Predicting Owner Satisfaction Through Business Development Services A Case of Islamic Microfinance Sector of Pakistan

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Abstract
This paper means to examine the moderating effect of business growth on the connection between Business Development Services (BDS) and owner satisfaction on the Islamic Microfinance System in Pakistan. In particular, this paper demonstrated the adequacy of the business development services given by Islamic microfinance framework to fulfill the SMEs clients and how this relationship is dependent upon the business growth openings. In looking at the theorized demonstrate, the quantitative approach was utilized. The outcomes affirmed the immediate impact of BDS on owner satisfaction and the moderating part of business growth on the said relationship.
Keywords: SMEs, Islamic microfinance system, business development services, customer satisfaction,

1. Introduction

Islamic Banking and Finance system has been derived from the ethos and values of Islam. In 1980 it is termed as "Interest Free Banking'' that is introduced as the alternate of conventional Interest Based financial System. But interest free Banking has a narrow concept that Demonstrated to the Banking operations and instruments which avoided interest.

It is widely acknowledged that microfinance has very important role to develop the economy. According to (Consultative Group to Assist the Poor CGAP, 2011b).Small financing which is known as microfinance is defined as the financial services such as saving, loans and micro insurance provided to lower income people, poor entrepreneurial who can't access to the formal banks. From this definition, customers of Microfinance institutions are at poverty level, vulnerable, non-poor, upper poor, poor and very poor. Therefore, the Muslims as part of their duties, it is necessary in order to effectively contribute to reduce poverty amongst the poor people and that is praised by Allah as the essential part of stewards (Shahinpoor, 2009).

To achieve maximum economic growth, sustainable development at domestic national and global level after the failure of centralized economic system of East experts, policy makers and state government all over the world have core focus on strengthening market forces.

Despite of some trivial development Market forces are about to fail to achieve equitable and market growth not only at country level but also at global level. And sill striving for creating integration between developed and developing countries of the world

Islamic Banking & Finance is more comprehensive term that prohibited all the operations that are not allowed by Shari_ah and it include all the operations that are permitted by Shari_ah. (Rahman, 2007).

Principles of Islamic Finance

The principles of Islamic finance are derived from a set of rules based on the Shari'ah and interpreted through the "Quran", "Sunnah" and from elaborative efforts of Shari_ah scholars. The basic principles of an Islamic financial system are summarized by Iqbal (1997) as follows:

Risk sharing:

Providers of financial capital and entrepreneurs should share business and financial risks in return for shares in the profits. Islam encourages the earning of profits but prohibits interest-based debt because profit determined ex-post. Symbolize successful entrepreneurship and creation of additional wealth. Whereas interest determined ex-ante. Is a cost that is accrued irrespective of the outcome of business operations? Social justice demands that borrowers and lenders share rewards as well as losses in an equitable fashion.

Money as "potential" capital:

Money is treated as "potential" capital because it becomes actual capital only when it joins with other resources to undertake a productive activity. Islam recognizes the time value of money, but only when it acts as capital, not when it is "potential" capital.

Prohibition of speculative behavior:

An Islamic financial system discourages hoarding and prohibits transactions featuring extreme uncertainties, gambling, and risks.

Sanctity of contracts:

Islam upholds contractual obligations and the disclosure of information as a sacred duty. This feature is intended to reduce the risk of asymmetric information and moral hazard.

"Shari_ah" approved activities:
Only those business activities that do not violate the rules of "Shari_ah" qualify for investment. For example, any investment in businesses dealing with alcohol, gambling, and casinos would be prohibited. Source: Iqbal 1997.

Islamic Finance Philosophy
Islamic Finance is the part of Islamic Economic in broader sense it prohibits and encourages, some activities.
"Permission of trade and prohibition of Riba" (interest) in verse 2:275 of the Holly Quran "Allah has allowed (profit from) trade and prohibited Riba"
Following are the some common modes of Islamic finance

Mudarbah:
A partnership agreement in which one person or group of person (Party) provide capital while the other party participate with their skill and knowledge, any loss is born by Finance Party but the profit is distribute between them as pre-agreed ratio

Musharakah:
Is the PLS agreement. It may take in the form of permanent equity investment, a partnership for the completion of contract or for a specific period of time. Or a diminishing partnership (Bank share reimbursed over the time period for which company acquire the fund).

Diminishing Musharakah:
A Musharakah agreement where the entrepreneur promises to buy the investment shares of the other partner(s) over time until the entrepreneur owns 100 percent of the venture.

Muarbaha Muajjal:
involve acquiring stock upon a customer's demand and there credit sale at a profit margin in result debt coveting the cost plus profit this debt has to payback irrespective of profit on lost to the person that purchase on credit whereas loss suffered by investor a very important reference from the reign of second Caliph Hazrat Umar (R.A.) As reported by Ibn-e-Jarir Tabari (d. 310 AH), "Hind bint-e Utbah came to Umar and asked for a loan of 4000 (Dinars) from the public exchequer so that she could trade with it and became liable to pay back the same. After getting the amount, she went to the area of "Banu kalb" and engaged in trading, but she suffered loss. Umar (R.A.) said the loan could not be waived as it was from the public exchequer.

Salm:
Involves provision of fund against forward purchase of precisely defined good with pre-payments

Ijrah:
Means leasing an asset and receiving rentals the rentals the lessor owns the asset and risk so far asset is on lease

Ijtima:
Means to engage a person that could also be a financing agent to manufacture

Kafala:
An undertaking given by the (Kafeel) guarantor to a creditor that the debtor will pay his/her financial obligations thereby joining the latter's liability to his. This allows the debtor to have more opportunities in access to finance by having backing from a credible institution.

Qard Hassana:
A "benevolent loan" or an interest-free loan

Wakala:
A contract where a person authorizes another to do a certain well-defined legal action on his behalf it is a contract of agency where the (Wakeel) agent is someone who establishes contractual and commercial relations between a principal and a third party, usually for a fixed fee.

Shukuk:
The Islamic equivalent of "bonds"; however, Shukuk can only be issued for asset-based debt obligations and as opposed to bonds they are not only a debt ownership but it entitle the holder to ownership in the underlying assets and its cash flows.

Takaful:
Islamic insurance, It main distinction from conventional insurance is the cooperative system of collecting the "contributions" and distribution of profits or losses among the pool of insurers, which eliminates the uncertainty of the contractual relationship with the insurance company.

Basic Prohibitions:
Islamic law does not recognized s a rule some transaction that have a proven illegitimate factors and or objects so that "Shari_ah" nominate some elements which are to be prohibition in commerce trade & Business Transaction The most Common of those are Gharas ,Riba, and gambling These strategic factor are considered as invalid.

Riba:
Before discussing "Riba" we kept in mind. That all the Muslim sets considered The "Riba" based Transaction as

sin. Because the primary sours of "Sharia" Holly Quran and "Sunna/ Hadees" prohibition But these is a conflict That what constitute Riba or what. Is the real meaning of Riba Because with the view point of some liberal Muslims The does not considered The commercial interest / Riba as prohibited by Islam while as some devoted Muslim have belief that all type of prefixed return in all type of transaction is considered as "Riba" and therefore it prohibit in Islam.

Gharar:

Gharar is the second major prohibition. Which refer to Hazard or uncertainty. That is caused by lack of clarity regarding to the subject matter contract price or any exchange. Any business truncation as contract which in comprise an element of Gharar is considered as prohibited (58 Imam Malik)

Gambling Maisir/ Qimar (Game of chance):

Maisir /Qimar are the Arabic word Maisir referred to acquisition of wealth by chance, or easily available wealth.it may or may not be deprive the other right. Qimar means the game of uncertainty (Chance) on gains at the cost of others. In such case one put his wealth or part of his wealth at stake where in his wealth is at risk it might bring huge sum of money or might be lost at all.

Whereas the word is used in Holly Quran for the prohibition of gambling is "Mairis " Verse 2: 219 , 5:90,91" while in the Hadis literature express this act as "Qimar".

Apparently it is a matter of fact that global quantum of Islamic finance industry has been crossed about $1.30 Trillian which definitely prove that it is the one of the best and compatible source of finance with interest free mode.

According to a careful estimation more than 2000 Islamic financial intuitions are offering Islamic banking services such as Islamic insurance. "Thankful". Islamic bonds "sukuk", Islamic Funds "Modarba" and Islamic micro finance. Some conventional banking systems are also actively providing islamic financial services Which are adherence of "Shari_ah" principles of Islamic finance. (Fararah & Al-Swidi, 2013).

Business development services

Over the past few years the importance of business development services are being understood by organizations. But still not all organizations are capable to understand that what are business development services? and what business development mangers do in society

Here we will try to find out what kind of business development strategies/ services are and what its importance is.(Ellahi, Bukhari, and Naeem , 2010)

SMEDA (Small and Medium Enterprises Development Authority)

Premier institution of the Government of Pakistan under Ministry of Industries & Production SMEDA was established in "October 1998" to take on the challenge of developing Small & Medium Enterprises (SMEs) in Pakistan. With a futuristic approach and professional management structure it has focus on providing an enabling environment and BDS to small and medium enterprises. SMEDA is not only an SME policy-advisory body for the government of Pakistan but it also facilitates other stakeholders in addressing their SME development agendas.

(Jasra et al. 2012)

Demand and Supply of Islamic SME Finance:

The demand and supply for Islamic finance and Islamic SME financing specifically must be analyzed from various perspectives to put it into context with the factors related to supporting innovative financial solutions that tackle financial inclusion, while serving a growing Muslim population and their "Shari_ah" preferences. Muslims represent about 23% of the global population (1.6 billion people in 2010) and are expected to reach 30% with 2.2 billion adherents, by 2030 (Population Reference Bureau 2011). By contrast, Islamic banking and finance represent less than 1% of global financial assets. The under-representation of Islamic financial assets compared to conventional financial assets also occurs within Islamic countries, especially if compared to the percentage of Muslims residing in the respective countries. Within the context of the G20 member countries, Muslims total about 556 million people, representing 12.5 percent of the total G20 population. If only G20 member countries with a minority Muslim population are considered (excluding Indonesia, Saudi Arabia, and Turkey), 5.5% of the respective population are Muslim, representing a significant proportion of the overall population. (Seyal et al. 2004)

In the context of this study BDS are defined as those non-financial services and products offered to entrepreneurs at various stages of their business needs. These services are primarily aimed at skills transfer or business advice. In the field of business support has been growing alongside the SME development process internationally. A range of business support options have been developed and can be applied to develop small businesses enterprises. However, key benchmarks need to be applied in order for such support to be effective Business development services are important because they can assist entrepreneurs to run their business more effectively and, if appropriately applied it can act as an enhancer of access to finance and as an alternative form of "collateral" in circumstances where tangible collateral may be an impediment to meeting traditional security requirements. While the state has offered strategic direction in terms of SMEs development from time to time, there is as yet no coherent and focused delivery of such support available throughout the country. Some programs such as the Red Door in the Western Cape(south African Provence) have been supported by provincial government and are working on offering a range of services in terms of local needs. In general however, there is a range of obstacles facing entrepreneurs needing support in rural areas. Among the key findings of this section of the research, we have ascertained that programs are not sufficiently gender-focused, with little awareness of the constraints that women face. Another critical issue is that there is not enough attention to the needs of women's enterprises at different levels. Thus, there is a need to better differentiate programs in terms of their aims relating to poverty reduction, sustainable development or job creation. Finally, BDS programs need to be integrated with access to finance strategies for women also. (Brijlal 2008)

2. Literature Review

Small and medium enterprises (SMEs) and high-growth start-ups are the backbone of developed economies, Emerging Markets and Developing Countries (EMDCs) in terms of employment generation, and sustainability, as well as economic growth. Formal SMEs contribute up to 33% of GDP in developing countries (IFC 2010) and up to 51% in high-income countries (SME Corp 2015). Globally, SMEs contribute 43.5% to total employment and are responsible for 57.8% of total new jobs created (Ayyagari, Demirgüç- Kunt, and Maksimovic, 2011). The relevance of these figures must be considered against the need to create about 600 million jobs around the world by 2030 to keep up with the growth of the labor force (World Bank, 2014). The major challenge faced by SMEs is access to finance. The total financing gap for micro, small, and medium enterprises (MSMEs) in developing countries is estimated to be $2.4 trillion. A gap of about $1.3 trillion exists in G20 countries covered within the IFC Financing Gap database. The financing gap in EMDCs is even more severe, since financial institutions such as banks widely consider SMEs as being too risky due to such factors as lack of collateral and insufficient credit history. About 55 to 68 percent of SMEs in developing countries are either financially underserved or not served at all, resulting in lost opportunities to develop their SMEs. Islamic banking and finance has shown remarkable global success in terms of growth, expansion, and institutional and product diversification. Over the past five years, the Islamic banking and finance industry has grown by a compound annual growth rate of about 17 percent, reaching more than $1.87 trillion in total assets by the first half of 2014. The Islamic banking sector grew by 16% in 2013, according to the IFSB, compared to the overall global banking growth (based on the assets of the top 1,000 global banks) of only 4.9 percent in 2012 and 0.6 percent in 2013 (Saeed,2012). The asset-backed finance and risk-sharing nature of Islamic financial products aims to contribute to social and economic development by promoting entrepreneurship. Asset-based financing ensures that the transaction is financing real economic activity based on close linkage to the financed assets, ensuring less "Financilization" in the economy. Equity-based financing, on the other hand, promotes profit and loss sharing between financiers and entrepreneurs, resulting in increased alignment of interests and increased risk sharing. It also fosters entrepreneurship, especially of seed and early-stage start-ups, which rely purely on equity financing for their ventures. The challenges facing Islamic SME banking can be met by adequate policy response (Mansoor & Ishaq 2008).

Microfinance System and SMEs Development

Accessing financial services is the most important driving factor of SMEs development. It is thought to increase the income levels, decline the rate of poverty level and to increase the employment opportunities. It is supposed that having access to financial credit assists the poor people to grow up their liquidity constraints and take on some investments such as the enhancement of farm technology inputs that can lead to an increase in agricultural production (Heidhues, 1995). The key purpose of microfinance based on Navajas et al. (2000) is to offer smaller loans to the poor people to improve their productivity through uplifting the life standards. The high repayment rate set up by the financing providers is the main indicators of success of microfinance program, the financial sustainability and outreach has not taken into consideration what effect has made on operations of micro enterprise and only focusing on evangelism of microfinance.

Moreover, Diagne and Zeller (2001) documented that the lack of microfinance credit offered for the below or just above the poverty line may affect negatively the SMEs overall income and welfare. However, increasing of SMEs risk-bearing abilities enables consumption smoothing overtime and coping strategies. Therefore, microfinance aims to improve the income and welfare of poor people. It is agreed that Microfinance institutions have a positive impact on SME development because they guarantee sustainable access to credit for the poor entrepreneurs (Rhyne & Otero, 1992).

In addition, Zeller and Sharma (1998) documented that microfinance can support the improvement or the establishment of the family enterprises. This, therefore, potentially make the difference between alleviating poverty and economically securing a good standard life. This fact was corroborated by Berger (1989) who indicated that microfinance tends to stabilize the income level rather than to increase the income and tends to preserve rather than to create jobs.

3. Hypotheses development

In Arab regions some countries are experiencing security and political unrest. This is due to successive reconciliation. About all the sectors of these countries are affected and each sectors mush takes some precautionary means as to get to safe. Since the microfinance sector deals with low Income peoples who do not have formal access to financial services from irradiation source this sector was seriously damaged due to security and political unrest.

In Yemen the microfinance sector in the era of 2009-2010 has made a tremendous significant progress the active clients was in used about to 100% and projects reached to over 60000 which serving about to 300,000 citizens this progress remains not consistent for long period of time and just after one year in 2011 Massive protests and impact on this sector and clients sector suffered because of armed conflict. Due to this conflict a number of clients were displaced. Business was affected. Individual saving was wasted to most the consumption many left the labor and some MFI stopped offering new loans due to high risk. Infects MFI suffer, increase the operational cost. As well as dropped the number of service.

Fahmi & Abduall (2014) conducted a research about the moderating role of business growth on relationship between business development services provided by Islamic Microfinance institution and owner satisfaction. On relationship between SMEs owners satisfaction on IME system in Yemen and business development service specifically in that paper shown the intensity and effectiveness of BDs provided by IMIs to satisfied his SMEs customer and to determine how this relationship contingent on business growth opportunity in order to test his hypothesized model they employed quantity method and questioner method used to collect the primary data and the results confirmed the effect of business development services on SME owner satisfaction and moderating role of business growth on about mentioned relationship

The measurement of that study was taken from previous researches like BDS (Mazani & Fatok 2011) Business Growth (hearers and gold Smith 1999) overall satisfaction (Angelova & Zekivi 2011) As mentioned earlier the objective of this page is to investigate the effect of BDs provided by IMF institution in Yemen on satisfaction level of SME owners satisfaction as well as moderating role of business growth of SMEs are considered as building block of every economy as these business entities are mostly run by fresh peoples and young enterprises who needed micro consultation from micro create providers. As these are the new enterprises or SMEs so they should of focused on business consultation services so that they able to service growth and repay money back to the microfinance provider. That is why the DBS as a factor considered as one of the main determination of satisfaction of SMEs owners

In examining the moderating effect of BG on said relationship the result confirmed by the developed hypothesis

Two Hypotheses were developed

H1 was related to Business Development Services Provided by the Microfinance Institutions (BDS). In a key study conducted by Ellahi, and Naeem Bukhari, (2010), business development services (BDS) was defined as the services provided by the microfinance institutions such as Technology transfer, Training, , Business advice, Marketing assistance, Monitoring, and information aimed to improve the performance of SMEs. Moreover, the Committee of Donor Agencies for Small Business Development (CDASBD) (2001) defined the BDS to "include training, consultancy and advisory services, marketing assistance, information, technology development transfer, and business linkage promotion". BDS help to increase the performance of the enterprises, to enhance the market access and to improve competition ability. In addition, BDS considered serving group and individual businesses, as different to the community of larger organizations. The International Finance Corporation IFC (2006) defined business development services as "those non-financial services and products offered to entrepreneurs at different stages to meet their business needs". Moreover, IFC adding, BDS do not offer guarantees and direction to SMEs start-up success. However, BDS providers could offer information to SMEs start-up to get guarantees for their funding. In line with that, Brijlal (2008) documented that, traditionally, BDS had been referred to as "the non-financial services". In addition, BDS may be offered together with financing services. Furthermore the International Finance Corporation (2006) reported that BDS are vital elements that support entrepreneurs to run their businesses successfully if applied correctly. In other words, BDS are the enhancers of access to finance and as an alternative form of guarantee in a situation where tangible guarantee may be is an obstacle to meeting traditional security requirements. The primary focus of BDS services provision is to facilitate skills transfer and to provide business advices. According to SFD (2012), BDS would provide all the support needed for the development of enterprises through studying ways of supporting them technically by gaining experience from similar experiences, and encouraging innovations that would lead to the diversification and growth of enterprises. Therefore, the following hypothesis can be empirically tested.

H1: "There is a positive significant effect of BDS provided by IMIFI on SMEs owner satisfaction".

H2 Related to Business Growth, The most important goal for business organizations is to increase the profit and growth while a nonprofit organization aims to have a significant growth and outreach. Penrose and Pitelis (1995) defined each firm or institutions as "An administrative organization whose legal entity or frame work may get bigger in future with the group of both physical resources and tangible resources such as human". Relatively, the business growth is defined as "an increase in the size of organization or other aspects that can be a measured or a process of improvements and changes". The size of each organization reflects the growth of firm according to the period of time. Also it has to be recognized that the growth is a procedure while firms have to follow. Moreover, the firm growth improving the sustainable income of the poor is the main economic goal behind the introduction of the microfinance institutions. In developing countries such as Yemen, the level of living standards is very low especially in the rural areas. However, the poor people could obtain the required financial resources for their SMEs and subsequently improve the level of income. In general, the function of MFIs is to help the poor people by offering financial services with low cost. The main purposes of any microcredit program, according to Navajas et al. (2000), is to deliver an excellent access to microfinance services that are not offered by formal financial institutions. This will lead to improve the quality of life of the poor and increase their welfare. Diagne and Zeller (2001) documented that, offering microfinance services to the poor may have a positive effect for SMEs and overall welfare. It is confirmed that MFIs have to offer sustainable microfinance services and high outreach in society. In addition, MFIs may have a positive impact on SMEs development sector by providing sustainable guarantees that facilitate their access to finance. The growth of the SMEs makes a difference in appreciating all the programs and policies offered by the Islamic microfinance system. In this study business growth factor is expected to moderate the effect of business development services on the satisfaction of the SMEs owners. Thus the H2is introduced for empirical test.it can be indicated by many factors such as the increase of the capital, the increase of number of labors and the investment opportunities pursued. Similarly, the government of Canada and SMEs Financing Data Initiative, (2002) defined size as "an element related to the growth rate and specific activities that significantly effect on SMEs' external financing needs".

H2 "Business growth has a moderating effect on relationship a between business development services provided by IMF and SMEs owner satisfaction"

Measurement and Instrumentation

The measures of the study were adapted from the past literature. Specifically, the measurements of Business Development Services (BDS) were taken from the associated researches in the financial sector related to the satisfaction literature of customer. Moreover, the study used deployed measure and it has been taken from (Ellahi et al., 2010; Mazanai & Fatoki, 2011). The measurement related to Business Growth was replicated from (Heaney & Goldsmith, 1999) and the overall satisfaction measure was taken from (Angelova & Zekiri, 2011).

Population and Sample

The population of the study includes SMEs in Pakistan which deal with Islamic microfinance institutions. To test the model of the study and to examine the developed hypotheses, a simple random sample was used to select the data form the list of beneficiaries of the Islamic microfinance providers. Based on that, 300 questionnaires were distributed out of which 241 questionnaires were returned. Among the returned questionnaires only 217 questionnaires were complete, useful, and usable for the analysis stage.

4. Results and Analysis

Analysis of data has been described in this section briefly. First section consists of the respondent's profile i.e. City, Gender. Whereas second section Consist of findings, Results and discussions.

Table 1: City Name Of The Respondents

City Name	Frequency	Percent	Valid Percent	Cumulative Percent
Gujranwala	79	36.2	36.2	36.2
Hafizabad	138	63.3	63.3	100.0
Total	217	100.0	100.0	

Total "300" Questionnaires were distributed out of which "217" was use for analysis. Total Respondents of this survey was 300 (Response rate 72.33%) this frequency distribution of participants consist of 138 respondents from Hafizabad District (Punjab Pakistan) out of 300, and 79 out of 300 respondents from Gujranwala District (Punjab Pakistan) The percentage of respondents is63.3% and36.2% respectively.

Table 2: Gender Of The Respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	135	62.2	62.2	62.2
Female	82	37.8	37.8	100.0
Total	217	100.0	100.0	

Total "300" Questionnaire was distributed out of which 217 qualified for analysis rest was either not fill properly or not return back by the respondents. Frequency of male and female respondent was 135 and 82 respectively having 62.2% and37.8% respective

Table 3: Correlation Analysis

Variables	BD	BG	OS
BD	1		
BG	.294**	1	
OS	.276**	.369**	1

** Correlation is significant at the 0.01 level (2-tailed)

To test the correlation among the different variables, "Pearson Correlation" analysis is used in this study. Table 3 is showing the correlation among variables. Correlation between Business development Services (BDS) and Business Growth (BG) is 0.294 which shows positive relationship between these variables. "Business Growth (BG) and owner's Satisfaction (OS) is 0.276 which shows Positive Relationship between these Variables. Correlation between "Business Growth (BG) and owner's satisfaction's (OS) Variable is 0.369 which also shows positive relationship between these Variables.

Regression Analysis Results:

To evaluate the cause and effect relationship Regression analysis was executed. Regression analysis (ANOVA and Model Summary) was drawn. ANOVA table shows the individual role of variables to draw the hypothesis. For decision making purpose Standardized Beta, R-Square Value and Significance values are useful Regression analysis results are given below and Concluded on The bases of their regression weight Beta, R-Square value and Significance value or P-value.

The relationship between Business Development Service and Owner's Satisfaction:

This section explained relationship between Business Development Services (BDS) and Owner's Satisfaction. Separate Regression was run to check the relationship between them I.e. independent variable & Dependent variable.

H1 There is a Positive Significant effect of Business Development Services Provided by Islamic Micro Financial Institutions (IMFI) on SMEs Owner's satisfaction.

4.4 Regression Analysis, Model summary and ANOVA of Business Development Services and Owners Satisfaction

Table 4: Regression Analysis For H1

Model	Beta value	Standard Error	t-Value	p-value	significant/insignificant
BD	0.268	0.064	4.210	0.00	significant

a. Dependent Variable: OS

R = 0.276, R-square = 0.076, F = 17.721, Significant = 0.000

To check The cause and effect Relationship between independent Variable "Business Development Services" and Dependent Variable Owner's Satisfaction, Regression analysis, Model Summary and ANOVA was run by researcher. Above Table 4.4 is showing that R-square value .076, This value of R-square is significant Positive which shows that there is 76% change in dependent Variable is due To this independent Variable. The value of Beta is .268 (Positive) , T-value is 3.045 (Greater than 2.00) and P-value is 0.000 (Less than 0.05) Hence by Keeping in view these results, Researcher Concluded that Business Development Services Provided by Islamic Micro Financial Institutions and Owner's Satisfaction are positively related. Hence above mention results proved that Null Hypothesis is rejected and alternative Hypothesis H1 is accepted.

Relationship between Moderation and owner's satisfaction:

This section explains relationship between moderator and owner satisfaction Separate regression was run to check the relationship.

H2 Business Growth has a moderating effect on relationship between (BDS) and Owner's Satisfaction.

Table 5: Regression Analysis for H2

Hypothesis	Beta	Standard Error	T- value	P-value	significant/insignificant
H2	0.112	0.19	6.020	.000	significant

R = 0.380 R-square 0.144 F 36.238 significant 00

The Above Table Presents the results of moderation effect as it can be seen from above Table that the results of moderation are Positive and significant that means moderation effect is happening between the relation of business Development services and SMEs Owner's Satisfaction.

For Test the moderation effect the interaction term was generated in SPSS by multiplying independent variable and Moderator and then its impact on Dependent variable was tested. These results are discussed below.

Above Table – is showing that R-Square value is 0.144 This value of R-Square is Significant Positive which shows that there is 14.4% change in dependent variable "Owner's Satisfaction " is due to moderation effect . The value of Beta is .112 (Positive) T-value is 6.020 (Greater than 2.00) and P-value is 0.000 (Less than 0.05) Hence by keeping in view these results , Researcher Concluded that moderation is exist between the relationship of Business Development Service and Owner's Satisfaction Based on this Conclusion null hypothesis is rejected and alternative hypothesis is accepted. Based upon above results hence we proved that moderation exists between the relation of Dependent variable and independent variable.

5. Discussion and Conclusions

This study aimed mainly to investigate the effects of BDS provided by the Islamic Microfinance institutions in Pakistan on the satisfaction level of the small business owners as well as the moderation role of business growth. SMEs are the building blocks of each economy, these business entities are run by fresh people who need consultation from the micro-credits' providers. That is, the new enterprises or SMEs should be offered the business consultation services so that they could be able to survive, grow and be able to repay the money back to the banks and microfinance programs. That is why the BDS, as a factor, is one of the main determinants of the satisfaction of SMEs owners and drive them to a fruitful interaction with the provided program.

Due to the importance of the business development service (BDS) provided by Islamic Microfinance Institutions (IMFI) to the SMEs owners' satisfaction, hypothesis H1 was tested and the results confirm the stipulated hypothesis. This result indicated that the business development service provided by the IMFI is considered to be one of the most important determinants of SMEs owners' satisfaction. This result is in line with some previous studies such as Ellahi et al. (2010); Mazanai and Fatoki (2011), Mahmood (2011) and Fararah et al. (2014). As well as this result consistent with the Social Exchange Theory (SET), however, this finding explained to what extent the BDS can determine the satisfaction of SMEs' owners.

In examining the moderating effect of business growth on the relationship between business development services provided by IMFI and SMEs owners' satisfaction, the results confirmed the articulated hypothesis as in H2. This result imply that in the situation of high perceived business growth opportunities, IMF providers should intensify the provided business development services to ensure the feasibility and survival capabilities of the SMEs. The results of the paper might be very useful to academics and Islamic bankers who concern about the compatibility and success of the microfinance system and the factors that could affect the connection with their individual and corporate partners.

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