It will include literature review, overview of *Ar Rahnu* and conceptual framework. The literature review will explain about knowledge, commitment and effort. The overview of *Ar Rahnu* will explain details on *Ar Rahnu* and conceptual framework will include theory of reasoned actions (TRA).

#### 2.2 Knowledge

Knowledge of *Ar Rahnu* is identified as important factors influencing the acceptance of *Ar Rahnu*. Lack of knowledge and awareness among the society regarding the operations of *Ar Rahnu* is a challenge to the industry, particularly in their effort to increase market share (Bahari, Faisal, Shahr, & Shahadan, 2015). Based on this research, knowledge and awareness are important factors to attract more customers especially women entrepreneurs.

According to Hisham, Shukor, Salwa, and Jusoff (2013), most customers are reluctant to use *Ar Rahn* services because it is perceived by the society as products that are meant for the poor and small businesses. It means the awareness among the community is still weak and make customers confused that *Ar Rahn* is just only scheme for small business or anyone can take this scheme. According to Appannan and Doris (2011), *Ar Rahn* operators needs to boost their advertisement and marketing programs to increase awareness to all customers about *Ar Rahn*.

According to Ghazali, Azim, Husin, and Yulia , customer acceptance on products or services has relationship with the familiarity and awareness of the products or services itself. The acceptance can be measured when they are willing to participate and take part in anything that is related to the products or services offered.

Consumers have their own perception with respect to whether the products purchased or services received meet their requirement or not. It's called the degree of acceptance level of customer towards certain products or services (Mohamad Abdul Hamid, Rahman, & Halim, 2014). Customer acceptance will happen when it is equal to the customer satisfaction. Based on this research, when they accept and feel satisfied with the service received, they may utilise the services again next time or encourage their family to use the services.

### 2.3 Commitment

*Ar Rahn* institution safekeeping charge is different for each type *Ar Rahn* scheme. *Ar Rahn* is the product that requires collateral and the *Ujrah* fee rate is much higher than others. According to Sharif, Shaharuddin, Muhamed, Pauzi, and Zin (2013) the solution could be made to adjust the rate by increasing the maximum amount of loan and extending the period of repayment. The issues happen when customer do not have money to pay the fee or forget it.

*Ar Rahn* is based on principles of Islamic microfinance which is interest free, transparent and customer friendly. *Ar Rahn* follows a clear record keeping of all transactions and have secured safekeeping (Manzur, Meisami, & Roayae, 2013). Safekeeping fee guarantees the repayment of the loan and in the event of non-payment the creditor has the option to sell it.

Customer may request to extend their repayment terms if they wish to continue their repayment period. However, according to Rahman and Kassim (2017) if the customer fails to pay within the extended period, the bank has the power to auction the goods. In case of excess, after the loan has been settled, the surplus funds will be refunded to the customers or pledged owner.

Issues of *Ar Rahn* occur when the debtor fails to repay his debt at maturity (Kambara, 2017). The pledged property will be sold since the debtor fails to repay back and the debtor does not have right on their property anymore. Most women entrepreneurs do not like to have monthly commitment.

Therefore, the acceptance of *Ar Rahnū* among women entrepreneurs will involve taking responsibility of having a monthly commitment. Attitudes refer to an individual evolution of positive and negative emotion to perform their behaviour (Ali, Raza, & Puah, 2015). If the person' attitude is positive, it is highly a person willing to make changes to perform a particular behaviour.

#### 2.4 Effort

Advertisement is the process of attracting consumers to purchase products. An individual may know about the product of *Ar Rahnū* by an advertisement or by passing the pawnshop and asking friends (Mohamad Abdul Hamid et al., 2014). The advertisement is important for pawnshop's customers, the awareness of customers may give huge impact in developing a good advertising about pawn broking. Sometimes, *Ar Rahnū* made an aggressive advertisement on television, the radio and newspapers, but it is still not enough to attract customers because *Ar Rahnū* needs to advertise continuously.

The awareness and the acceptance level of *Ar Rahnū* among Malaysian are still low. *Ar Rahnū* should take action by promoting *Ar Rahnū* services as the form of micro financing alternatives (Zambahari, 2013). *Ar Rahnū* can create awareness through promotional tools such as advertising to increase the public awareness. Furthermore, *Ar Rahnū* needs to clearly identify their target market in order to promote its products.

*Ar Rahnu* should do more in marketing to develop the acceptance level of *Ar Rahnu* among women entrepreneurs. Marketing can turn tangible goods to intangibles, specialized skill and knowledge and processes (Shamsudin & Rahman, 2014). *Ar Rahnu* needs to improve the marketing strategies to strengthen its Islamic financial service. It has been proven that, mix marketing strategy plays a part in influencing customer acceptance (Hussin, Zulkepely, Razak, & Muhammad, 2016). Elements of mixed marketing such as product, price, place and promotion are the basis for a business of production or service to attract customer.

## 2.5 Overviews of *Ar Rahnu*

### 2.5.1 *Ar Rahnu*

*Ar Rahnu* is an institution that provides a financial product to lower income group which include small entrepreneurs who usually have problem to get financial loans from banks. *Ar Rahnu* introduced a shariah based alternative and easier source of financing with involves gold as collateral in exchange for cash. *Ar Rahnu* is based on four concepts which are *Qardhul Hassan* (benevolent loan), *Wadiah YadAmanah* (trustwordhiness), *Al-ujrah* (safekeeping), and *Wadiah Yadhomanah* (safekeeping with guarantee) (Mohamad Abd Hamid, Rahman, & Halim, 2015).

#### 2.5.1.1 *Qardhul Hassan:*

A benevolent loan (no interest) loans will be provided by financial institutions to applicants wishing to borrow valuable goods. Loans issued under this concepts require the borrower to pay the same amount borrowed to redeem the valuable items at agreed upon maturity.

#### 2.5.1.2 *Wadiah Yad-Amanah:*

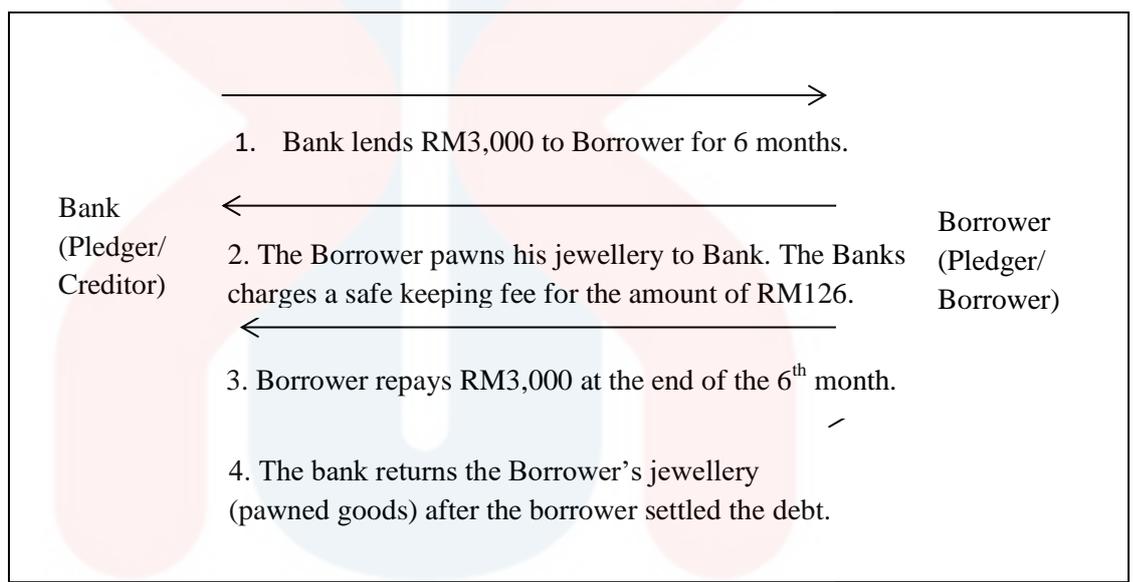
Returnable collateral as a guarantee to the lender that borrowers will repay the loan. Borrowers trust the lender to take care of his goods during the loan period. If something happens to the collateral that is not in the negligence of the lender, then he should not replace the item.

#### 2.5.1.3 *Al-ujrah:*

These concepts where lenders are allowed to charge reasonable fees for services rendered to ensure the trimmed goods are safe and in good condition. *Ar Rahn* usually receives valuable collateral for the *Wadiah* concept which promises to safeguard valuable assets in a safe returnable place when the time comes. Under the *Wadiah* concepts, banks will charge borrower for the services rendered in safeguarding the valuable asset.

2.5.4 *Wadiah Yadhomanah:*

The lender will be responsible to replace lost or stolen goods to the owner if the lender does not keep the agreement due to his own negligence.



Source: (Kambara. 2017)

Figure 2.1 : Ar Rahn products Scheme

Based on Figure 2.1, at first, a creditor lends money to borrower with *Qard Hassan* (no interest) concept. Second, the borrower gives his collateral (*Rahn*) as a pawn and the creditor charge safe keeping fees (*Ujra*). Next, the creditor will keep the borrower's collateral until the borrower pays back the loans (*Wadiah Yadhomanah*). Lastly, the creditor returns the borrower's collateral after borrower pays back the debt.

### 2.5.2 Objective *Ar Rahnu*

*Ar Rahnu* products are a quick and easy access to short-term financing for lower income groups and micro entrepreneurship. *Ar Rahnu* has two main objectives which are to provide capital for a small business and financing living expenses for consumers' needs (Kambara, 2017) . The previous study finds that small traders face problems in securing capital, either to start or expand their business. *Ar Rahnu* products can solve their problem by providing scheme in which that they can get quick money by pawning their gold. Next, *Ar Rahnu* wants to offer the best option that conforms to the Islamic principles and meets the customers' needs with its reasonable lending rates. *Ar Rahnu* wants to reduce and help combat the illegal activities of "Ah Long".

### 2.5.3 The Role of *Ar Rahnu* in Economic Development

*Ar Rahnu* gives great impact for the economic development. *Ar Rahnu* is a place that provides sources of capital for small-and-medium size entrepreneurs for them to start their business and as sources of capital injection for companies that have already been set up (Othman, Hashim, & Abdullah, 2012).

An individual who has a lot of gold prefers to choose *Ar Rahn* because it is faster and much easier compared with the normal banking system. *Ar Rahn* is also a place to get funds for educational needs, especially when to pay fees for their children to enter a centre of higher learning.

## 2.6 Conceptual Framework

### 2.6.1 Customer Acceptance

Customer will have acceptance when they go through a process of knowledge, persuasion, decision and confirmation of a particular product or services. Nevertheless, according to Sam, Tahir, and Latif (2010), the influence of acceptance does not only involve the physical stimuli but it is also related to the external environment surrounding the person.

Customer acceptance can be observed when they are willing to participate or involve in any related products or services that offered (Ahmad, Mansor, & Nadiah, 2012). *Ar Rahn* is similar to most banking businesses where they provide financial business transactions to customers. Customer acceptance on product or services offered has always been related to their understanding and the degree of awareness and of any given tools.

## 2.6.2 Model and theories of individual acceptance

The model and theories are developed to evaluate individual acceptance on various aspects. Usually, models and theories include the theory of reasoned action (TRA), technology acceptance model, motivational model (MM), theory of planned behaviour and social cognitive theory (Rahman & Kassim, 2017). All these theories and models are used to evaluate the acceptance of each individual.

Table 21: Model and theory of individual acceptance

Model and theories	Constructs
Theory of reasoned action (TRA)	Attitude Subjective norm
Technology acceptance model (TAM)	Perceptive usefulness Perceptive ease of use Subjective norm Experience Voluntariness
Technology acceptance model 2 (TAM2)	Image Job relevance Output quality Result demonstrability
Theory of planned behaviour (TPB)	Attitude Subjective norm Perceived behaviour control
Social cognitive theory (SCT)	Encouragement by others Other use Support Self-efficacy Performance outcome expectations Personal outcome expectations

Source: Fishbein and Ajzen (1975) and Venkatesh, V., and Davis (2000)

Based on Table 2.1, it is the used models from previous studies of individual acceptance that gives an idea on the proposed theoretical framework in conducting this research. TRA is constructs on attitude and subjective norm while TAM constructs on perceptive usefulness, perceptive ease of use, subjective norm, experience and voluntariness. TAM2 includes image, job relevance, and output quality and result demonstrability. Next, TPB constructs on attitude, subjective norm and perceived behaviour control. Lastly, SCT includes encouragement by others, other uses, support, self-efficacy, performance outcome expectations and personal outcome expectations.

### 2.6.3 Theory of reasoned action (TRA)

Theory of reasoned action was developed by (Fishbein & Ajzen, 1975) and it is one the most popular theories used to determine behavioural intention of a person's attitudes toward behaviour. According to Lai (2017), "attitude" is the individual's evaluation of an object and defines "belief" as a link between an object and some attributes, and describes "behaviour" as a result of intention.

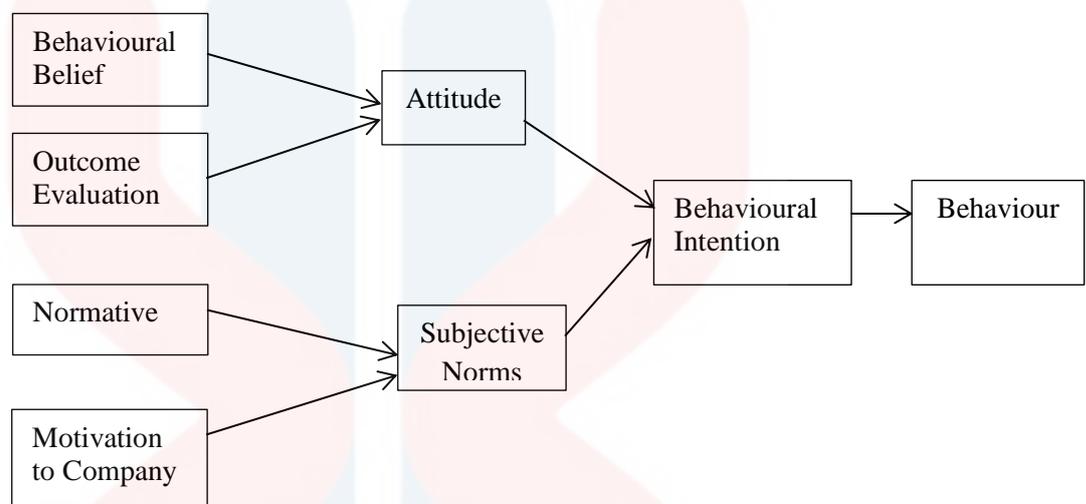


Figure 2.2: The Theory of Reasonable Action Fishbein and Ajzen (1975)

Based on Figure 2.2, according to theory of reasonable action, behaviour will be influenced by the behaviour intention, while the behaviour intention is a combination of attitude and subjective norms. Furthermore, attitude involves behaviour belief and outcome evaluation, each part is related to each other. For subjective norms, it is influenced by normative and motivation to company.

#### 2.6.4 Review of relevant conceptual framework and model

Review previous relevant theoretical models on studies regarding the acceptance of *Ar Rahnu* among women entrepreneur in Kelantan. Figure 2.3

is one of the models that has been developed by the researcher as the theoretical framework to explain the factors influencing acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan.

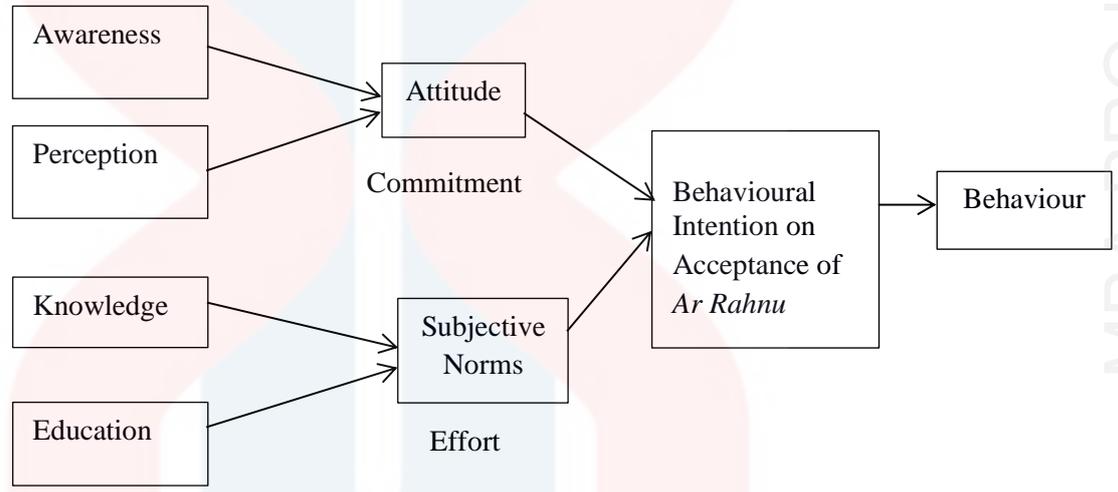


Figure2. 3: Conceptual Frameworks

Based on Figure 2.3, it shows the relation between independent variables and dependent variable. Attitude will influence awareness and perception to accept *Ar Rahnu*. Commitment influences the behaviour intention to create the behaviour of customer to accept *Ar Rahnu*. The subjective norms are influence knowledge and education that create behaviour customer to accept of *Ar Rahnu*. Effort of customer and *Ar Rahnu* will make behaviour intention to accept of *Ar Rahnu*.

## 2.7 Chapter Summary

The chapter discusses literature review, at first, it explains contents that include knowledge, monthly commitment and effort of *Ar Rahnu*. This research also includes context that explains more on *Ar Rahnu*. The conceptual framework consists of theory of reasonable of action (TRA). The next chapter will discuss the methodology of research.



## CHAPTER 3

### METHODOLOGY

#### 2.1 Introduction

This chapter explains the method that the researcher will use in this research. It will detail the research design, research site, data sampling and data collection method and data analysis.

#### 2.2 Research Design

This research will use qualitative research which serves as the primary approach in this research. According to Baker, Edwards, and Doidge (2012), the qualitative approach uses many methods to get information, such as through the internet applications or direct interviewing of the targeted respondents.

The researcher will use the interviewing method to gain the best result and answers for the research questions. The ways of collecting information is by using non-numerical data and interprets the meaning and make the researcher understand the issues (Bryman, 2015). The developing explanations of social phenomena can be done by doing the qualitative research.

Qualitative techniques are more applicable to researchers because they will gain deeper meaning constructed on experiences of individual or experts with their belief or understanding. Qualitative research is also a process of data collection from experts of different theories and concepts (Charmaz & Belgrave, 2012). This process will help the researcher to understand more of the problems and make some observation. According to Allwood (2012) qualitative approach makes the researcher understand phenomena in a specific context.

Qualitative approach is different compared with quantitative approach because the qualitative research does not have any research findings based on statistics and calculations (Gale, Heath, Cameron, Rashid, & Redwood, 2013). Qualitative research will help the researcher to gain clearer understanding about the problem or situations related to social structure that restrict the development and progress of individuals and communities. It means, the qualitative research will make the researcher understand the exact state of the phenomena and the context of the study without manipulating the real situation.

This research is about the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan. It is suitable to use qualitative method because they only have to answer the research questions. Qualitative research is particularly valuable to find the implying that individuals provide for occasions they encounter (Walliman, 2017). According to David Gough (2017), qualitative research is to justify the way of research question inquiries obliges investigation.

Qualitative research also usually starts with how or what to identify the problem and know how the respondent will answer the question.

Qualitative research will use the technique of observation and immersion, open-ended survey and focus on a certain group. Qualitative research also uses the method that concentrate on phenomena and current issues. According to Merriam and J. (2015), qualitative research is utilized to investigate the phenomena which is emotions or perspective. Qualitative research also concentrates to find out through traditional exploration strategies (Rachel Ormston, 2014).

This qualitative research will include analysis of visual, interviews of the respondents, textual material and oral history (Bryman, 2015). This study will involve targeted respondents from women entrepreneurs, academicians and staff from *Ar Rahnu* and it will be conducted in Kota Bharu, Kelantan. The researcher will use the qualitative research because only those who have expertise can answer all the questions that are provided by the researcher.

### 2.3 Research site

This research is about the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan. The researcher will focus on women entrepreneurs in Kota Bharu, Kelantan. The women entrepreneurs will give answers for the questionnaire that the researcher provides. Pasar Siti Khadijah is one of the

places that the researcher will conduct the interview sessions because most of the entrepreneurs there are women from different backgrounds.

#### 2.4 Data sampling

Data sampling in this qualitative research has two types which are probability and non-probability (Peter, 2018). According to Denscombe (2014), the probability sampling is selected to gain general knowledge from a group of respondents, while non-probabilities is about the sample that is selected without having any specification set. Probability is also the types of sampling that refer to certain groups of respondents that have been selected for this research (Floyd J Fowler, 2013). The qualitative research concerns on categorization of respondents to select.

Usually, the researcher will select respondents that have capabilities to provide the information for this research. This method is suitable to the research that more to nature. The selected of respondent are important because it can provide a detailed understanding of certain topics and problems (Silverman, 2013). Therefore, the researcher should target respondents of a specific group and individual that have knowledge on that topic that related to the research problem.

To complete the research, this research will focus on criterion based sampling techniques to get the targeted group. The researcher will get

respondents from women entrepreneurs, *Ar Rahnu* staff and academicians. According to Jane Ritchie (2013), there are three types of qualitative sampling; they are purposeful sampling, quota sampling and snowball sampling. The purposeful sampling is the common sampling approach to make qualitative research (Hoagwood, 2013). In this sampling research, respondents are selected on a pre-selected criteria based on the research questions.

Another types of sampling is quota sampling in which a participant is part of quotas that are fixed to the sampling (Joanna Napierała, 2015). Usually, the researcher will try to get data from the respondent to meet a certain characteristic of the research sampling to conduct the research. The characteristics that the researcher will look are marital status, education and sex. According to Johannes Illenbergera (2012), chain referral sampling is also known as snowball sampling.

This sampling method is to help the researcher to find and recruit potential respondents that may be difficult to reach. The respondents refer the researcher to other that might be able to participate in this area of study. Theoretical saturation of data happens when the researcher reaches a point in their data analysis that more sampling data will not lead to more information that related to the research question (Bell, 2014). When theoretical saturation has been reach, it is assumed the further data collection will not bring any incremental benefit to the research analysis.

## 2.5 Data Collection Method

This research imperative to merge wellsprings of information, called triangulation intends to guarantee future reaching results that mirror the participants' understandings as precisely could be expected under the circumstances. According to Green, Camilli, and Elmore (2006), a precisely directed case study benefits from having wellsprings of proof, which guaranty that the study is as powerful as could be allowed.

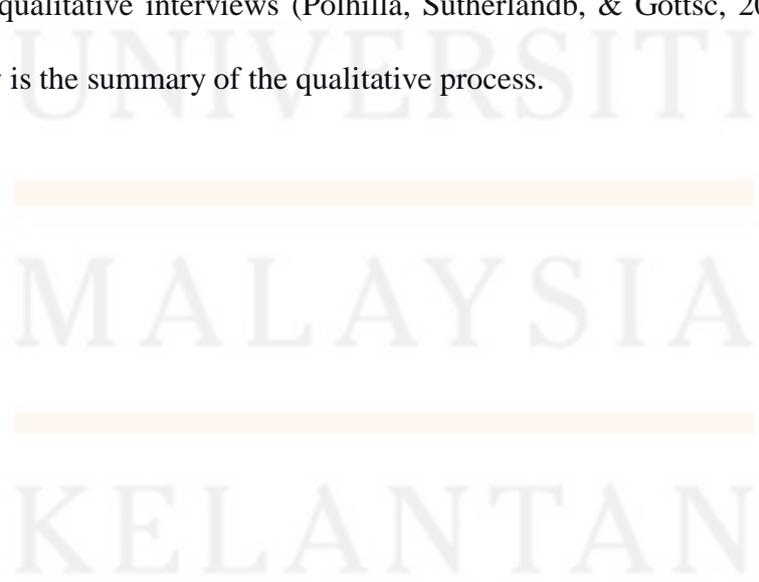
Triangular is vital to perform a case study dependably, extra wellsprings of information permit case study researchers to make a story-one that distinctions participants' significance making procedures (Yin, 2009). The data collected method which is focus group, one-to-one interviews, the process will involve the generation of large amounts of data. This method has different ways of making a record of what is said and done during an interviews or focus group, such as taking handwritten notes or video-recording.

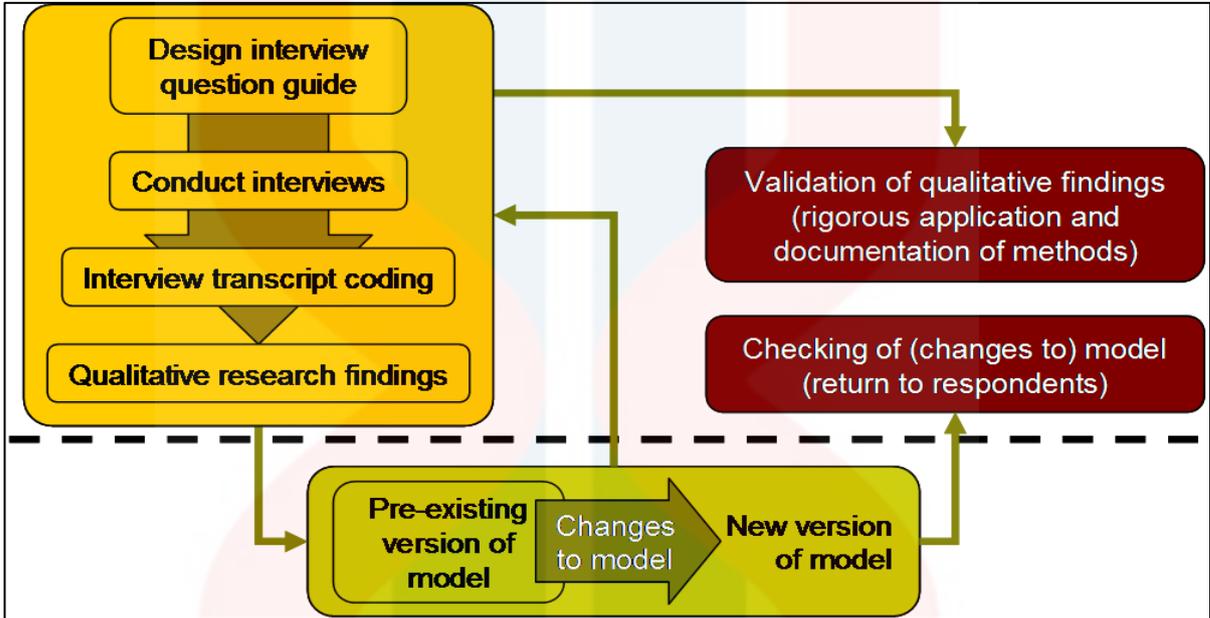
Many researchers will maintain a folder of fields notes to complement audio taped interviews, it allows the researcher to maintain comment upon impressions, environmental contexts, behavior, and nonverbal cues that may not be adequately captured through the audio recording (Sutton & Austin, 2015). The researcher usually writes in handwriting in a small notebook at the same time the interview takes place. This field's notes process can provide important context to the interpretation of audio-tapes data and can help the researcher of situational

factors that may be important during data analysis. Like notes but not be formal, the researcher needs to be maintained and secured in a similar manner to audio tapes and transcripts, as they contain sensitive information and are relevant to the research.

There are six sorts of inquiries to be utilized amid the interview procedure for case study investigation, which is experience/conduct, sentiment/conviction, inclination, learning, tangible and foundation/demographic (Patton, 1987). The general and particular inquiries, called open-ended inquiries and advised against dichotomous or diving inquiries which make prompt a closed style of questioning. The expectation of this research is to make the interview conversational.

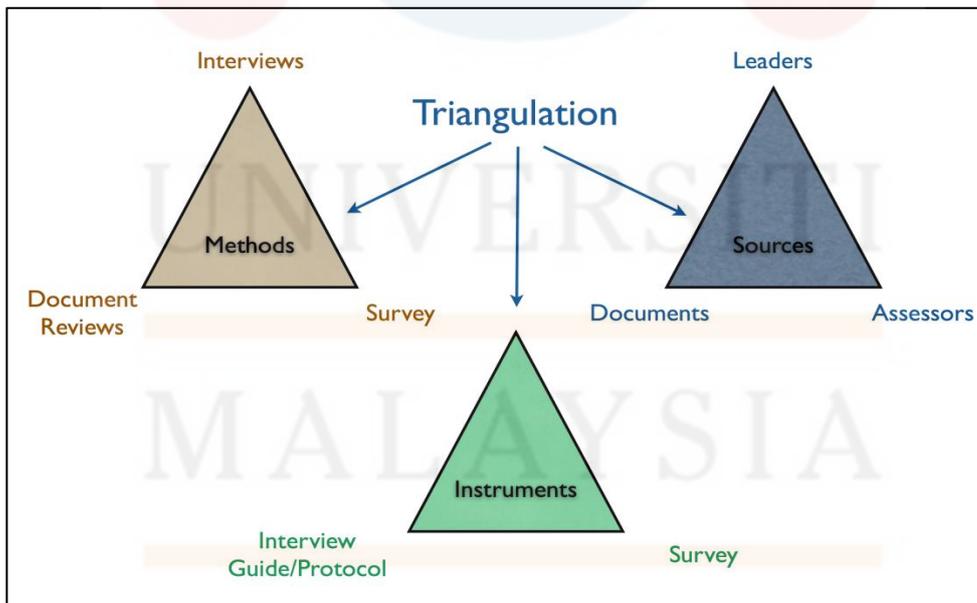
The qualitative method will make an iterative approach which is the questions to be addressed in qualitative interviews are derived from issues arising from model development, and changes to the model are suggested by findings from qualitative interviews (Polhilla, Sutherlandb, & Gottsc, 2010). The figure below is the summary of the qualitative process.





Sources: Polhilla et al. (2010)

Figure 3.1: Summarize of qualitative process



Sources: Didion (2018)

Figure 3.2: Data Collection Process

The figure above explains about the data collection process that involve method, sources and instrument. The method includes interviews, document review and survey. The sources include leaders, assessor and documents. The instrument is included with interview guide or protocol and survey.

### 2.5.1 Interview

Field research composes a number of research methods to solve the research problem such as case study, interview and observation. Interviews are done when the researcher made a selection of the participants for an interview. Thus, this encourages the researcher to organize the interview by evaluating the information collected to reach the best decision. According to Esterberg (2002), semi-organized interviews, depicting the procedure as less inflexible than organized interviews, and taking into account a more liberated exchange between the questioner and interviews.

This method will use by face-to-face interviews with the women entrepreneurs, academicians and staff from *Ar Rahnu*. The researcher will prepare the written questions to the interviewees. The question will be structured, planned and organized in line with the objectives questions of the study. This method will encourage the participants to respond to the questions as accurately as possible.

The questions of the interview will be designed in English Language but to ensure proper responses from participants, the interview will be conducted in mother tongue language (Malay). The responses will later be transcribed and translated it to English. The reason for using the tongue language is to enable participants who could not understand English to contribute relevant information in the topic under this study.

## 2.6 Data Analysis

A qualitative research study includes a persistent interchange between information collection and information analysis (Corbin & Strauss, 1998). Qualitative analysis is types of scholarly craftsmanship. There is single approach to achieve qualitative research, since information analysis is a procedure of making the idea and level of comprehension.

Qualitative data analysis offers intending to initial introductions and last accumulations. According to (Esterberg, 2002), getting private with information and portrays the primary goal of submerging oneself in interview transcripts to load up the researcher memory by gathering information. The qualitative research data analysis usually carries more negative connotations than any other single part in this process of research. It could attribute to the fact that in qualitative, data are usually record in the form of words which is descriptions, opinions and feeling compared with numbers.

Data analysis is a process to researcher to arrange it in order to enhance their knowledge of data and it also to present what they learned to others. These approaches to analyze the output from the interviewees and it will to create data in order to explain and create new finding. According Maxwell (2005), the customary approach in the sociology that permits the codes to be developed amid the information analysis. Once the information from this examination was analyzed altogether through the open coding procedure, the researcher explored the codes for developing topics in the information.

Data transcription is when raw data which is voice recording or video recording need to be translated into written form. The data will be translated by using naturalized and denaturalized (Conroy & Marie, 2010). Naturalized data will be transcribed according to the world recorded. It must include every single word that had been recorded into written form. While denaturalized is the transcription only will transcribe that important point only. Not all spoken word by respondents will be transcribed into written form. In this study, the researcher will use denaturalized to transcribe into written form. The figure below will explain on the six stages amid the information analysis process.

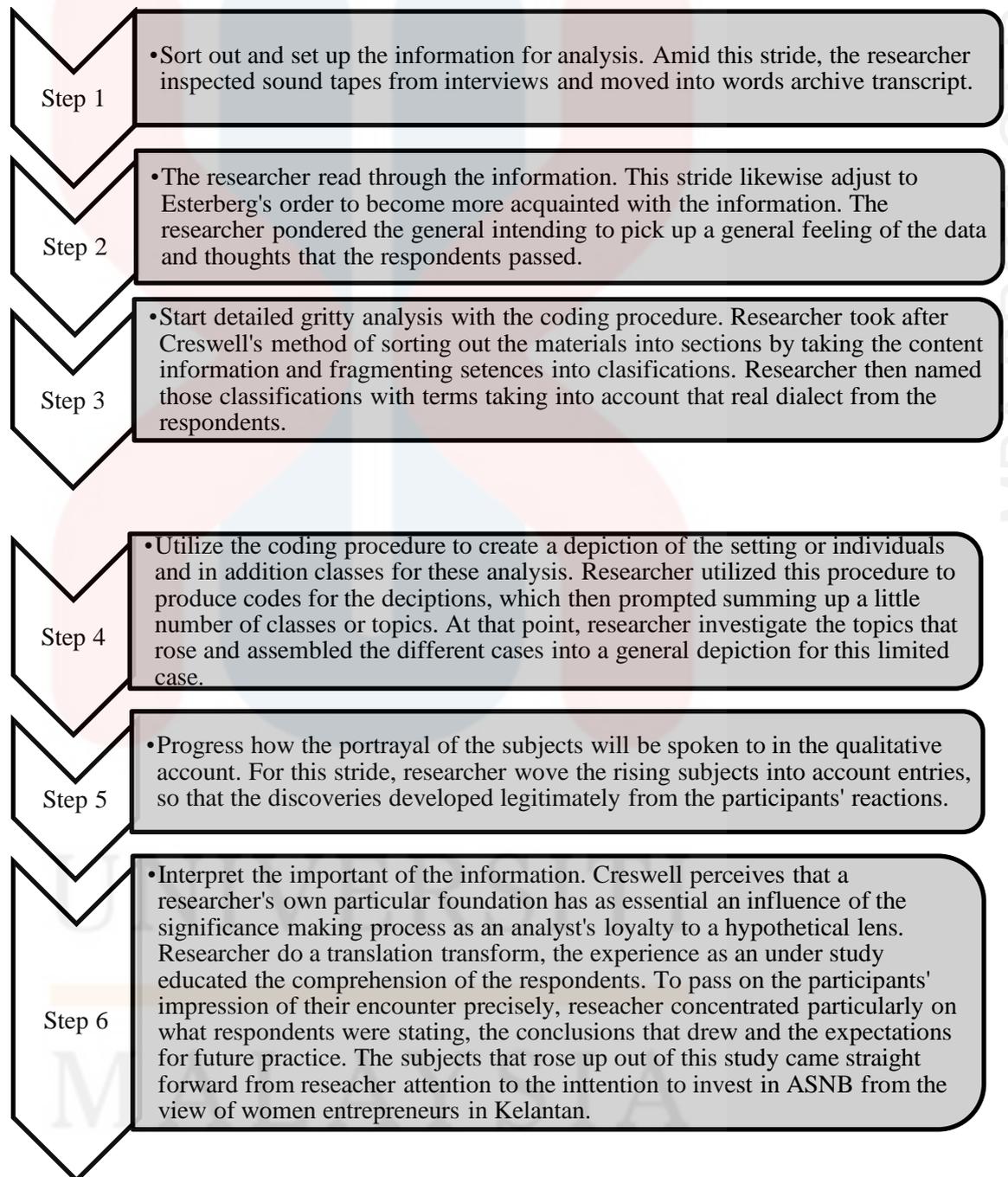


Figure 3.3: Data analysis process (Sarimuzi, 2015)

### 3.7 Chapter Summary

The chapter discusses on the method used by the researcher in this research. This chapter focuses on the research design, research site and data sampling. It also explains data collection and data analysis with the figure on data collection process and data analysis step.



## CHAPTER 4

### FINDINGS AND DISCUSSIONS

#### 4.1 Introduction

This chapter about analysis data and findings, it will include background of participants and study of findings. In background of informant will explain about the place of research, informed background, range age, experience and type of business. While, in study of findings will include of data collection, informed reaction and data analysis.

#### 4.2 Background of Informants

The background of informants include of place of research, informed background, range age, experience and type of business. This research is conduct in Pasar Siti Khadijah, Universiti Malaysia Kelantan, and Ar Rahn. There are eight informants among women entrepreneurs, academician and staff Ar Rahn. The informants in age from 30 to 75 years old and the informants are both which is male and female. Informants business experience average more than 10 years above.

Table 4.1: Background of Informants

Bil.	Informant	Background Informant	Age	Working experience
1.	Informant 1 (IF1)	Women entrepreneur	42 years old	17 years
2.	Informant 2 (IF2)	Women entrepreneur	45 years old	20 years
3.	Informant 3 (IF3)	Women entrepreneur	72 years old	45 years
4.	Informant 4 (IF4)	Women entrepreneur	67 years old	30 years
5.	Informant 5 (IF5)	Women entrepreneur	30 years old	2 years
6.	Informant 6 (IF6)	Women entrepreneur	38 years old	9 years
7.	Informant 7 (IF7)	Staff <i>Ar Rahnu</i>	32 years old	5 years
8.	Informant 8 (IF8)	Academician	40 years old	5 years

#### 4.3 Study Findings

Three research question highlight of the information:

- 1) How the knowledge of *Ar Rahnu* contribute to development of women entrepreneurs in Kelantan?
- 2) Why monthly commitments affect the decision of women entrepreneurs in Kelantan to use *Ar Rahnu*?
- 3) How the effort of *Ar Rahnu* to promote their service to women entrepreneurs in Kelantan?

The respondent's reactions on more than one question, the respondent need to give their reaction on the each question that will influence the data collection and data analyse

There have research question and research objective which is How the knowledge of *Ar Rahnu* contribute to development of women entrepreneur in Kelantan? And To know the knowledge of *Ar Rahnu* contribute to development of women entrepreneurs in Kelantan.

This part is explained on the knowledge of the respondents about *Ar Rahnu* among women entrepreneurs, academician and staff of *Ar Rahnu*. Knowledge is including of awareness, education and perception of the respondent on *Ar Rahnu*. In this topic is about the respondent's reaction on their knowledge on *Ar Rahnu*.

There is involving the knowledge of respondent that identified to influence the perception of *Ar Rahnu* among the respondents. Knowledge and awareness is importance factors to attract customer among women entrepreneurs. Customer acceptance on products or service has a relationship with familiarity and the awareness of product or services itself. Education is play importance to influence level of knowledge of respondents. Customer has their own perception with each product or services.

Knowledge is important to determine that the informants are really known about each thing of *Ar Rahnu* or not. Level or knowledge can be know, know but limited and don't know. Knowledge can make informant create their perception of *Ar Rahnu* which is important or not among women entrepreneurs. According to IF1, IF1 know about *Ar Rahnu* through circular flyers from staff of *Ar Rahnu*. IF1 think that *Ar Rahnu* is importance among women entrepreneurs especially entrepreneurs in Pasar Siti Khadijah.

The next informant reaction is IF2 knows about *Ar Rahnu* through the coming clients and through reading. IF2 think that *Ar Rahnu* is more reliable than conventional pawnshop and *Ar Rahnu* is very important among women entrepreneurs and also to all entrepreneurs.

The third informant which is IF3 also knows about *Ar Rahnu* but limited. IF3 knows through billboards and flyers circuits made by *Ar Rahnu*'s staff. *Ar Rahnu* is good but IF3 is not interested to use it because its capital is still sufficient and does not require using *Ar Rahnu* service.

Next, IF4 and IF5 think that *Ar Rahnu* is very important for new entrepreneurs to start business and also to have capital. *Ar Rahnu* is able to provide financial lending easy without the need for many documents and it is very fast. IF4 and IF5 know about *Ar Rahnu* through flyers and from *Ar Rahnu*'s staff.

Furthermore, according to IF6, IF6 known through circulation of flyers at the car that make by staff *Ar Rahnu*. *Ar Rahnu* is important to help entrepreneurs, but for IF6 there have other options besides *Ar Rahnu* where entrepreneurs can get the capital through the incentives and grants offered by government agencies.

According to IF8 who is an academican confirmed that IF8 also knows about *Ar Rahnu* through circular flyers placed on cars and talks made by *Ar Rahnu*'s own staff. IF8 also confirmed that *Ar Rahnu* facilitated the entrepreneurs to get their finances.

Based on this research, knowledge and awareness is importance factors to attract more customers to involve in *Ar Rahnu* services. When women entrepreneurs have knowledge, it will influence their perception of each product or service to make them to respect to whether the products or services received meets their requirement or not.

The conclusions that can be made after an interview session have been that most informants know about *Ar Rahnu*. Normally informants know about *Ar Rahnu* through circular flyers, billboards, customers who came and through talks sessions made by *Ar Rahnu's* staff.

Most informants argue that *Ar Rahnu* is very important for a business especially new business to get capital and financial resources. *Ar Rahnu* is more reliable than conventional pawnshops. Informants note that *Ar Rahnu* is easier to deal with in obtaining a loan because it does not require much documentation and lending is quicker and easier.

According to IF8 who is an academicians agree that *Ar Rahnu* facilitates entrepreneurs to get finance rather than loans in banks who need sufficient documents before approving a loan. IF8 thinks that *Ar Rahnu* is more known through circular flyers on automobiles and flyers circuits privately created by *Ar Rahnu* staff.

As conclusion, most informants have knowledge about product and services of *Ar Rahnu* and they have their own perception on *Ar Rahnu* that influences them to using *Ar Rahnu* or not. The informants has knowledge from flyers and

talks from *Ar Rahnu* staff, customer and billboard, but the most influence the knowledge of informant are from flyers and talks from *Ar Rahnu* staff.

Secondaly, there have second research question and research objective which is why monthly commitments affect the decision of women entrepreneurs in Kelantan to use *Ar Rahnu*? And to explore why monthly commitment affects the decision of women entrepreneurs to used *Ar Rahnu*.

This part is explained on the reaction of the respondents toward monthly commitments of *Ar Rahnu* services. It is influences of behaviour of the respondents that effect of the perception of *Ar Rahnu*. Attitude of respondent also influence of respondents to have monthly commitment by use *Ar Rahnu* service.

There is about the perception of *Ar Rahnu* among women entrepreneurs, academican and staff of *Ar Rahnu* that involve of the behaviour to take responsibility for having a monthly commitment. *Ar Rahnu* follow clear record keeping of all transaction and have secures safekeeping; safekeeping fee is guaranteeing that repayment of the loan. Attitude is between positive and negative emotion to perform their behaviour. Attitude also influences their discipline to have commitment in monthly among respondents.

Commitment is related to attitude of person that can discipline to have any monthly commitment. Safekeeping fee is guarantee that the loan can be pay back. Safekeeping fee also include the risk that *Ar Rahnu* have bear if anything are happened. Each borrower need to pay the safekeeping within 6 month, if not their pledged property will be auction.

Monthly commitment also related with behaviour of person that they have to be responsible to pay during the time that set. According to IF1, IF1 had used *Ar Rahnu* service and found out about the monthly safekeeping fee. IF1 has experienced his pledge had be auctioned because IF1 don't pay that fee. This is because of the deteriorating business and unpredictable revenue that caused IF1 doesn't have money ti pay it.

The next informant, IF2 believes that the safekeeping is no having any problem with that because *Ar Rahnu* is also doing business so *Ar Rahnu* also needs their profit. According to IF2, the borrower needs be discipline to pay safekeeping fee even if the business conditions are uncertain if not the item will be auctioned.

The third informant which is IF3 knows about the safekeeping fee charged. IF3 stated that IF3 is not interested in using *Ar Rahnu's* services because IF3 don't want to take any risk if IF3 cannot to pay it. IF3 expresses its concern for uncertain business nowadays, which is the business today are not the same like the past especially about the profit that earned.

According to IF4, if we want to use *Ar Rahnu's* service, we must will to pay it. IF4 argued that *Ar Rahnu* is very helpful to entrepreneurs to add their financial increment especially during the instability of business condition requiring entrepreneurs to get financial loans to increase their capital

While it a slightly different with IF5 which is IF5 thing that IF5 can pay it since the value of the loan is small and the payment period is only 6 months. IF5

make an online business that does not require large capital, so the loan made by IF5 is minimal.

IF6 is of the opinion that IF6 does not want any monthly commitment. IF6 prefers to apply grants or incentives from governments or agencies where the value is free and does not require to IF6 to pay monthly. In addition, IF6 stresses about the business nowadays are not stable.

According to IF8 who is also an academician confirming that safe keeping is required for *Ar Rahnu* to maintain their business. The benefit of the safekeeping fee is used to pay employees' salaries, risk incurred, pay utilities and so on. IF8 is of the view that the uncertain economic and business conditions cause business not to be in the risk of being unable to pay safekeeping fees.

Safekeeping fee are different for each type *Ar Rahnu* schemes, *Ar Rahnu* is Islamic microfinance which is interest free, transparent and customer friendly. Safekeeping is a guarantee to make customer to payback the loans. The issues are always happened when customer don't have money to pay safekeeping fee or forget to pay it. It also includes the behaviour and attitude of customer to take responsibility for having monthly commitment.

The conclusion can be made from the interview session that most informants are willing to pay the safekeeping fee because they need to use the *Ar Rahnu* service to get the financial. Unpredictable economic and business problem cause entrepreneurs to hesitate to use it but they need financing. Most entrepreneurs are

afraid to use it because they fear their items will be auctioned if they cannot afford it.

According to informant, we need to be discipline and need have a backup plan if we cannot to pay it. In practice, *Ar Rahnu* will give an extended period from the set period if their clients cannot pay on that day. There are also informants who do not to take risks in view of unpredictable economic conditions.

IF8 which is academicians confirm that economic and business factors are main factors make the entrepreneurs are afraid of having any monthly commitment. But *Ar Rahnu* is also very important to the entrepreneurs to obtain the financial. They had to take the risk of using *Ar Rahnu* to get financial loans as *Ar Rahnu* was easier to deal with that bank.

As conclusion can be made is, entrepreneur need *Ar Rahnu* but economic instable maybe the barrier to the entrepreneurs to using *Ar Rahnu* services. But, the entrepreneurs need to take the risk if they want to use the *Ar Rahnu* services. Majority from the informant are willing to have monthly commitment and ready to pay safekeeping fee if they want to use *Ar Rahnu* services.

Lastly, the third research question and research objective are how the effort of *Ar Rahnu* to promote their service to women entrepreneurs in Kelantan? and to understand the effort of *Ar Rahnu* in promoting their service to attract women entrepreneurs in Kelantan.

There will explain the effort of *Ar Rahnu* to promote their service influence the respondent. *Ar Rahnu* needs to make marketing to increase level acceptance of *Ar Rahnu* among women entrepreneurs. *Ar Rahnu* needs to create awareness through promotional tools such as advertising to approach public awareness.

This part is about the advertisement is importance to make the customer perceptions the each product or services. Advertisement play importance role to attract customer. *Ar Rahnu* needs to clearly identify their target market in order to promote their products. The awareness of customer may give huge impact in developing a good advertisement about pawn broking. *Ar Rahnu* can make mixed marketing such as product, price, place and promotion are the basic for a business of production or service to attract customer.

Advertisement is important to all business to attract customer know about the product that they sell. Each company must have their effort to promote their product and services to make sure the information are reached directly to customer. According the interview session, almost informant is known about *Ar Rahnu* through circular flyers make by staff *Ar Rahnu*. It show that *Ar Rahnu* have their effort to promote their product and services to attract customer to join *Ar Rahnu*.

According to IF7 which is staff *Ar Rahnu*, most of *Ar Rahnu* users are from 35 years and above, so *Ar Rahnu* decide to use the traditional methods where *Ar Rahnu* staff have to go directly to make promotions to villages and markets to distribute flyers and give talks. This is considered more effective as the

information will be up to the customer. Most of the 35 years olds prefer to be verbally explained instead of virtual advertisement because it is easier to ask directly than virtual advertisement.

IF7 also states that *Ar Rahnu* is using the mass media, but is not so huge printed advertisement as most *Ar Rahnu's* customers do not use mass media. Usually the mass media used by *Ar Rahnu* is for the sale of pledge property that has been auctioned. They usually use the media mass platform like Facebook. The target customer who what buy the auction pledged properties are different with the target customer who wants to use the *Ar Rahnu* services.

According to IF8 which is an academicians, IF8 agrees with the way that *Ar Rahnu* does. IF8 is concerned that due to the target customer of *Ar Rahnu* which is from 35 years old and above, so *Ar Rahnu* considering the traditional way more effectively to convey information to the public.

As a whole, it is evident that *Ar Rahnu* has an effort to promote their products and services; *Ar Rahnu* thinks the traditional way is more effective in attracting enthusiasm to use *Ar Rahnu*. *Ar Rahnu* uses printed advertisement to disseminate information directly to the customer. Most informants say that they know about *Ar Rahnu* through circular flyers and talks made by *Ar Rahnu's* own staff.

#### 4.4 Chapter Summary

This chapter has discussed on analysis data findings, it involve of five respondents which is women entrepreneurs, academician and staff of *Ar Rahnu*. This chapter have two parts which is background of participants and study of findings. In study of finding have data analysis that analyse what the respondent are answers the research questions.



## CHAPTER 5

### CONCLUSION & RECOMMENDATION

#### 5.1 Introduction

This chapter is about conclusion and recommendation. It will divide to two parts which is part one will explain about conclusion and another one will explain about recommendation. Part one will explain about the conclusion of the findings. And another part, the researcher will give their suggestion and recommendation to improve the problem.

#### 5.2 Conclusion

As conclusion for this study, the rapid development of the economy in this country attracts more women to actively engage in the entrepreneurial world. Many women entrepreneurs become millionaires and some of them more aggressive than men in term of their thoughts, feelings and actions (Musa et al., 2016). Micro-enterprise is playing an increasing role in the Malaysia economy. Although micro-enterprise always gives positive impact to Malaysia economy, they also have their own problem to obtain their funding of capital.

The researcher concludes that one of financial channels that micro enterprise can use is *Ar Rahn*. *Ar Rahn* is the alternatives used especially by women

entrepreneurs to obtain their funding's. This study is about the acceptance of *Ar Rahnu* among women entrepreneurs in Kelantan. There have three objectives in this study to know the knowledge of *Ar Rahnu* contribute to development of among women entrepreneurs in Kelantan, to explore why monthly commitment affects the decision of women entrepreneurs to use *Ar Rahnu* and to understand the effort of *Ar Rahnu* in promoting their service to attract women entrepreneurs in Kelantan.

In this study found that, the main factors that the researcher study is knowledge, commitment and efforts. For knowledge, mostly the informants are having knowledge about *Ar Rahnu* and mostly informant know about *Ar Rahnu* from circular flyers and talk makes by *Ar Rahnu* staff. The knowledge that the women entrepreneurs know will help them to develop their business through get financing from *Ar Rahnu* institution.

As conclusion, knowledge is including of awareness, education and perception of person to accept the product or services. Knowledge can be know, know but limited and don't know depend on their awareness. According to Ghazali, Azim, Husin, and Yulia , customer acceptance on products or services has a relationship with familiarity and the awareness of product or services itself.

Lack of knowledge and awareness among the society is a challenges to the *Ar Rahnu* to raising the market share (Bahari, Faisal, Shahr, & Shahadan, 2015).

The researcher found in this research that knowledge and awareness is importance factor to *Ar Rahnu* contribute to development of women

entrepreneurs in Kelantan. In 1983, *Ar Rahnu* was introduced as an alternative for the Muslim community to use Islamic system that suits the shariah needs and requirements (Hamid, Rahman, & Halim, 2014). *Ar Rahnu* also the alternative to get financial credit for the customer who has difficulties in getting the loan approvals from bank (Koe & Rahman, 2015). Based on this study, the researcher can see that *Ar Rahnu* importance in contribute to development of women entrepreneurs in Kelantan.

The researcher also agree that advertisement is importance to attract customer and to convince customer to purchase that products (Hamid et al., 2014). Minimum of advertise can be the reason why still a few groups have not prefer to use *Ar Rahnu* services. Knowledge of a person about *Ar Rahnu* can be known by flyers and talk from *Ar Rahnu* staff, their customer of women entrepreneurs and advertisement through billboards. Women entrepreneurs need have knowledge to understand that *Ar Rahnu* is the institution that can help women entrepreneurs in development of their business.

Based on the result after the interview session have made by the researcher, most informants argue that *Ar Rahnu* is very importance in contribute to development of women entrepreneurs in Kelantan to get capital and financial resources. The informant also argues that *Ar Rahnu* is much easy to get financial rather than loans in banks that need sufficient documents before approving a loan. Most informants have knowledge about *Ar Rahnu* and they have their perception on *Ar Rahnu* that influencing them to using *Ar Rahnu* service or not.

The result found of this study that the informants have knowledge of *Ar Rahnu* from flyers and talks from *Ar Rahnu* staff, their customer and billboards. But the most influence the informant to have knowledge of *Ar Rahnu* is from flyers and talks made by *Ar Rahnu* staff. It support the first objective that the researcher want to know the knowledge of *Ar Rahnu* contribute to development of women entrepreneurs in Kelantan when most informant know about *Ar Rahnu* and they support that *Ar Rahnu* is important to them to develop their business.

The second objective in this research is to explore why monthly commitment affects the decisions of women entrepreneurs to used *Ar Rahnu*. From the literature, *Ar Rahnu* based on the principles of Islamic finance which is interest free, transparent and customer friendly. However, *Ar Rahnu* follow clear record keeping of all transaction and have secures safekeeping. Safekeeping fee is guarantee that repayment of the loan and the period that creditor can sell it if the safekeeping fee are not pay (Manzur, Meisami, & Roayae, 2013). *Ar Rahnu* provides this monthly fee to cover all the cost including insurance and security.

The researcher conclude that women entrepreneurs usually not like to have any monthly commitment, if they use *Ar Rahnu* service they have safekeeping fee that they need to pay and if they not pay their gold will auction. These safekeeping fee might burden the women entrepreneurs and indirectly has a tendency to default in payment (Azman, Kassim, & Masron, 2015). It shows it can be reason that women entrepreneurs do not prefer to have monthly commitment.

As the conclusion, the acceptance of monthly commitment also involve of their behavior to take responsibility for having it. Attitude refer to individual evolution of positive and negative emotion to perform their behavior , if the person's attitude is positive, it make changes are high of person performs a particular behavior (Ali, Raza, & Puah, 2015). A person need to have discipline and responsible if they have monthly commitment. Another factor that will influence that woman entrepreneurs refused *Ar Rahn* is instability of their financing that effect from instability of their business. As we know financing of women entrepreneurs are depend on their business.

Based on the result from interview session, informant are willing to pay the safekeeping fee because they need to use *Ar Rahn* service to get financial, but economic instable maybe the barriers to the entrepreneurs to using *Ar Rahn* services. Women entrepreneurs need to take the risk if they want to use the *Ar Rahn* services. Informant says that they need to be discipline and need have a backup plan if they cannot to pay it.

In this study found that, attitude is play importance role to the women entrepreneurs make decision to have *Ar Rahn* service or not. With the economic and business instable nowadays make women entrepreneurs think twice to have any monthly commitment because they afraid that items will be auctioned if they cannot afford it. But if women entrepreneurs have good attitude which is responsibility and discipline, they willing to pay safekeeping fee because they need financial from *Ar Rahn* to still sustain their business. It support with the

objective of the research which is the researcher want to explore why monthly commitment affect the decision of women entrepreneurs to used *Ar Rahnu*.

The last objective of this study is to understand the effort of *Ar Rahnu* in promoting their service to attract women entrepreneurs in Kelantan. Advertisement is importance to attract customer. The awareness of customer may give huge impact in developing of *Ar Rahnu* institution. In Malaysia, the awareness of *Ar Rahnu* is still low, *Ar Rahnu* need to take action by promote *Ar Rahnu* services as the form of micro financing alternatives (Zambahari, 2013). *Ar Rahnu* needs to identify their target market in order to promote their product and services.

Based on the result of the interview session, mostly informant is known about *Ar Rahnu* through circular flyers makes by *Ar Rahnu* staff and it show that *Ar Rahnu* have their effort to promote their product and services to attract customer to join *Ar Rahnu*. According to informant which is *Ar Rahnu* staff, most of their customer are from 35 years and above. It means their target market is for adult people..

In this study found that *Ar Rahnu* decides to use traditional method where they need go directly to make promotions to villages and markets to distribute flyers and give talks. Informant thinks that it more effective to have faced to face during the deliver information because of the target market is for adult people. *Ar Rahnu* also using mass media, but is not so huge printed advertisement as most *Ar Rahnu*'s customers do not use mass media. It support with the objective of the

research where the researcher want to understand the effort of *Ar Rahnu* in promoting their service to attract women entrepreneurs in Kelantan.

As conclusion for this research, there are three main factors that the researcher finds which are knowledge, commitment and efforts. The knowledge that the women entrepreneurs know will help them to develop their business through get financing from *Ar Rahnu* institution. Then if the women entrepreneurs have good attitude which is responsibility and discipline, they will use *Ar Rahnu* to obtain their funding, it show why monthly commitment affects the decision of women entrepreneurs to used *Ar Rahnu*. Lastly, *Ar Rahnu* has their effort to promote their service and they use traditional method to deliver information to customer. Because of that mostly informant are known about *Ar Rahnu* through flyers and talk from staff *Ar Rahnu*.

### 5.3 Recommendation

The recommendation from this study is involve with practical recommendation and academic recommendation. For practical recommendation is the researcher suggest to *Ar Rahnu* to improve their strategies of marketing promotion. As the findings of this research, the researcher finds that *Ar Rahnu* prefer to use traditional method which mean *Ar Rahnu* go directly to make promotion to villager and market to distribute flyers and give talks.

In this era of globalization and support of industry revolution 4 (IR4), many work will use by smart thing like machine, robot and computers. Nowadays media Massa and media social are become more popular; many people spent their time with that media. So the researcher suggests that, *Ar Rahnu* improve their strategies promotion by use mass media and media social as a platform to deliver information to the customer. It also more efficient and can reduce the cost compare to *Ar Rahnu* need to go see the customer. *Ar Rahnu* can use Facebook and Instagram as a platform to make marketing as we know Facebook and marketing are popular for all generation.

The next recommendation that researcher want suggest to *Ar Rahnu* is the researcher want *Ar Rahnu* to improve their policy and scheme that offer to customer. *Ar Rahnu* can improve their services scheme that can attract many women entrepreneurs to join *Ar Rahnu*. Through the findings of the research, the researcher found that the issues of monthly commitment are the big issues of the acceptance of *Ar Rahnu* among women entrepreneurs. With the instability of economic and business make the women entrepreneurs think twice before use the *Ar Rahnu* service.

Mostly women entrepreneur afraid to use *Ar Rahnu* service because the afraid they do have money to pay safekeeping fee make their items will be auction. So the researcher want to suggest that, *Ar Rahnu* can make a new scheme to women entrepreneurs or to micro entrepreneurs with lower safekeeping fee and the long period of payment fee.

In addition, the researcher want suggest to *Ar Rahnu* that, *Ar Rahnu* can increase their target market not only focus on 35 years old and above, but try to target in big market such as for youth and adult people. As we know, many younger entrepreneurs are become rich because of the hardworking person. They also make gold as their investment. So the researcher want suggest to *Ar Rahnu* to expand their target market to all categories like among youth and adult people.

The academic recommendation is about future research. The researcher recommends that for the future research, the research of *Ar Rahnu* will do in another east coast which is in Terengganu and Pahang. The future research need to done not only in Kelantan but also other state to get accurate information that support with the past research.

In addition, the researcher suggests that the future research will do in quantitative research. It also can make the new researcher to make this as their references. As we know, the research about *Ar Rahnu* is still not much and still new in Malaysia, so it can attract many researchers to make research on *Ar Rahnu*.

The researcher also wants to suggest to other researcher to expand this topic to other gender or race. Not only focus on women entrepreneur and try to make some research with micro entrepreneurs. According to SME statistics, the number of SME is increase from year to year. . The future researcher also can make the research with others race like Indians and Chinese. It also can see from others view of the acceptance of *Ar Rahnu* among non-Muslims.

The future research also can make on the acceptance of conventional pawn shop. As we know, conventional pawn shop is was introduce first before the Ar Rahnū. After the *Ar Rahnū* was introduces, what the perception and acceptance of conventional pawn shop among entrepreneurs. It is quite interesting topic that can be study.

As conclusion the purpose of this recommendation is to highlight the contribution to the body of knowledge in this research fields. With the recommendation that have suggest by the researcher that will help the gap of the research in the *Ar Rahnū* research and help *Ar Rahnū* to improve their operation. It also helps the new researcher to make this research as their references.

#### 5.4 Chapter Summary

This chapter has discussed on conclusion of this research and the recommendation from the researcher to improve the problem. The conclusion that the researcher make is involve with three main factors which is knowledge, commitment and effort. Then, the recommendation that the researcher suggest involve with practical recommendation and academic recommendation.

## REFERENCES

- Ahmad, S. A. B., Mansor, N., & Nadiah, A. N. (2012). Customer Acceptance on Islamic Pawn Broking: A Malaysian Case
- Alam, S. S., Jani, M. F. M., & Omar, N. A. (2011). An Empirical Study of Success Factors of Women Entrepreneurs in Southern Region in Malaysia
- Ali, M., Raza, S. A., & Puah, C.-H. (2015). Factors affecting intention to use Islamic personal financing in Pakistan: Evidence from the modified TRA model.
- Allwood, C. M. (2012). The distinction between qualitative and quantitative research methods is problematic.
- Appannan, S., & Doris, G. (2011). A Study on Islamic Pawn Broking Awareness and Factors Influencing The Scheme in Sungai Petani, Kedah.
- Arshad, R., Ahmad, Z., Mutalib, R. A., & Ismail, N. S. A. (2015). A Survey of Women Entrepreneurs in Malaysia: A Case of Siti Khadijah Market, Kelantan and Pekan Rabu, Kedah
- Azman, N. H. N. (2017). Usage of Ar-Rahnu Towards Achieving Financial Self-sufficiency for Women Micro- Entrepreneurs in Malaysia.
- Azman, N. H. N., Kassim, S. H., & Masron, T. A. (2015). Key Factors Influencing Women Micro-Entrepreneurs to Use Ar-Rahnu: Evidence from Siti Khadijah's Market, Kelantan
- Azmi, I. A. G. (2014). The Implementation of Islamic Business Practices of Women Traders: A Study in An Islamic State in a Developing Country.
- Bahari, N. F., Fisal, S., Shahar, W. S. S., & Shahadan, H. T. A. (2015). The Development Of Islamic Pawnbroking In Malaysia, Application And Its Challenges
- Bahari, N. F., Safii, Z., Ahmad, N. W., Fisal, S., & Shahar, W. S. S. (2015). *A REVIEWS ON THE REGULATION AND CONFLICTING ISSUES OF AR RAHNU OPERATION IN MALAYSIA*. Paper presented at the Proceeding of the 2nd International Conference on Management and Muamalah.
- Baker, Edwards, & Doidge. (2012). How Many Qualitative Interviews Is Enough? Expert Voices and Early Career Reflections on Sampling and Cases in Qualitative Research.

- Bell, J. (2014). *Doing Your Research Project: A Guide for First-Time Researchers*.
- Bryman, A. (2015). *Social Research Methods*. Oxford University Press.
- Charmaz, K., & Belgrave, L. L. (2012). *Qualitative Interviewing and Grounded Theory Analysis*.
- Cheong, C. W. H., & Sinnakkannu, J. (2012). *Ar- Rahnu : Opportunities and Challenges in Malaysia*.
- Conroy, & Marie. (2010). *A Qualitative Study of The Psychological Impact of Unemployment on Individuals*.
- Corbin, J., & Strauss, A. (1998). *Basics of Qualitative Research Techniques and Procedures for Developing Grounded Theory*.
- Crossman, & Ashley. (2017). *An Overview of Qualitative Research Methods*.
- David Gough, S. O. (2017). *An Introduction to Systematic Reviews*.
- Denscombe, M. (2014). *The Good Research Guide: For Small-scale Social Research Projects*.
- Didion, J. (2018). *Data Collection Methods Qualitative Research*. from <http://blackvip.comeze.com/writing/essays/data-collection-methods-qualitative-research>
- Esterberg, K. G. (2002). *Qualitative Methods in Social Research*.
- Fishbein, & Ajzen. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, Mass; Don Mills, Ontario: Addison-.
- Floyd J Fowler, J. (2013). *Survey Research Methods*. Sage publications.
- Gale, N. K., Heath, G., Cameron, E., Rashid, S., & Redwood, S. (2013). *Using the framework method for the analysis of qualitative data in multi-disciplinary health research*
- Nicola K Gale,corresponding author<sup>1</sup> Gemma Heath,<sup>2</sup> Elaine Cameron,<sup>3</sup> Sabina Rashid,<sup>4</sup> and Sabi Redwood<sup>2</sup>.
- Ghapar, M. H. A., Zakariya, K., Harun, N. Z., & Zen, I. (2016). *Factors Influencing the Change in the Sense of Place of Markets in Urban Regeneration*

- Ghazali, A. S. M., Azim, Z. A. Z., Husin, N. A., & Yulia, A. Ar-Rahnu: Islamic Pawn Broking System, What contribute to its effectiveness?
- Green, J. L., Camilli, G., & Elmore, P. B. (2006). *Complementary Methods in Educational Research*.
- Hamid, M. A., Rahman, I. A., & Halim, A. N. A. (2014). Factors Affecting The Acceptance on Ar-Rahnu (Islamic Based Pawn Broking): A Case Study of Islamic Banking In Malaysia.
- Hamid, M. A., Rahman, I. A., & Halim, A. N. A. (2015). Key Factors Influencing Customers to Use Ar-Rahnu (Islamic Pawn Shop) In Malaysia: Evidence from Bank Rakyat.
- Hisham, S., Shukor, S. A., Salwa, A. B. U., & Jusoff, K. (2013). The Concept and Challenges of Islamic Pawn Broking (Ar-Rahnu).
- Hoagwood, L. A. (2013). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research. *Administration and Policy in Mental Health and Mental Health Services Research*.
- Hussin, M. Y. M., Zulkeply, M. A., Razak, A. A., & Muhammad, F. (2016). Marketing Mixed Strategy and Its Relationship in Islamic Pawning Products Selection at Ar-Rahnu YaPEIM.
- Jane Ritchie, J. L. (2013). Selecting samples." *Qualitative research practice: A guide for social science students and researcher*".
- Joanna Napierała, A. G. (2015). Comparing the effectiveness of respondent-driven sampling and quota sampling in migration research.
- Johannes Illenbergera, G. F. (2012). Estimating network properties from snowball sampled data. *Social Networks*.
- Kambara, K. (2017). *Economics of Ar-Rahnu (Islamic Pawnbroking): Issues and Cases in Brunei Darussalam*
- Koe, W.-L., & Rahman, N. Z. A. (2015). The Use of Ar-Rahnu by Islamic Bank Customers in Malaysia
- Lai, P. (2017). The Literature Review of Technology Adoption Models and Theories for The Novelty Technology

- Mansor, N., Ahmad, S. A. B., Bakar, S. A., & Ismai, I. (2017). A Demographic Analysis on Customer Acceptance towards Islamic Pawn Broking in Malaysia
- Manzur, D., Meisami, H., & Roayae, M. (2013). Banking for the Poor in the Context of Islamic Banking and Finance. *Journal of Contemporary Management*, 2(2), 53-60.
- Maxwell, J. A. (2005). *Qualitative Research Design An Interactive Approach*.
- Merriam, S., & J., E. (2015). *Qualitative Research: A Guide to Design and Implementation*. .
- Musa, M., Shuibb, R., Selamatc, N. H., Isad, S. M., Osmane, I., Bakar, S. A., & (2016). A Study of Women Micro Entrepreneurs in Malaysia: Livelihood Strategies and Challenges
- Othman, A., Hashim, N., & Abdullah, S. (2012). Customer Satisfaction Levels of Service Quality at Ar-Rahnu, Kelantan
- Patton, M. Q. (1987). *How to Use Qualitative Methods in Evaluation*.
- Peter, N. (2018). *Doing survey research: A guide to quantitative methods*. Routledge.
- Polhilla, G., Sutherlandb, L.-A., & Gottsc, N. M. (2010). Using Qualitative Evidence to Enhance an Agent-Based Modelling System for Studying Land Use Change.
- Rachel Ormston, L. S. (2014). The foundations of qualitative research . In *Qualitative research practice: A guide for social science students and researchers*.
- Rahman, N. N. A., & Kassim, S. H. (2017). Factors influencing acceptance of Ar-Rahnu: comparison between private and state Ar-Rahnu providers in Terengganu.
- Rasmin, N. H., & Markom, R. (2014). An Overview on Implementation of Ar-Rahnu in Malaysia.
- Sam, M. F. M., Tahir, M. N. H., & Latif, N. K. A. (2010). The Awareness and The Acceptance of Islamic Pawnshops
- Sarimuza, M. F. C. (2015). A Case Study of VINSKO: Employee Satisfaction and Loyalty in Public Organization Sector.

- Shahar, W. S. S., Jamlus, N., & Shahar, W. S. S. (2014). The Implication of Usury (Riba) in Economic: A Critique.
- Shamsudin, S. M., & Rahman, S. S. A. (2014). *The differences between Islamic marketing and conventional marketing: A review of the literature*. Paper presented at the Proceeding of the 1st international conference on management and muamalah 2014 (1st ICoMM).
- Sharif, D., Shaharuddin, A., Muhamed, N. A., Pauzi, N. S., & Zin, M. Z. M. (2013). The improvement of Ar-Rahn (Islamic pawn broking) enhanced product in Islamic banking system. *Asian Social Science*, 9(2), 36.
- Silverman, D. (2013). *Doing Qualitative Research: A Practical Handbook*.
- Sutton, J., & Austin, Z. (2015). *Qualitative Research: Data Collection, Analysis, and Management*.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical expansion of the technology acceptance model: four longitudinal field studies.
- Waemustafa, W., & Sukri, S. (2015). Theory of Gharar and its interpretation of Risk and Uncertainty from the perspectives of Authentic Hadith and the Holy Quran: A Qualitative Analysis.
- Walliman, N. (2017). *Research Methods: The Basics*. Routledge.
- Yin, R. K. (2009). *Case Study Research: Design and Methods*.
- Zambahari, S. R. (2013). *Ar Rahn: a Short Term Financing Alternative*.