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Analysis of Success Factors and Business Sustainability by Muslim Women Entrepreneurs Based on Islamic Studies

Ika Zutiasari^{1*}, Ita Prihatining Wilujeng², Rizka Dewi Auliya¹

¹Business Education Study Program, Faculty of Economics and Business, Universitas Negeri Malang, Malang, Indonesia

²Management Study Program, Faculty of Economics and Business, Universitas Negeri Malang, Malang, Indonesia

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*Corresponding author:

Ika Zutiasari

E-mail address:

ika.zutiasari.fe@um.ac.id

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ABSTRACT

Businesses managed by Muslim women entrepreneurs have become an interesting phenomenon in the global economic landscape. This research aims to understand in depth the factors that contribute to the success and sustainability of businesses managed by Muslim women entrepreneurs, using an Islamic perspective as the basis for analysis. This research uses a qualitative approach with a multiple case study design. Data was collected through in-depth interviews with 15 Muslim women entrepreneurs who have businesses that have been running for at least 5 years and are considered successful in their respective industries. Data analysis was carried out using thematic methods, identifying key themes that emerged from the interview data. The research results reveal that the business success factors of Muslim women entrepreneurs include: (1) Integrity and Islamic Business Ethics: Successful Muslim women entrepreneurs demonstrate a strong commitment to the values of honesty, justice and transparency in running their business. (2) Business Knowledge and Competence: The ability to manage finances, marketing and business operations is an important factor in achieving success. (3) Networking and Collaboration: Building strong relationships with customers, suppliers and other business partners contributes to business growth and sustainability. (4) Innovation and Adaptation: The ability to innovate and adapt to market changes is key in facing competition. (5) Devotion and Spirituality: Devotion and the practice of Islamic spirituality provide motivation and strength in facing business challenges. This research provides valuable insight into the factors that contribute to the success and sustainability of businesses managed by Muslim women entrepreneurs. These findings have important implications for Muslim entrepreneurs, policy makers and academics in developing strategies and programs that support business growth and sustainability based on Islamic values.

1. Introduction

Global economic developments in recent decades have witnessed a significant increase in the number of Muslim women entrepreneurs. Their presence is no longer just a marginal phenomenon but has become an influential force in the business world. Muslim women entrepreneurs, with a high entrepreneurial spirit and a firm commitment to Islamic values, have succeeded in building and developing various types of

businesses in various sectors, from micro, small, and medium-scale (MSMEs) to large-scale companies. The role of Muslim women entrepreneurs is not only limited to economic contributions alone. They also act as agents of positive social change, creating jobs, empowering communities, and inspiring the younger generation of Muslim women to pursue their dreams. Aisyah's (2020) study shows that Muslim women entrepreneurs have a significant impact on economic



growth and social development in various countries, especially in countries with large Muslim populations.

The potential for Muslim women entrepreneurs is very large and promising. The rapid growth of the Muslim population throughout the world, accompanied by increased awareness of the role of women in the economy, creates extensive opportunities for Muslim women entrepreneurs to develop (Fatimah, 2018). In addition, Muslim women entrepreneurs have a unique competitive advantage, which stems from Islamic values and principles. Strong business ethics are one of the main advantages of Muslim entrepreneurs. The values of honesty, justice, transparency, and social care taught in Islam form a solid foundation for ethical and sustainable business practices (Hasan, 2019). An extensive social network is also a valuable asset for Muslim entrepreneurs. They can utilize this network to get support, information and business opportunities (Ahmad, 2021). Apart from that, the ability to adapt to a dynamic business environment is also a characteristic of Muslim women entrepreneurs. They are able to face challenges and changes with flexibility and creativity.

However, behind the great potential, Muslim women entrepreneurs also face various challenges that cannot be ignored. Limited access to capital is one of the main obstacles for many Muslim women entrepreneurs, especially those who are just starting a business (Khadijah, 2022). Lack of training and capacity development is also an obstacle for Muslim women entrepreneurs to improve their business skills and knowledge. In addition, gender discrimination is still a problem faced by Muslim women entrepreneurs in several countries, despite progress in gender equality.

In facing challenges and taking advantage of opportunities, an Islamic perspective can provide a solid foundation for Muslim women entrepreneurs. Islamic values, such as honesty, justice, transparency and social care, can be guiding principles in running

a business (Aisyah, 2020). These principles are not only in line with universal business ethics but can also provide a competitive advantage for Muslim entrepreneurs in the global market (Hasan, 2019). Honesty and integrity are values that are highly respected in Islam. Muslim entrepreneurs who uphold these values will build trust with customers, suppliers, and other business partners. This trust is a very valuable asset for the success and sustainability of a business. Justice is also an important principle in Islam. Fair Muslim entrepreneurs will treat all parties equally and not discriminate. Transparency is also an important value in Islam. Transparent Muslim entrepreneurs will be open and honest in all business transactions. Social concern is also a value that is highly upheld in Islam. Muslim women entrepreneurs who care socially will pay attention to the impact of their business on society and the environment.

Business success and sustainability is the main goal for every entrepreneur, including Muslim women entrepreneurs. Business success can be measured from various aspects, such as revenue growth, profitability, market share, and customer satisfaction (Khan, 2022). However, short-term success is not enough. Business sustainability is the key to ensuring that a business can survive and develop in the long term. Business sustainability emphasizes the ability of a business to balance economic, social, and environmental goals (Abdullah, 2023). Sustainable businesses do not only focus on financial profits but also pay attention to the social and environmental impacts of their business activities. Muslim women entrepreneurs, with the Islamic values they adhere to, have great potential to build sustainable businesses. This research aims to analyze the factors of business success and sustainability by Muslim women entrepreneurs based on Islamic studies. By understanding these factors, it is hoped that we can provide deeper insight into how Muslim women entrepreneurs can achieve sustainable success, both from an economic and social perspective.



2. Literature Review

Islamic entrepreneurship: theoretical and practical foundations

Islamic entrepreneurship is a relatively new concept in academic studies but has attracted significant attention in recent years. This concept refers to entrepreneurial practices that are based on Islamic values and principles (Aisyah, 2020). These principles include honesty, fairness, transparency, social concern, and the prohibition of unethical practices such as *riba* (interest), *gharar* (uncertainty), and *maysir* (gambling). Aisyah (2020) in her research proposed a comprehensive conceptual framework of Islamic entrepreneurship, which includes individual, organizational, and environmental dimensions. At the individual level, Muslim entrepreneurs are expected to have characteristics such as piety, integrity, creativity, and enthusiasm for learning. At the organizational level, Muslim businesses are expected to operate based on Sharia principles, such as avoiding usury and promoting social justice. At the environmental level, Muslim entrepreneurs are expected to contribute to the economic and social development of society. Empirical studies on Islamic entrepreneurship have been conducted in various countries, including Indonesia (Aisyah, 2020), Malaysia (Ahmad, 2021), and Bangladesh (Ali, 2020). The results of this research indicate that Islamic values can be a source of competitive advantage for Muslim businesses. Muslim entrepreneurs who apply Islamic values in their businesses tend to have a good reputation, high customer loyalty, and better financial performance.

Business success factors: general and Islamic perspectives

The study of business success factors has become a widely researched topic in management literature. Various factors have been identified as important contributors to business success, including leadership, innovation, market orientation, financial management, and business networks (Khan, 2022). In

the context of Islamic entrepreneurship, several studies have tried to identify specific business success factors for Muslim entrepreneurs. Ahmad (2021) in his research on Muslim women entrepreneurs in Malaysia found that factors such as piety, integrity, business knowledge, social networks, and family support are important predictors of business success. Other research by Hasan (2019) in Indonesia also found that Islamic values, such as honesty, justice, and social care, contributed positively to the business performance of Muslim entrepreneurs. Apart from that, this research also found that Muslim entrepreneurs who have a strong spiritual orientation tend to be more persistent and resilient in facing business challenges.

Business sustainability: balancing profit with social and environmental goals

The concept of business sustainability has become increasingly important in the modern business world. Business sustainability is not only about generating financial profits but also about creating social and environmental value (Abdullah, 2023). A sustainable business is a business that is able to meet the needs of the present without compromising the ability of future generations to meet their own needs. In the context of Islamic entrepreneurship, business sustainability can be interpreted as an effort to achieve long-term success by paying attention to sustainability principles in accordance with Islamic teachings. These principles include social justice, environmental conservation, and responsible use of resources. Abdullah (2023) in his research proposed a conceptual framework for sustainability in Islamic entrepreneurship. This framework includes three main dimensions: economic sustainability, social sustainability, and environmental sustainability. Economic sustainability relates to a business's ability to generate sufficient profits to maintain operations and growth. Social sustainability relates to the impact of business on society, such as job creation,



community empowerment, and corporate social responsibility. Environmental sustainability relates to the impact of business on the environment, such as efficient use of natural resources, waste reduction, and pollution prevention.

Muslim entrepreneurs: portraits of leadership and innovation

Muslim women entrepreneurs are an increasingly important group in the business world. They not only contribute to economic growth but also become agents of positive social change. Research on Muslim women entrepreneurs has revealed various factors that influence their success, including personal characteristics, business strategies, and the external environment. Fatimah (2018) in her research identified several challenges faced by Muslim women entrepreneurs, such as limited access to capital, lack of training and capacity development, and gender discrimination. However, this research also found that Muslim women entrepreneurs have extraordinary strength and resilience in facing these challenges. Khadijah (2022) in her research found that Islamic business ethics have a positive impact on the performance of businesses owned by Muslim women. Muslim entrepreneurs who apply Islamic values in their businesses tend to have a good reputation, high customer loyalty, and better financial performance.

3. Methods

This research uses a qualitative approach with a multiple case study design. A qualitative approach was chosen because this research aims to understand in depth the complex phenomenon of factors of business success and sustainability by Muslim women entrepreneurs, which cannot be measured quantitatively. Multiple case study designs allow researchers to compare and contrast findings from multiple cases, resulting in richer and more comprehensive insights. Participants in this research are Muslim women entrepreneurs who have

businesses that have been running for at least 5 years and are considered successful in their respective industries. Success criteria are determined based on the following indicators: Consistent revenue growth over the last 5 years; Positive and sustainable profitability; Good reputation in the eyes of customers and business partners; Positive contribution to society and the environment. Participants were selected using purposive sampling techniques. This technique allows researchers to select participants who are most relevant to the research objectives. In this research, participants were selected based on predetermined success criteria and the diversity of the types of businesses they run.

Data was collected through in-depth semi-structured interviews with each participant. Interviews were conducted face-to-face or via video call, depending on the participant's location. Each interview lasted 60–90 minutes and was recorded with the participant's permission. Interview questions were prepared based on the theoretical framework explained in the literature review. These questions focused on participants' experiences in starting and developing a business, the challenges they faced, the strategies they used, and the Islamic values and principles they applied in their business. Apart from interviews, data was also collected through participant observation and document analysis. Participant observation was carried out during interviews to observe participant behavior and interactions. Document analysis was carried out on documents relevant to the participant's business, such as financial reports, business plans, and marketing materials.

Data analysis was carried out using thematic methods. The data analysis steps are as follows: Transcription: Interview recordings were transcribed verbatim; Familiarization: The researcher read the interview transcript repeatedly to understand the content and context; Coding: The researcher identified and coded the parts of the transcript that were



relevant to the research objectives; Developing themes: Researchers group similar codes into broader themes; Reviewing themes: Researchers review the themes that have been developed to ensure that they are accurate and relevant; Defining and naming themes: Researchers provide a definition and name for each theme; Writing up: Researchers write down the results of data analysis in the form of a research report. To increase the validity and reliability of the research, data triangulation was carried out using several data sources, namely interviews, participant observation, and document analysis. Data triangulation allows researchers to examine the consistency and credibility of findings from multiple data sources. This research was conducted by observing the principles of research ethics. Participants provided informed consent before the interview. Participants are also guaranteed the confidentiality of their identity and data. Apart from that, researchers also avoid conflicts of interest in this research.

4. Results and Discussion

Table 1 presents an interesting picture of the profile of Muslim women entrepreneurs who were respondents to this research. The data shows rich diversity in terms of age, educational background, industry type, business scale, and business experience. Respondents ranged in age from 29 to 52 years, indicating that entrepreneurship is not limited to a particular age group. This reflects the enthusiasm and dedication of Muslim women to work and be independent at various stages of life. Even though the majority of respondents have a bachelor's (S1) or master's (S2) degree, there are also successful entrepreneurs who only have a high school or diploma (D3) education. This shows that business success does not always depend on the level of formal education, but rather on adaptability, perseverance, and a high enthusiasm for learning. The diversity of types of industries that respondents are involved in, from food & beverages, fashion, and cosmetics, to information

technology and property, reflects the flexibility and creativity of Muslim women entrepreneurs in capturing market opportunities. This also shows that Islamic values can be applied in various business sectors. Variations in the number of employees and annual turnover show that Muslim women entrepreneurs are not only active in the MSME sector but are also able to develop medium and large-scale businesses. This shows great growth potential for businesses managed by Muslim women. Respondents' business experience varied, ranging from 4 to 20 years. This shows that this research includes Muslim women entrepreneurs who are in the early stages of business development to those who are already established and experienced. This diversity of experience will provide rich insight into business success and sustainability factors. Overall, Table 1 depicts the profile of Indonesian Muslim women entrepreneurs who are dynamic, competitive, and have great potential to continue to develop.

Table 2 presents an in-depth analysis of interviews with respondents, revealing five key themes that are the pillars of their business success and sustainability. Respondents consistently emphasized the importance of integrity, honesty, transparency, fairness, and social awareness in running their businesses. These principles, rooted in Islamic teachings, become the moral compass that guides every business decision and action. Honesty and transparency build trust with customers and business partners, while justice and social care create harmonious relationships with employees and the surrounding community. A commitment to avoiding unethical business practices, such as usury and fraud, shows that Muslim women entrepreneurs not only pursue material profits, but also uphold spiritual values. Business success does not come instantly, but rather through a continuous learning and self-development process. Respondents showed a high enthusiasm for learning, both through formal and non-formal education.



Table 1. Characteristics of respondents.

No.	Age (years)	Last education	Types of business industry	Number of employees	Annual turnover (Rp)	Length of business (years)
1	35	Bachelor's degree	Food & Drink	10	500.000.000	7
2	42	Master's degree	Fashion	25	1.200.000.000	10
3	38	Bachelor's degree	Cosmetics	15	800.000.000	8
4	50	Senior high school	Handicrafts	5	300.000.000	12
5	32	Diploma	Education Services	8	400.000.000	6
6	45	Bachelor's degree	Information Technology	30	2.000.000.000	15
7	29	Bachelor's degree	Organic agriculture	12	600.000.000	5
8	37	Master's degree	Health & Beauty	20	1.000.000.000	9
9	48	Bachelor's degree	Property	40	3.500.000.000	20
10	31	Diploma	Online Trading	6	350.000.000	4
11	41	Master's degree	Business consultant	18	900.000.000	11
12	34	Bachelor's degree	Halal Tourism	14	750.000.000	7
13	52	Senior high school	Grocery store	3	250.000.000	18
14	30	Bachelor's degree	Media & Entertainment	9	550.000.000	5
15	46	Master's degree	Logistics	22	1.500.000.000	13

They actively seek information, take part in training, and learn from experiences and mistakes. Mentoring and support from other people are also important factors in increasing their business knowledge and competence. The ability to manage finances, marketing, operations, and other business aspects is the main capital for Muslim women entrepreneurs facing intense competition. Businesses cannot grow and develop in isolation. Muslim entrepreneurs realize the importance of building and maintaining strong networks with customers, suppliers, business partners, and the business community as a whole. This network not only functions as a source of information and business opportunities but also as a support system that provides motivation and inspiration. Collaboration with other entrepreneurs is also an effective strategy for expanding market reach, increasing efficiency, and creating positive synergies. In an ever-changing business world, innovation and adaptation are the keys to survival and development. Muslim women entrepreneurs demonstrate extraordinary abilities in identifying and exploiting new opportunities,

developing unique products or services, and adapting their business strategies to market changes. They are not afraid to take risks and try new things while adhering to the principles of Islamic business ethics. Innovation not only drives business growth but also makes a positive contribution to society by creating new solutions to existing problems. Faith and the practice of Islamic spirituality provide a solid foundation for Muslim women entrepreneurs in facing business challenges and uncertainties. Prayer, tawakal (surrendering oneself to Allah), and the belief that business success is a blessing from Allah provide strength and calm in facing difficulties. Muslim entrepreneurs who integrate spiritual values into their businesses tend to have a broader vision, stronger motivation, and higher resilience in facing challenges. Overall, this thematic analysis reveals that the success and sustainability of businesses by Muslim women entrepreneurs is the result of a unique combination of internal and external factors. Integrity, knowledge, networks, innovation, and spirituality are important elements that are interrelated and strengthen each other.



Table 2. Analysis of interview data (key themes) with respondents.

Key themes	Subtheme	Examples of quotes from respondents
Integrity and Islamic business ethics	Honesty and transparency	"Honesty is the main key in business. I always try to be honest and transparent in every transaction." (R2)
	Justice and social care	"I believe that business should provide benefits for all parties, not just the business owner. I always try to be fair and care about employees, customers, and the surrounding community." (R8)
	Avoid unethical business practices	"I will never engage in unethical business practices, such as usury, fraud, or exploitation. I believe that good business should be based on moral and ethical values." (R6)
Business knowledge and competence	Formal and non-formal education	"I continue to learn and develop myself. I attend various training and business seminars to improve my knowledge and skills." (R11)
	Experience and learning from mistakes	"I learn a lot from my experiences and mistakes. I'm not afraid to try new things and learn from failure." (R1)
	Mentoring and support from others	"I am very fortunate to have mentors who always provide support and guidance. I also learn a lot from other more experienced entrepreneurs." (R15)
Networking and collaboration	Build relationships with customers, suppliers, and business partners	"I always try to build good relationships with customers, suppliers, and business partners. I believe that good relationships are the key to business success." (R3)
	Participate in the business community	"I actively participate in the business community, attend networking events, and build relationships with other entrepreneurs." (R9)
	Collaboration with other entrepreneurs	"I often collaborate with other entrepreneurs to develop new products or services, or to expand market reach." (R4)
Innovation and adaptation	Identify and exploit new opportunities	"I'm always looking for new opportunities to grow my business. I'm not afraid to take risks and try new things." (R7)
	Develop unique products or services	"I always try to develop products or services that are unique and different from others. I believe that innovation is the key to surviving and developing in a competitive market." (R14)
	Adapting business strategies to market changes	"I always keep up to date with the latest market trends. I don't hesitate to adjust my business strategy if necessary." (R5)
Devotion and spirituality	Prayer and tawakal to Allah	"I always pray and ask Allah for guidance in every business decision I make. I believe that Allah will give me the best." (R12)
	Running a business in accordance with Islamic teachings	"I try to run my business in accordance with Islamic teachings. I believe that good business is halal and blessed business." (R13)
	Seeking Allah's approval in every business activity	"I don't only seek financial gain in my business. I also seek Allah's approval in every business activity I undertake." (R10)



Integrity and Islamic business ethics emerge as central themes in narratives of the success of Muslim women entrepreneurs. Respondents consistently emphasized the importance of honesty, transparency, fairness, and social awareness in every aspect of their business operations. These principles are not just slogans but rather become a moral compass that guides their every business decision and action. Honesty and transparency, as the two main pillars of integrity, play a crucial role in building trust with customers, suppliers, and other business partners. This trust is an invaluable asset that is the foundation for lasting and mutually beneficial business relationships. Aisyah (2020) in her research emphasized that honesty and transparency are universal values that are recognized and appreciated by all cultures and religions, including Islam. Justice and social care are also important aspects of Islamic business ethics. Muslim entrepreneurs who uphold these values not only focus on personal profit, but also pay attention to the welfare of employees, customers and the surrounding community. They strive to create a fair work environment and make positive contributions to their communities. This is in line with the concept of maqasid al-shariah, namely the main objectives of Islamic law, which include the protection of life, religion, reason, lineage, and property (El-Bassiouny, 2023). A commitment to avoiding unethical business practices, such as usury, fraud, and exploitation, is also a characteristic of Muslim women entrepreneurs. They believe that a good business should not only be profitable but should also conform to moral and ethical principles. This is in line with research by Barom (2021) which shows that companies that implement Islamic corporate social responsibility (CSR) principles tend to have better financial performance.

Adequate business knowledge and competence are the main capital for Muslim women entrepreneurs in facing challenges and taking advantage of opportunities. Respondents in this study indicated

that they actively seek information and continuously learn to improve their skills in various aspects of business, such as financial management, marketing, operations, and human resources. Formal and non-formal education is an important means for Muslim women entrepreneurs to gain business knowledge and competence. Some respondents have a formal educational background in business or management, while others actively participate in training, seminars, and workshops to improve their skills. This is in line with research by Alam (2019) which shows that the Islamic work ethic which emphasizes the importance of knowledge and self-development is positively correlated with high organizational citizenship behavior. Experience and learning from mistakes are also a valuable source of knowledge and competence for Muslim entrepreneurs. They are not afraid to try new things and learn from failure. The ability to learn from experience is one of the important characteristics of successful entrepreneurs (Ghani, 2020). Mentoring and support from others also play an important role in the development of business knowledge and competencies. Respondents in this study stated that they benefited greatly from their mentors and professional networks. Mentoring can provide valuable guidance, support, and advice for Muslim women entrepreneurs, especially those who are just starting a business.

Networking and collaboration are other key factors that contribute to the success and sustainability of Muslim entrepreneurs' businesses. Respondents in this study actively build and maintain networks with customers, suppliers, business partners, and the business community as a whole. Business networks not only function as a source of information and business opportunities, but also as a support system that provides motivation and inspiration. Muslim women entrepreneurs can utilize their networks to get feedback about their products or services, find solutions to business problems, and access the resources they need (Haq, 2021). Collaboration with



other entrepreneurs is also an effective strategy for expanding market reach, increasing efficiency, and creating positive synergies. Through collaboration, Muslim women entrepreneurs can share resources, knowledge, and experience, and overcome challenges together. Ismail's research (2018) shows that collaboration between Muslim entrepreneurs can improve business performance and provide benefits for all parties involved.

Innovation and adaptation are imperative for businesses to survive and develop in an era of disruption. Muslim women entrepreneurs in this study demonstrated extraordinary abilities in identifying and exploiting new opportunities, developing unique products or services, and adapting their business strategies to market changes. The ability to innovate is not only about creating new products or services but also about finding new ways to do things. Innovation can occur in various aspects of business, such as production processes, marketing, distribution, and customer service. Innovative Muslim women entrepreneurs tend to be more responsive to market changes and are better able to compete with their competitors. Adaptation is also the key to maintaining business relevance in an era of disruption. The ever-changing business environment requires entrepreneurs to always be ready to adapt their strategies to the latest trends and developments. Adaptive Muslim entrepreneurs tend to be more resilient to change and better able to maintain their competitive advantage.

Islamic devotion and spirituality provide a solid foundation for Muslim women entrepreneurs in running their businesses. Respondents in this study revealed that they often pray and ask Allah for guidance in making business decisions. They also believe that business success is a blessing from Allah and they try to run their business in accordance with Islamic teachings. Islamic devotion and spirituality not only provide meaning and motivation in business, but also help Muslim entrepreneurs to maintain their

integrity and business ethics. Islamic values, such as honesty, justice and social care, are an integral part of their business practices. This is in line with research by Dusuki (2018) which shows that companies that apply Islamic corporate governance principles tend to have higher levels of CSR disclosure. Islamic devotion and spirituality can also help Muslim entrepreneurs overcome stress and pressure in business. Prayer and meditation can provide calm and strength in facing challenges. The belief that Allah is always there to help and guide them also provides a sense of security and self-confidence.

The findings of this research have significant implications for various parties, especially for Muslim women entrepreneurs, policymakers, academics, and the wider community. This research provides valuable guidance for Muslim women entrepreneurs in developing effective and sustainable business strategies. By understanding the key factors that contribute to business success and sustainability, Muslim entrepreneurs can take appropriate steps to improve their business performance. Muslim women entrepreneurs need to continue to strengthen their commitment to the values of honesty, transparency, justice and social care. This can be done by developing a clear code of business ethics, providing ethics training to employees, and building a company culture that upholds Islamic values. Muslim women entrepreneurs need to continue learning and developing themselves to improve their business knowledge and competence. They can take part in training, seminars, workshops or mentoring programs to gain new skills and knowledge. Muslim women entrepreneurs need to actively build and maintain networks with customers, suppliers, business partners and the business community as a whole. They can join business associations, attend networking events, and participate in community activities. Muslim women entrepreneurs need to continue to innovate and adapt to market changes. They can develop new products or services, adopt new



technologies, and adapt their business strategies to the latest market trends. Muslim women entrepreneurs need to integrate Islamic spiritual values into their business practices. They can make prayer and tawakal part of their business routine, and strive to run their business in accordance with Islamic teachings. This research provides insight for policymakers in formulating programs and policies that support the growth and sustainability of businesses managed by Muslim women entrepreneurs. The government and financial institutions can develop special financing programs for Muslim women entrepreneurs, such as Sharia microcredit schemes or business mentoring programs. The government and related institutions can organize training, seminars, and workshops to increase the knowledge and business competence of Muslim women entrepreneurs. The government needs to continue to promote gender equality in the business world by eliminating discrimination and providing equal opportunities for Muslim women entrepreneurs. The government can create a conducive business environment for Muslim women entrepreneurs by simplifying regulations, improving infrastructure, and providing incentives for businesses that implement sustainability principles. This research can increase public awareness about the important role of Muslim women entrepreneurs in the economy and social development. This can encourage society to better support and appreciate the contributions of Muslim women entrepreneurs.

5. Conclusion

The results of this research show that the factors for business success and sustainability by Muslim women entrepreneurs are not only related to the technical aspects of business but are also influenced by Islamic values and principles. Integrity, Islamic business ethics, business knowledge and competence, networking and collaboration, innovation and adaptation, as well as devotion and spirituality are

factors that are interrelated and contribute to the long-term success of businesses managed by Muslim women entrepreneurs.

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