

## The Effect of Amanah Ikhtiar Malaysia (AIM) on Microenterprise Success in Sabah State Malaysia

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### Abstract

*Despite the extensive focus of microfinance institutions on microenterprise, the success is still limited. Most of the people become fail to get success in microenterprise. Based on this reason, microfinance institutions are unable to achieve its ultimate objective to reduce poverty and empower its beneficiaries. Therefore, the prime objective of this study is to investigate the effect of Amanah Ikhtiar Malaysia (AIM) on microenterprise success with moderating role of social capital. To achieve this objective, this study adopted cross-sectional research design with quantitative research approach. The 5-point Likert scale was used to collect the data. Two hundred (200) questionnaires were distributed by using area cluster sampling. Collected data were analyzed through Smart PLS 3. The results of the analysis revealed that AIM has a positive effect on microenterprise success. Moreover, social capital playing a moderating role and enhances the microenterprise success. Therefore, this study contributed by revealing the moderating role of social capital. Hence, the present study is valuable for microfinance institutions to improve microenterprise success by developing social capital.*

**Keywords:** Amanah Ikhtiar Malaysia (AIM), Microenterprise, Microfinance institutions, Credit, Training, Social Capital.

### Introduction

Despite the rapid growth of microfinance sector, academic research is still limited (Arbolino et al., 2018) and need more intention of researchers. No doubt, microfinance institutions are growing, however, the ultimate goal of microfinance institutions is not yet achieved. As there is high poverty level in many developing countries. The prime objective of the microfinance institutions is to alleviate poverty by facilitating micro enterprises. Various studies examine the effect of

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microfinance on microenterprise and found a positive relationship (see, for instance, Bernard, 2015; Bernard, Kevin & Khin, 2016).

However, the poor people owned microenterprise success is limited. That is the reason in most of the developing countries such as Pakistan, India, Bangladesh, Nigeria etc. the effect of microfinance institutions is limited even hundreds of microfinance institutions are working in these countries. For instance, in Pakistan, 3,130 units of microfinance institutions are working (Pakistan Microfinance Review, 2016). However, 44% population is below poverty line (GMR, 2015), 40% of women are facing poverty (Rehman, Moazzam & Ansari, 2015).

The situation is same in the Sabah state of Malaysian where the poverty level is high as compared to other states of Malaysia. Sabah state has the highest poverty rate at 23%, however, Terengganu 15%, Kelantan 11%, Sarawak 8%, and Kedah 7% (Hassan, 2011). The low success rate of microenterprise is the responsible factor of high poverty in Sabah Malaysia. However, AIM as a microfinance institution is working in that area to alleviate poverty by facilitating micro enterprises.

AIM is one of the private trusts that works like microfinance institution (MFI). It provides various services such as credit, saving and training opportunities to very poor as well as low-income people (Amanah Ikhtiar Malaysia, 2014). Market share of AIM was 40% in 2013, and it was expected that share would increase up to 50% in next 5 years (Ismail, 2013). Now the entire branches of AIM are more than 135, participants are more than 347,907 as shown in Table 1.1.

Table 1.1: Increase in AIM branches and Participants from 1990-2014

<b>Years</b>	<b>Number of Branches</b>	<b>Number of Participants</b>
1990	27	3,220
1995	35	39,401
2000	61	61,839
2005	69	164,614
2010	97	253,631
2011	115	286,105
2012	123	332,059
2013	123	346,245
<b>2014</b>	<b>135</b>	<b>347,907</b>

Source: Amanah Ikhtiar Malaysia (2014)

Table 1.1 shows that AIM is growing rapidly in Malaysia. However, the effect on Sabah state is minimal. A high percentage (23%) of people are living in poverty condition. In Sabah, AIM reduced poverty level up to 5.18%, however in Kedah 18.47%, in Kelantan 16.98%, in Terengganu 15.29% and in Sarawak 7.98% from 1986 to 2006 (Saad & Duasa, 2011).

Therefore, low poverty reduced in Sabah state and more focus of AIM is required in this state of Malaysia.

AIM provides credit to develop and expand existing microenterprise. Credit is one of the important elements of microenterprise. AIM also provides skill development programs with credit to run microenterprises. Additionally, according to various studies (e. g., Harrison & Mason, 2007; Peter, 2001), credit and training should be studied jointly.

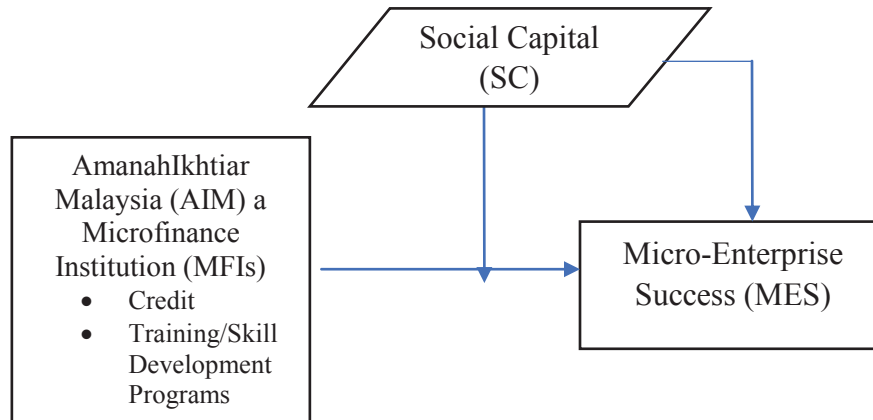
On the other hand, various studies have a conflict (see, for instance, Atmadja, Su & Sharma, 2016; Bernard, Kevin & Khin, 2016) on the relationship of microfinance institutions and micro-enterprise success. According to Atmadja et al., (2016), financial capital (credit) has a negative relationship with microenterprise success. However, according to Baron and Kenny (1986), this inconsistency can be resolved by using a moderating variable. Therefore, the current study is introducing social capital as a moderating variable. It is shown in Figure 1.1.

Therefore, the prime objective of the present study is to investigate the effect of AIM on microenterprise and role of social capital in microenterprise success in Sabah state, Malaysia. Hence, the current study contributed in the body of knowledge by introducing social capital as a moderating variable between microfinance institutions and microenterprise success.

### **Literature Review**

Mayoux's (2005) theory (theoretical Framework), creates a link between microfinance and well-being of poor people. According to this theory, microfinance provides a package of services to poor people (Kabeer, 2005) such as credit, saving, training etc. Poor people utilize this credit for income generating activities like microenterprise and generate income. Income enhances their social and economic condition by reducing poverty level.

According to Resource Base View (RBV) organization's success is mainly determined by its resources. These resources are categorised as assets and capabilities (Umrani, 2016). This resource or assets could be tangible and intangible (Collis, 1994). Therefore, in context of the current study, credit is a resource for microenterprise and skills are the capabilities of microenterprise owners or employees. Hence, according to Resource Base View (RBV), microfinance institutions services such as credit and training are the resource or strengths of microenterprise which contributes to microenterprise success.



**Figure 1.1:** Theoretical Framework

Credit from AIM serves as the initial capital for microenterprise. It consists of small amount of loan which helpful for poor people to run their small businesses (Asiama & Osei, 2007). Credit from microfinance institutions improves small-scale businesses of poor people (Kessy *et al.*, 2016). Therefore, credit from AIM has a positive impact on microenterprise development.

The credit provides funds which facilitate the opportunity to earn money and to improve human lives as well as social dignity (Arbolino *et al.*, 2018) by developing microenterprise. In current era, microcredit has become an essential part to alleviate poverty in numerous emerging countries and it sustain momentum in the development of business (Chowdhury, 2009). Thus, credit from microfinance institutions has vital importance.

According to Nader (2008), credit has become most significant tools used to fight against poverty and to improve family's well-being. As it is quite significant to run business activity. Credit has most important to reduce poverty and facilitate micro enterprise (Hameed, Mohammad, & Shahr, 2018; Hameed *et al.*, 2017). The welfare approach of microfinance institutes emphasizes on improvements which are realized by microcredit through recipient's wellbeing by facilitating various entrepreneurial activities.

However, training/skill development programs are equally important. Skill development programs help poor people to utilize credit adequately. These training programs are helpful to run micro enterprises (AmanahIkhtiar Malaysia, 2014). Most of the poor people become fail to get success in microenterprise due to not having skills. Additionally, training has also influence on commitment (Hussain et al., 2013) of micro enterprise owners. Thus, skill development programs from AIM has a significant contribution to microenterprise success.

Training provides skills and experience to entrepreneurs. Training and skill development programs help self-employed individuals to acquire entrepreneurial knowledge, skills as well as capabilities to identify entrepreneurial opportunities (Stohmeyer, 2007). It is also helpful in risk management implementation. Implementation of risk management practices is most important in any firm or business (Hameed, Hashmi, Ali, & Arif, 2017). Therefore, training and skill development programs increase the entrepreneurial activities like microenterprise.

According to GlaubandFrese(2011), many developing countries are focusing on the promotion of entrepreneurial activities. That is the reason most of the countries concentrate on skill development programs to enhance micro enterprises. Hence, AIM increases the success rate of micro-enterprises by providing the various opportunities for credit, training as well as skill development programs.

Moreover, in line with credit and training, social capital is equally vital for microenterprise success. "Social capital is defined as 'the connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them'" (Putnam, 2000, p.18). According to Nasir and Farooqi (2016), microcredit is provided in groups of people. Provision of credit or other services in groups creates social capital.

Social capital is most important in case of an emergency, and it also works to manage initial capital requirements with the help of family, relatives and friends. According to Mafukata, Dhlandhlara and Kancheya (2015), social capital is now emerging as a tool to develop community and to increase the economic growth. The social network is most significant in economic activity (Nahapiet & Ghoshal, 1998). It is one of the resources which helps entrepreneurs to access business opportunities (Toivonen & Tuominen, 2009).

Therefore, social capital is one of the tools which expedites the microenterprise success by enhancing the positive contribution of microfinance institutions like AIM on microenterprise. The way in which

AIM providing services like groups, generates social capital which moderates the relationship of AIM and microenterprise success. Hence from the above discussion, the current study developed below hypothesis:

*H<sub>1</sub>: There is a significant positive relationship between microfinance institutions and micro enterprise success.*

*H<sub>2</sub>: There is a significant positive relationship between social capital and microenterprise success.*

*H<sub>3</sub>: Social capital moderates the relationship between microfinance institutions and micro enterprise success.*

### **Research Methodology**

Therefore, the study preferred to use cross-sectional research design and quantitative research approach. Data were collected from owners of microenterprise who were the participants of AIM. Questionnaires were distributed by using area cluster sampling. The 5-point Likert scale was used to collect the data. According to Comrey and Lee (1992) inferential statistics, two hundred (200) sample size is adequate. Population of the study based on the micro enterprise owned by women in Sabah state Malaysia. Therefore, two hundred (200) questionnaires were distributed among the microenterprise owners. One hundred and twenty-three (123) questionnaires were returned. Thus, the response rate was 61.5%. However, twenty-nine (29) were incomplete and excluded from the study and ninety-four (94) responses were utilized to analyze the data. To overcome the issue of small sample size, Partial Least Square (PLS) was used. As different studies suggested that PLS is most suitable while analyzing the data through small sample (Goodhue, Lewis & Thompson, 2012; Reinartz, Haenlein & Henseler, 2009).

All the measures are adapted from previous studies. Microfinance institution is measured based on the effectiveness of credit and saving. Microenterprise is measured based on the increase in profit, turnover, employees, products, buyers and effectiveness for family income, expenditure, assets, savings and increase in family confidence. These measures for microfinance institutions and microenterprise are adapted from Bernard, Kevin and Khin (2016). Moreover, social capital is measured based on the effectiveness network of relations with family, relatives, friends, customers, investors, suppliers, distributors and manufacturers. All these measures for social capital are adapted from Naala (2016). Scale items are given in Table 3.1.

Table 3.1: Scale Items

Micro Enterprise (Bernard, Kevin & Khin, 2016)	Microfinance Institutions (Bernard, Kevin & Khin, 2016)	Social Capital (Naala, 2016)
MES1 Profits of my microenterprise tend to increase.	MFIs 1 The loan interest is reasonable.	SC 1 Family and relatives help me to build and improve my business.
MES2 Turnover of my microenterprise tends to increase.	MFIs 2 The loan obtaining, and repayment procedure is simple.	SC 2 Friends help me to build and improve my business.
MES3 A number of employees of my microenterprise started to increase.	MFIs 3 The loan amount and repayment period are sufficient.	SC 3 Customers help me to build and improve my business.
MES4 A number of products of my microenterprise tend to increase.	MFIs 4 Training/skill development programs are useful in running microenterprise.	SC 4 Investors help me to build and improve our business.
MES5 A number of buyers of my microenterprise tend to increase.	MFIs 5 Training/skill development programs are useful in improving my social status, family life and personal attributes/qualities.	SC 5 Suppliers help me to build and improve my business.
MES6 Family income tends to increase.		SC 6 Distributors help me to build and improve my business.
MES7 Family expenditure tends to increase.		SC 7 Manufacturers help me to build and improve my business.
MES8 Family asset tends to increase.		SC 8 Our firms social and professional contacts help me build and improve my business.
MES9 Family savings tends to increase.		SC 9 My interaction with this people helps my firm to
MES10 Family confidence tends to increase.		

		be one of the first to hear new things/information.
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**Research Analysis and Results**

*Measurement Model Assessment*

Measurement model assessed by examining the factor loading, composite reliability, average extracted variance (AVE), discriminant validity, cross loading and convergent validity through internal consistency by using SmartPLS 3. While assessment of measurement model, 6 items were below 0.5 factor loading. According to Jauhar, Ghani and Islam(2016), factor loading for all items should be more than 0.5 and items having factor loading less than 0.5 should be excluded from the study. Therefore, in this study 6 items were deleted to achieve the satisfactory level.

Figure 4.1 shows the factor loading of all items which is more than 0.6 and less than 0.9. Table 4.1 indicates factor loading, average extracted variance (AVE) and composite reliability. Composite reliability is more than minimum range 0.7 suggested by Jauharet al.,(2016) and average extracted variance is also more than 0.5. Moreover, Table 4.2 and Table 4.3 shows the discriminant validity and cross loading, respectively.



Discriminant validity and cross loading are within acceptable range. Therefore, all the elements of measurement model are enough to proceed for structural model.

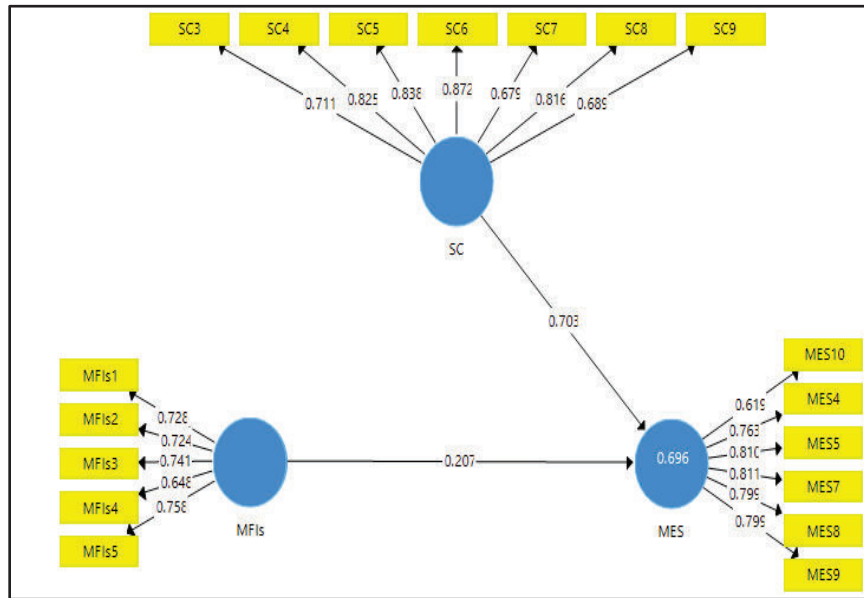


Figure 4.1: Measurement Model Assessment

Table 4.1: Internal Consistency, Convergent Validity and Average Variance Extracted (AVE)

Construct	Indicators	Loadings	CR	AVE
Microfinance Institutions (MFIs)	MFIs1	.728	.844	.520
	MFIs2	.724		
	MFIs3	.741		
	MFIs4	.648		
	MFIs5	.758		
Social Capital (SC)	SC3	.711	.915	.607
	SC4	.825		
	SC5	.838		
	SC6	.872		
	SC7	.679		
	SC8	.816		
	SC9	.689		

Micro-Enterprise Success (MES)	MES4	.763	.896	.593
	MES5	.810		
	MES7	.811		
	MES8	.799		
	MES9	.799		
	MES10	.619		

Table 4.2: Discriminant Validity

	MES	MFI	SC
Micro-Enterprise Success (MES)	<b>0.770</b>		
Microfinance Institutions (MFIs)	0.591	<b>0.721</b>	
Social Capital (SC)	0.716	0.546	<b>0.779</b>

Table 4.3: Cross Loading

	MES	MFI	SC
MES10	0.619	0.522	0.463
MES4	0.763	0.440	0.576
MES5	0.810	0.469	0.695
MES7	0.811	0.453	0.617
MES8	0.799	0.472	0.660
MES9	0.799	0.401	0.721
MFI1	0.410	0.728	0.303
MFI2	0.338	0.724	0.290
MFI3	0.407	0.741	0.371
MFI4	0.396	0.648	0.437
MFI5	0.535	0.758	0.518
SC3	0.534	0.383	0.711
SC4	0.618	0.446	0.825
SC5	0.671	0.432	0.838
SC6	0.750	0.459	0.872
SC7	0.584	0.364	0.679
SC8	0.643	0.480	0.816
SC9	0.620	0.406	0.689

*Structural Model Assessment*

The structural model assessment was carried out through bootstrapping through SmartPLS 3. Figure 4.2 shows the structural model assessment. Results are given in Table 4.4 which shows that direct effect of microfinance institutions (MFIs) with microenterprise success (MES) is

significant with t-value 3.580. The direct effect of social capital (SC) with microenterprise success (MES) is also significant with t-value 8.923. Moreover, moderating effect shows t-value 3.822 which is significant. The original sample for moderating effect is 0.178 which is positive. Therefore, in the current study, all the hypothesis (H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>) is accepted.

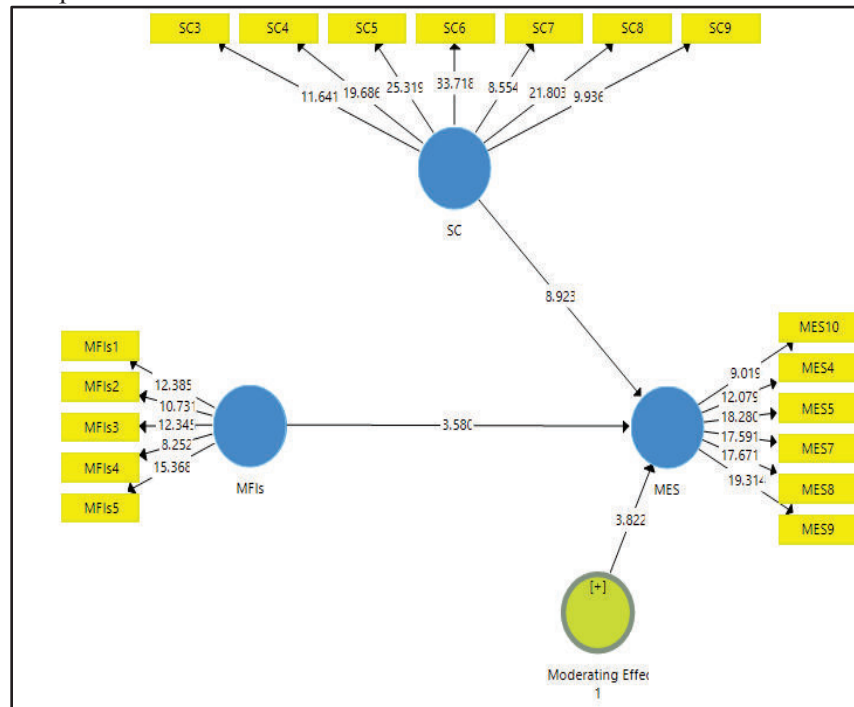


Figure 4.2: Structural Model Assessment

Table 4.4: Structural Model Assessment Results

	(β)	(STDEV)	T Statistics	P Values
MFIs -> MES	0.225	0.063	3.580	0.000
Moderating Effect 1 -> MES	0.178	0.047	3.822	0.000
SC -> MES	0.619	0.069	8.923	0.000

Table 4.5 shows the R<sup>2</sup> value which is 73.1%. Furthermore, Table 4.6 shows the effect size of microfinance institutions and social capital. However, Table 4.7 shows predictive relevance (Q<sup>2</sup>). According to Chin

(1998) and Henseler *et al.*, (2009), the  $Q^2$  value should be more than zero. Therefore, in this study  $Q^2$  is within an acceptable range as shown in Table 4.7.

Table 4.5: Variance Explained

	Variance Explained ( $R^2$ )
Micro-Enterprise Success (MES)	73.1%

Table 4.6: Effect Size ( $f^2$ )

R-Squared	f-squared	Effect Size
Microfinance Institutions (MFIs)	0.131	Small
Social Capital (SC)	0.872	Strong

Table 4.7: Predictive Relevance ( $Q^2$ )

Total	SSO	SSE	$Q^2 = (1 - SSE/SSO)$
Micro-Enterprise Success (MES)	564.000	341.738	0.394

**Findings**

The purpose of this study is to examine the effect of microfinance institutions especially AIM on microenterprise success. While examining the relationship of AIM and microenterprise success, t-value 3.58 and original sample 0.225 is found. These values show that AIM has a significant positive relationship with microenterprise success. Provision of credit and skill development opportunities to microenterprise owners enhance the microenterprise success.

Moreover, while examining the effect of social capital on microenterprise. It is found that social capital has a significant positive impact on microenterprise success with t-value 8.923 and original sample 0.619. Therefore, a network of people in the form of social capital enhances the microenterprise success. Good relations of microenterprise owners with family, friends, relatives, suppliers, investors, distributors and manufacturers increase the microenterprise success.

Nevertheless, while examining the moderating effect of social capital on the relationship of AIM and microenterprise success, t-value 3.822, p-value 0.000 and original sample 0.178 found. T-value shows

that social capital moderating the relationship and positive value of original sample shows that social capital enhances the direct relationship of AIM and microenterprise success. Nonetheless, it is found that social capital has a substantial effect which is 0.872 as shown in Table 4.6. Therefore, social capital has a strong moderating effect. Moreover, R<sup>2</sup> value is 0.731 in Table 4.5 indicates that AIM and social capital collectively brings 73.1% change in microenterprise success.

### **Conclusion**

The purpose of this study has been to offer a comparative and fine-grained look at microenterprise success via microfinance institutions, particularly AIM and social capital. It is revealed that AIM has a positive impact on microenterprise success. Various services of AIM such as credit and training/skill development programs promote microenterprise. Adequate utilization of credit and training enhance the microenterprise success and decreases the poverty level. Moreover, it is found that social capital is one of the significant elements of microenterprise success. A network of people with each other's enhances the positive contribution of AIM towards microenterprise success.

AIM should focus on social capital development among poor people. Various social capital development activities can develop a strong social network. Further research is required to introduce a new idea of venture capital in poor people owned microenterprise. Venture capital at a lower level can enhance the microenterprise success.

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