

ENTREPRENEUR ORIENTATION IN ISLAMIC PERSPECTIVE

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Abstract

Islam for his people understood as a way of life, Islam is a complete and comprehensive religion, guide to the various aspects of practicing a profession set out in the main pillars of Islam, the Qur'an and the Hadith, including how a Moslem life as an entrepreneur. Islam is a religion of entrepreneurship, it is characterized by the verses of the Qur'an and the Sunnah of the Prophet Muhammad that enables and encourages entrepreneurial activity, such as use of the opportunities, take risks and innovative. Islam has a broader perspective on entrepreneurial success, the meaning of success as mentioned in Al-Qur'an associated with *falaha, aflaha* and word said *faza fauzan*. Formula of succes is : *halal, qonaah, taufiq, saadah* and *Jannah*. This article is about how the perspective of Islam based on the Qur'an and the Sunnah of Rasulullah SAW to entrepreneurial orientation. The Purpose of this paper is to develop a model of entrepreneurial orientation in Islamic prespective. The study is descriptive, and the nature of the paper is conceptual, the study draws on secondary materials through library research. In the paper entrepreneurship and entrepreneur orientation models are develop by Islamic Prespective. The model would be used for developing entrepreneurial orientation with Islamic prespective for other study or researh in entrepreneurship science and practices.

Keywords: Islamic, Entrepreneurship, Entrepreneurial Orientation, Moslem Entrepreneur, Islamic prespective

1. Introduction

Islam for his people who put their faith in it to be understood as a way of life, which should be guide them in every aspect of life and living their life in various professions. Islam is a complete and comprehensive religion (Qur'an, 5: 3) guide to the various aspects of practicing a profession set out in the main pillars of Islam, the Qur'an and the Hadith of the Prophet Muhammad. It's obviously includes how a Moslem lived his life as an entrepreneur.

Islam put an option for someone to become an entrepreneur or businessman as the choice of life and making a living in a super position, hadith of the Prophet Muhammad who naration At-Thirmidhi revealed that 9 out of 10 source income of business activities [1], in another hadith narrated by at Thirmidhi prophet revealed, virtue for a Moslem who become entrepreneurs and run the business honestly and sincerely in the next life here after will be placed along the *prophets, As-sidiqien* and *al-Shuhada*"[2] Thus Islam is very motivating or other words a tremendous boost for someone to become an entrepreneur.

It's an a obligation being a necessary condition that must cling of a faithfully held by a Moslem in running its business activities based on Qur'an and the Hadith of the Prophet Muhammad. Namely priotitizing truth and honesty in every business does, it's not an simply enough issue that is simple and easy in any situation and business conditions at the moment, which can not be denied and the common knowledge of business can not be separated from the challenges of bribery, nepotism, lying, deceiving, deceptive, conflicts of interests, control the quality is not good, discrimination, falsification of information, corruption, environmental pollution and other [3].

Moslems Entrepreneurs models is a fighter who have a business behavior which always follows the behavior of the Prophet Muhammad, who have a behaviour inspired by Quran and the Sunnah of the Prophet Muhammad, who have a has the primary bless of Allah is Their main motivation as an *entrepreneur* is looking Allah SWT, and the good is for people oriented of mankind [4]. In the present conditions that are in the environment and business dynamics are not well and tends to encourage a person to err and sin, it is an own challenge for an entrepreneur Moslems, is that able to get away from the sin of sticking to the signs of Islam that believes

Terms of becoming an entrepreneur Moslem or business person least have innovative nature, intelligent, strategic thinking and the ability to run a business, duly challenge to do that is not good that would be inaccessible. But become an also a good entrepreneur Moslem or business person obediently at once is not easy, that there is still little attention from a moslem entrepreneur to the business guidance and to based on of Islam it caused by two main reasons, Which Is the lack of Islam spirit to Islamization unclear guidelines and entrepreneurship models in Islam [5]. This condition is then pushed Islamic thinkers (*ulama*) to develop entrepreneurship models in Islamic perspective.

It should be understood that the an entrepreneur is a person who acts sincerely and provide the best in the is business that the performance of the is company manage always to able compete and become the best. Essentially an entrepreneur is the agent of change that creative thinking and innovative on in utilize every opportunity to advance of their business. An entrepreneur as someone who is looking for changes, responding and exploiting changes into opportunity, changing chances and opportunities with the ability to manage resources to optimized their business performance [6].

2. Objectives

Basically entrepreneurship has become the most wanted idea to do lately is the realm of science and studies from every angel and point of view, the objective of this study is how entrepreneurs orientation in islamic perspective by any entrepreneurial literature of Islam entrepreneurship and any study of Islam based on the Qur'an and the Sunnah of Rasulullah SAW, so that the orientation of this review is to reveal the construt to define entrepreneurs orientation by using the perspective of Islam and its teachings.

This Objective above should proposed on these reviews which are :

- entrepreneurship in the Islamic perspective
- Basic concept of Entrepreneurs Orientation
- Entrepreneurs Orientation model in Islamic persfective

3. Methodology

The research method used is descriptive method and based on the results of the analysis of the literature sourced from books, scientific journals published related, and also using the interpretation of the Qur'an and the hadith of the Prophet Muhammad that relating to entrepreneurship, either directly or sourced from articles that have been published. This articles systematic written based on the objective of this study.

4. Entrepreneurship in Islamic Perspective

Islam as a perfect religion, not only organize the lives of it's people in faith and the worship of God Almighty, but also included running their of businesses and companies. In other words the

concept of entrepreneurship is also firmly and clearly set out in Islam. Islam also known as the religion of entrepreneurship [7], it is defined by the verses of the Qur'an and the Sunnah of the Prophet Muhammad that enables and encourages the activity of entrepreneurs, using opportunities, risks taking and innovative for all muslim.

Term of entrepreneur and basic concept of entrepreneurship approachment previously expessed by is eastern scientists, where entrepreneurship is the concept of innovative activities which exploit business opportunities [8]. Entrepreneurship is the process of creating and managing and designing the organization to produce something unique, innovating and opportunities and improving the growth of profits [9], Entrepreneur is a person who habitually creates and innovates to build something of recognized value around perceived opportunities, thus entrepreneurship is an incredible activity to gain the benefit and progress of the company.

In line with the concept above, Islam teach every people repsonsible to determine their own fate, people have to advance opportunities and manage the controlled resources to meet their needs, so thing said being or be have as entrepreneurs is the preferred and recommended in Islam, or be a model of behavior in Islam [10], these following verses of Quran are fundamental for Islamic Entrepreneurship :

"... and for your dwelling place on earth and the pleasures of life until an appointed time (Al-Qur'an, 2: 36).

"... for men there is a portion of which they earn, and for women (also) there is a portion of that they have earned, and ask God for some of His grace, verily Allah knows everything" (Qur'an, 4: 32).

"Indeed, We have placed all on earth and we have put the earth (source) source of livelihood ..." (Qur'an, 7: 10)

and say "please work ye, then Allah and His messenger and the believers will see your work ... "(Qur'an,9: 105)

We have created night and day ... that we may seek bounty from your Lord..... " (Al- Qur'an, 17: 12)

"and because of His mercy He has made for you night and day, that ye may rest on that night and that you may seek of His bounty (at noon), and so that you may be grateful to Him" (Qur'an, 28: 730)

The verses above is absolutelly loudy and cleary defined that every Moslem should strive optimaly in the way of Allah and seek for His bounty, instead of wait and hope the gift will come by it self, so a moslems must be work for economic success in this life. Moslems rightly compelled and choose the entrepreneurs to gain prosperity, without forgetting these role as a servant of Allah SWT. See, in running their any professions. The perspective of the afterlife as a better place to come enduring, and should become the starting point of for every acts and manners behaviors including being entrepreneurs.

Islam as a religion required dynamic balance of its people to deal relate with other (*hablumminnas*), without leaving his Lord (*hablumminallah*) and also considering the nature and environment. That balance is a real distinguish factor between entrepreneurship in conventional views and entrepreneurship in the perspective of Islam. Business in islam is not simply just about profit – oriented, but also showing the proper way to get the goal rationally [11].

For every Moslem, the Qur'an and the Sunnah of Rasulullah SAW. has always been a benchmark or guide the way in all things, including entrepreneurship. A Moslem entrepreneurs are required to be careful in doing business such as not to store up/ hoarding intentionally costing others, advancing their employees and always fair and truth fully towards customers. Besider benefit

Moslems entrepreneurs have to motivate their business based on belief, social welfare and protect the interests of the State [12].

5. Entrepreneurs Orientation

Entrepreneurs Orientation, has always been a topic of interest in the study of entrepreneurship and business management both within the framework of scientific and research development field. Some field research on relationship or affection between the concept and the results or business performance, reveals the fact that these is a positive influence between entrepreneurs orientation and corporate performance. This may imply that successful entrepreneurs can be determined by the entrepreneurs orientation which is owned by the business actors.

From the realm of science, entrepreneurs orientation is also area of study that are discovered and used as a reference, entrepreneurs orientation is the domain the study of entrepreneurship which widely researched, because it have the construct or dimension studies most stable, as the concept and dimensions of the orientation of entrepreneurs since Miller (1983) to the Lumpkin & Dess, (1996) did not much only the addition of the dimension of the concept [13].

Judging from the fields of scientific assessment of management and business, the concept of Entrepreneur Orientation is strategic management, entrepreneurs orientation is the basis of the concept of strategy making process, entrepreneurs orientation is the basics of strategic decision-making organization which refers to the pattern of decisions and actions of entrepreneur [14], [15] and [16]. Entrepreneurs Orientation is an enterprise strategic level orientation practice which are the basic of making the organization's strategy, managerial philosophy and entrepreneurs behavior of within the company. Thus, Entrepreneurs Orientation as a scientific study is a multidimensional construct that underlies the making strategic management and implementation organization that characterizes the entrepreneurial behavior of the company. Multidimensional construct that frequently used in the study of entrepreneurs orientation are: risk-taking, innovation and proactive.

Dimensions in studies of Entrepreneurs Orientation refers to the three-dimensional orientation of entrepreneurs from Miller (1983), which attempts to increase innovation (innovativeness) ability to manage and minimize risk (risktaking) and proactive in pursuing opportunities (pro-activeness) [17]. [18] fouthery streded in their research article that of the Entrepreneurs Orientation, there is a connection between Entrepreneurial Orientation with business performance and add specific external environmental factors as variables that affect the company's performance [18]. Dimensions of Entrepreneurial Orientation that proposed by [19] are Autonomy, Innovativeness, Risk taking, proactiveness, competitive-aggressiveness. Thus the general dimension Entrepreneurs Orientation on which the study is the view Miller (1983) by adding dimension Autonomy and Competitive-agresiveness.

6. Entrepreneurs Orientation In Islamic Perspective

In this section refers to the conception of the dimensions of Entrepreneurial Orientation above, the writer try to see the nature of attitude and character which become the to entrepreneur orientation by using an Islamic approach, discussing articles to article in the sense of views at the concept using another concept, also carried out confirmation of the translation of our main reference, is Al -Qur'an and the Sunnah of the Prophet Muhammad.

Each company must be succes oriented, in this context, one of determining factor of success is the Entrepreneur Orientation. Entrepreneur Orientation is the basic of business management to success, in some studies suggest that the company based on by entrepreneur orientation, tended to be

more successful compared to those without [20] and [21] stated that Entrepreneurial Orientation is an activity of the processes, practices and decision-making in business. [22] states the orientation of the entrepreneur is a company that uses the product innovation approach in the market, there taking risk, and become the first with proactive innovations and ready to compete.

The Islamic view on entrepreneurship in terms of the business performance was different, the business is not only seen as a mundane activity that profit only, but is more oriented to the blessing and grace of Allah SWT [23]. Islamic conception of success is very clear, every Moslem is demanded to compete in goodness (Surah Al-Baqarah, verse: 148). This verse can be understood in many points of view, with an entrepreneurial approach then competing in this terms can be interpreted as achieving business success with the blessed by Allah SWT. Hammat (1992) interpret the word success in the Qur'an is equated with the word *Fahala, Aflaha* and *Faza-Fauzan*, from in the same article also refers to the Qur'an, the factors may lead success or failure, are a. *Halal*, b. *qonaah*, c. *taufiq*, d. *Sa'adah*, and e. *Jannah* [24].

In the previous discussion dimensions of Entrepreneurial Orientation are *Autonomy, Innovativeness, Risk taking, pro-activeness, and competitive aggressiveness*. These following are author's views on the dimensions of Entrepreneurial Orientation by using the perspective of Islam :

6.1. Autonomy

Autonomy is the behavior of a person or team in bringing an idea or vision in the competition, in general autonomy of an individual attitudes directly related to use of the opportunities. The framework of organizational autonomy is the freedom of organization in removing barriers, utilize resources and compete with competitors, or the internal behavior of organizations that take the initiative to change the new product [25].

Autonomy In Indonesian means *kebebasan/kemandirian* or independency (origin of the word: self contained- independent), independency in Islam has a different perspective, independency principle in Islam means free from dependency on other even then himself unless rely on Allah SWT. Because humans are creatures that do not have an power except by the will of Allah (*La haola wala Kuwwata Illa billah*) [26].

Islam requires all its followers to have theis independency (autonomy) especially in finding gift bless from Allah SWT. A lot of guidance that encourages every Moslems to live independently, such as the doctrine of independence delivered by Umar bin Khattab, "*Mastered the economic and be productive was the one, if not, I fear for you will depend on them*". Teachings of Islam through the hadith of prophet Muhammad, as narrated HR. Abu Dawud: "*Most Excellent Charity is work undertaken by the stream of his own sweat*", in line with the above hadith HR. Bukhari-Moslem narrated that the Prophet stated "*The upper hand is better than the undersigned*". From Tabarani - Bayhaqi narrated the hadith "*realwork to find lawful sustenance which is an obligation after the obligatory prayer*". Those teachings is a tremendous boost for the Moslem Ummah to have independence, especially in the economic field.

The essence of independency is the freedom to servitude to creatures including yourself, independency is the embodiment of surrender to the Creator Allah SWT. In Prinsipally independency in Islam must contain three dimensions of faith in Allah relations and of the relationship with nature (other beings). Based from their characteristics, there are independency has six (6) dimensions : 1) independency of faith, 2) independency of personality, 3) independency of social, 4) judicial of justice independency, 5) independency of reasoning, and 6) independency financial [27].

6.2. Innovativeness

Innovativeness is the ability and willingness of the company to encourage creativity , conducted experiments on new ideas that led to the discovery of goods / services [28]. Innovation is

the most important factor that must be owned by an entrepreneur. Innovative is the difference between the entrepreneurs behavior with managerial activities. Innovative it self shows the quality of an entrepreneur which is showly systematic initiatives future-oriented, and the way that is set to bring changes to business dimensions such as production, process, technology, promotion, price and so forth [29].

Innovation related to the activities of changes and improvements, innovation is an instant process because innovation can only be done by someone who compelled thinking to changes adaptable sometimes different that most people, and people like that are innovators, Moslem or Moslem community basically the change and must be able to with changes, dynamic changes and leads to goodness. Referring to the main sources of Islamic teachings say "*We will not be able to change the state of a people unless they change themselves*" (Qur'an, Surah, 13:11). In another verse Allah SWT, said : "a person will not get anything except what is earned," (Qur'an, Surah 53:39).

These verses is a real indicator that change is a necessity, and the desire for change is determined by the community itself. In the context of innovative, this means that the Moslems entrepreneur is important to have the nature of changes.

6.3. Risk Taking

No entrepreneurship without risk, this happens because every time the future is full of uncertainty, and no one is able to make sure what is going to happen in the future, not just years, months days, hours even seconds to come no one knows what will happen. The uncertainty of the future is the driving force of the hazards posed by both the perspective of economics, politics and life though.

The risk in business is something that might happen we either desirable or undesirable. The risk is there because their uncertainty of the future, and an entrepreneur is a person who is ready to face the risk of both succeeded and failures [30], and [31] for it is in that cash an entrepreneurship required to make the calculation of the opportunities and potential risks that would be faced to be well prepared.

Than how a Moslem entrepreneur having risk perspektive, in Islam everyone should be put trust and rely on the power of God Almighty the results of each action and business accomplishments, self-conception is called the resignation (*Tawakkal*). Although such self-reliance of a Moslem to Allah does not mean silent and not doing anything. Islam encourages their people to work hard and diligently even harder. The Qur'an explains "[...] *when you want to make a decision, put your trust in God will certainty, God loves those who trust Him (Allah)* (Qur'an, 3: 159).

An entrepreneur is not just surrendering the crops to Allah SWT., until he was doing extraordinary things to anticipate the future and the risks through their experience and expertise, the doctrens of Islam provide an understanding of the future risks of a business. In business the possibility of success a equal whis the possibility of failure. In this case so that the risks would calculated and anticipated by every business, then the financial system based on Islam has a unique mechanism in protecting the failure or negative risk that may be faced by entrepreneurs, is a an example of a *mudarabah* system where any risk of success and the risk of failure is the responsibility for both owners and the entrepreneur [32].

6.4. Proactiveness

Proactiveness is an activity of the company to anticipate the needs and demands of future, dealing directly with competitors taking advantage of opportunities that come , in other words is companies which came first by bringing innovation to the market [33]. Proactive is one of the characteristics of someone who has Entrepreneurs Orientation, Proactive

realized by being the first or predecessors, and in the context of entrepreneurship can be interpreted as the first company to enter can to the market. to become and the first each company needs the ability on basic reading and anticipating the possibility that occur in the future, read feel the opportunities and then exploit them.

Islam has the guidance of behavior broadly to his community, including pushing any followers of Islam should have a proactive nature in doing good and change the fate of his own , proactive is the attitude manifested by those able to take the initiative. Howing initiative to always do the best with honesty based, Al-Qur'an letter 2 verse 42 describe what would replies Allah SWT. Good as a gift those who do good is an eternal goodness.

In another verse revealed "*it's natural for everyone to take the initiative to achieve something, that any initiative must be based on the values of honesty*" (Surah: 2; 149). A Moslem entrepreneur must have the spirit of relentless, mentalysting stamina and inspired to take the initiative in lifting the individual and community [34]. Allah SWT. also says in the Quran that encourages Moslems to always strive and work hard cause due to that work the blessing of God will be accomplished, "*When your prayer is over, spread over the earth; and seek the bounty of Allah and remember Allah a lot that you prosper*" (Qur'an,62:10), there is no reason to stands still and just waited gift from God, humans should have the initiative to seek the blessing and grace of Allah, and those who intentionally seek bless and Grace by try and as hard work is a proactive person that attitudes and characteristics should be exist inside a Moslem entrepreneur.

6.5. Competitive aggressiveness

Competitive aggressiveness is the tendency of companies to directly and intensely challenging competitors to login or pushing lead position in the market [35], To win competitor challenge is to identify the opportunities of a rapidly changing environment and try to improve the performance of the company, an entrepreneur should think strategically, No doubt that the bussiness condition nowadays is full of uncertainty, rapidly change and dynamic. Thinking more strategically has to be taken by an entrepreneur who is ready and dare to compete. The attitudes and attributes that should also owned by a moslems entrepreneur [36].

An entrepreneurs who is ready to compete and winning the competition is an entrepreneur who has a toward, fully optimistic and hard worker. People who think toward could change the world as he want to, because the attitude would drive to make it happen. Moslem entrepreneur should be optimistic and always taking the lead, that must be ready to accept failure and not give up on that, never see the world bleakly and aimless and abstinence despair for the mercy of Allah. (Qur'an, 39:53).

As a confirmation of this optimistic attitude on the recommendation of the Prophet Muhammad, in one hadith, He Said "*If you know that you will die tomorrow, please planting dares today.*" (HR.Turmudzi), and in another hadith "*Works for your world as if you live forever, and works for your afterlife, as if you will die tomorrow.*" (HR.Bukhari). Every Moslem is demanded to do the best, competing in goodness mentioned in the Qur'an in surah Al Maidah, verse 48, for every Moslem every life is a test and a challenge in finding *Ridho* Allah SWT. and the best attitude to be executable is doing good.

Islam has conception and comprehensive guidance to guide it's people to be the best ummah, including how to become a successful entrepreneur. Entrepreneur Orientation it's attitude, character and behavior classified grouped into five dimensions as described above, will be able to drive business success, as revealed demonstrated in several studies, and the main key is by doing all effort which blessed by Allah Swt.

7. Conclusion

Entrepreneurial Orientation has always been an interesting topic in the study of entrepreneurship and business management, in many studies found the influence of entrepreneurial orientation with the company's performance, in other words means that business success can be determined by the Entrepreneurial Orientation, the dimensions of Entrepreneurial Orientation are Autonomy, Innovativeness, Risk taking, pro-activeness, competitive aggressiveness.

Islam has a wider perspective towards business success, where success is related with the word *fahala*, *aplaha*, *faza fauzan* and the formula for success are *halal*, *qonaah*, *taufiq*, *saadah* dan *jannah*.

This article is about how the Islamic perspective becomes a construct of the dimensions of Entrepreneurial Orientation, there is not a different concept but the Islamic perspective can be used for explaining Entrepreneurial Orientation and related with entrepreneurs/business success. Entrepreneurship is an integral part of Islamic religion, that the Muslim entrepreneurs have responsibilities developed prosperity and sees business as part of *ibadah*. Guiding principle of Islamic Entrepreneurship is Al-Qur'an and al-Hadith by prophet Muhammad SAW, Islam encourages its people to venture into business.

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