

EXPLORING MALAYSIAN MUSLIM WORKING ADULTS' AWARENESS ON CASH WAQF

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Abstract: *The purpose of this study is to examine Malaysian Muslim working adults' awareness of cash waqf. Two exogenous variables play a role, namely, knowledge and attitude. Promotion is a mediating variable and awareness of cash waqf is the endogenous variable. The target population of the study is Malaysian Muslim working adults in Klang Valley, Malaysia. This study adopts a quantitative research approach and uses primary data for data analysis. The primary data is collected from the selected respondents through the online platform. To analyse the causal relationships between knowledge, attitude, promotion and awareness of cash waqf, structural equation modelling technique (SEM) is used. The model is developed using Partial Least Square (PLS) technique based on the survey data and then analysed. The data analysis software used in this study is SPSS and SmartPLS3. The findings of this study can be used by Waqf and religious departments or institutions in particular and all tertiary education institutions in general to formulate strategies to attract Malaysian Muslim working adults to Cash Waqf.*

Keywords: *Working Adult, Knowledge, Attitude, Promotion, Awareness*

INTRODUCTION

Waqf is the process of providing property and separating it from waqf. The benefit of the property was then dedicated to charity. Cash Waqf, as understood directly from the terms used, refers to the permanent freezing of a certain amount of money, the benefit of which is dedicated to the public good. The term can also be used to include liquidity or cash in other forms, such as company shares. In Malaysia, it can be said that the concept of cash waqf has just been adopted by the Muslim community. It was introduced to meet the demands of the current lifestyle of the society, which on average has assets in the form of cash as opposed to fixed assets. With the concept of cash Waqf, they have more opportunities to collectively develop the property they own for the purpose of Waqf. It was noted that there are still many Waqf properties that have the potential to be developed, but have not been properly developed to date. In fact, there are no systematic records and information for many Waqf properties (Megat Mohd Ghazali Megat Abd Rahman and Asiah Othman, 2006). This should not be done.

Therefore, the centralization of Waqf institutions and improvement of the Waqf concept should be carried out. Without this approach, Waqf institutions are unlikely to thrive and be managed in an organized and comprehensive manner. The management and implementation of Waqf institutions and products require drastic changes to enable them to play a more effective and powerful role. Waqf institutions need to be stable, sustainable, and flexible to face all opportunities and obstacles and not stagnate. It should not be forgotten that the Waqf is a fixed and important asset for Muslims. It is an asset that cannot be easily manipulated and destroyed compared to other asset systems (Andrew. W, 2006).

Therefore, with this empowerment proposal, it is more the responsibility of Muslims to try to restore Waqf to its true level and make it a respected form of worship for the development of society and the country. The awareness of paying Waqf money for the purpose of education is still low in the Muslim community. This may be because Waqf, a voluntary donation, is still considered unimportant, although Islam declares that it is a permanent and permanent reward. However, the Muslim community maintains a high level of payment of zakat, a compulsory contribution. Due to the low awareness in Malaysia, there are several studies that exclusively show that the awareness level of waqf in the Malaysian Muslim community is still low.

One of the studies addressed Waqf awareness among college students aged 8-23 years. A total of 313 individuals were surveyed using zakat and waqf quiz questions. Female participants aged 18-19 were found to have no awareness or interest in zakat, property, and cash waqf compared to male participants. This study suggests that zakat and waqf awareness campaigns should be expanded to include men and women at the college level. (Ana Shakirah Md Sapir Siti Atilia Ahmad Tarusan, 2021).

The study of people's understanding of Waqf institutions is still at a moderate level. There are still a few people who are not familiar with the meaning of Waqf and cannot distinguish between Waqf and charity. Therefore, we need to actively strive to improve the understanding of the community so that Waqf institutions have the potential to contribute to the economic development of the community, especially in Malaysia. Therefore, Waqf institutions have a high potential to help a country in promoting community economic development if they are used properly and comprehensively. (Ahmad Fatin, Safura, Mohammad Aizhan, Hazlin 2017).

The effectiveness of Waqf as a tool to strengthen the economy cannot be denied as it played an important role in the emergence of Islamic civilization about 1,400 years ago. But unfortunately, the awareness of Muslims in this country about the importance of Waqf is still modest (Asyraf Wajdi August 24, 2016, Utusan Malaysia Online).

In Malaysia, there are still many Waqf properties that have the potential to be developed but have not been properly developed to date. In fact, there are no systematic records and information for many Waqf properties (Megat Mohd Ghazali Megat Abd Rahman and Asiah Othman, 2006). This should not happen. Therefore, the centralization of Waqf institutions and improvement of the Waqf concept should be carried out. Without this approach, Waqf institutions are unlikely to thrive and be managed in an organized and comprehensive manner. The management and implementation of Waqf institutions and products require drastic changes to enable them to play a more effective and powerful role.

Waqf institutions must be stable, sustainable, and flexible to face all opportunities and obstacles and not stagnate at any point. It should be remembered that Waqf is a fixed and

important asset for Muslims. It is an asset that cannot be easily manipulated and destroyed compared to other asset systems (Andrew. W, 2006). Therefore, with this empowerment proposal, it is more the responsibility of Muslims to try to restore the Waqf to its true level and make it a respected form of worship for the development of society and the country.

A study on the understanding of Waqf in Kuala Besut found that it is very important to raise awareness of Waqf in cash, as there are still many Muslim communities who believe that Waqf only applies to permanent property. Each of the factors studied shows that it has an important impact on the awareness of the Muslim community in Besut and therefore needs more attention and emphasis. MAIDAM needs to work harder to educate and raise awareness among the Muslim community in order to increase the collection of Waqf funds to be used in various fields, not only in the religious field. MAIDAM needs to be more creative in disseminating information because without sharing information and effective outreach, it is quite difficult for the community to engage directly. (Nadiah Zulkiflee, Hairunnizam Wahid & Sanep Ahmad 2015)

The awareness of paying Waqf money for the purpose of education is still low in the Muslim community. This may be due to the fact that Waqf, a voluntary donation, is still considered unimportant even though Islam declares that it is a long-lasting and permanent reward. However, the Muslim community maintains a high level of payment of zakat, a compulsory contribution. The promotion of Waqf funds for education through MARA needs to be intensified from time to time to raise the awareness of the Muslim community in general and the staff of MARA in particular to continue their contribution so that the development of education in this country is strengthened through Waqf funds and does not depend only on government contributions. Target groups that need to be made aware of Waqf, such as low-income and low-employment people, as they may not receive complete and perfect information to make this Waqf contribution. This study was conducted to determine the level of acceptance of Majlis Amanah Rakyat (MARA) employees regarding the implementation of Waqf in the authority. The research methodology used was based on quantitative methods. This descriptive study was conducted by obtaining information from 116 respondents through an online distributed questionnaire (Norul Azila, Hairunnizam; 2021)

Therefore, the researcher took the initiative to explore a more open space by considering several variables such as knowledge, attitude, and promotion of Waqf awareness. To what extent can the variables used reflect the validity of Waqf awareness in this study.

PROBLEM STATEMENT

Awareness of cash waqf is still low in the Muslim community. This may be because waqf, a voluntary donation, is still considered insignificant, even though Islam declares that it is a permanent and eternal reward. A study among college students aged 8-23 found that the participants had no idea about waqf in cash (Ana Shakirah Md Sapir Siti Atilia Ahmad Tarusan, 2021). People's understanding of Waqf institutions is still moderate. There are still a few people who are not familiar with the meaning of Waqf and cannot distinguish between Waqf and charity (Ahmad Fatin, Safura, Mohammad Aizhan, Hazlin 2017). The effectiveness of Waqf as a tool to strengthen the economy cannot be denied as it played an important role in the emergence of Islamic civilization about 1,400 years ago. But unfortunately, the awareness of Muslims in this country about the importance of Waqf is still modest (Asyraf Wajdi August 24, 2016, Utusan Malaysia Online).

Various studies have been conducted on the subject of waqf. Some of these studies were conducted with institutions and community groups, and some were also conducted in half of the universities. The results of the study show that there are still many who do not know waqf and are not aware of it. Even the low-income groups and the working class are relatively unaware of waqf and do not know exactly about it. Therefore, the researcher took the initiative to explore a more open space by considering several variables such as knowledge, attitude, and promotion of waqf awareness. To what extent do the variables use reflect the validity of waqf awareness in this study?

RESEARCH OBJECTIVES

The research objectives for this study are as follows:

1. To determine if there is a relationship between knowledge and promotion among Malaysian Muslim working adults in the Klang Valley.
2. To determine if there is a relationship between attitude and promotion among Malaysian Muslim working adults in Klang Valley.
3. To determine if there is a relationship between promotion and awareness among Malaysian Muslim professional adults in Klang Valley.

RESEARCH QUESTIONS

The research questions for this study are as follows:

1. Does knowledge have a positive and significant impact on promotion among Malaysian Muslim working adults in the Klang Valley?
2. Does attitude have a positive and significant influence on promotion among Malaysian Muslim working adults in Klang Valley?
3. Does promotion have a positive and significant influence on the awareness of Malaysian Muslim adult working adults in Klang Valley?

Significance of the Study

This study will provide helpful information to Islamic religious institutions or departments or Islamic religious councils, Waqf institutions such as JAWHAR, financial institutions, the government, universities, future Waqf researchers, educators, and individuals who practise Waqf about Waqf and the level of Waqf awareness of the Malaysian Muslim community.

Individuals can use this information as a source of knowledge and understanding of Waqf and be aware of Waqf actions resulting from the actions and activities of certain parties involved in Waqf. Educators, researchers, and entrepreneurs can use this information for specific purposes and make meaningful contributions to society, the community, and the country.

The institution will use the information from this study as a guide and reference, especially in reviewing the awareness and acceptance of the Malaysian Muslim community towards the Waqf. Thus, the Institute can formulate plans to mobilise certain activities such

as promotion, advertisement, customer days, etc., further to increase the acceptance and awareness of the Waqf. Similarly, financial institutions and financial intermediaries can use the information to further plan for the development of the Waqf in the country.

The government will examine the results of this study in detail to determine the actual level of knowledge of the Muslim Waqf community. Therefore, it can serve as a benchmark for the importance and role of the Waqf to the economy, society, and the country now and in the future.

LITERATURE REVIEW

Knowledge

The degree of awareness is closely related to the degree of knowledge. The degree of knowledge affects the attitude. As far as the subject of Waqf is concerned, average citizens still know relatively little about it. This is evident from the fact that they limit their conception of Waqf to the management of cemeteries, mosques, and orphanages (MohMohamad Akramek Wok, and Mohd Fuad, 2008). Sofiyuddin and Mohd Zamro (2017) state that the level of knowledge and understanding of the community is still at a low and moderate level. The role of Waqf is very important in people's lives. Not only can it help improve socio-economic conditions and reduce the problem of poverty in the Muslim community, but it can also help the Waqfs to give alms, which is very rewarding in the eyes of Allah, the Exalted

Attitude

The attitude has been defined as the factor that determines the extent to which a person evaluates a particular behavior as good or bad. It further states that attitude determines behavioral belief, which involves an evaluation of the consequences or outcomes of a particular behavior. The outcome of an attitude is influenced by a belief whose degree of evaluation is based on the evaluation of the outcome Ajzen and Fishbein (1980). This theory has been tested under various conditions related to the decision-making process. Previous studies such as Abduh et.al, (2011), Amin et.al, (2010), Abidin et. al, (2009), Bidin and Idris (2007), Omar (2007), Jackson et.al, (2006), Bock et.al, (2005), Vogt et.al, (2004), Hanno and Violette (1996), Bearden and Oliver (1985) and Shimp and Kavas (1984) have shown that attitude is a significant predictor of behavioral intention.

Promotion

In promoting awareness of the practice of Waqf, the elements of effective marketing should be applied. One of the most important elements is promotional marketing. A campaign is any effort to improve or promote the sale of goods or services explained by Kamus Dewan (2010). In this context, promotion can be described as a medium for dissemination and publicity so that the general public can better understand its true meaning. Therefore, promotion is an effective means to broaden people's understanding of Waqf and ultimately raise awareness of the practice of Waqf. Advertising efforts can increase awareness of Waqf practice. Waqf institutions themselves are responsible for conducting promotional activities and campaigns to explain the benefits of Waqf practice (Norazlina and Abdul Rahim, 2011; Wan Ariffin-Mohd-Syahiran and Hasan, 2008). These campaigns and promotional activities must be carried out not only within the country but also abroad. If many promotional activities and

campaigns are carried out, the level of awareness can be increased, which will also increase the sources of revenue for the development of the Waqf.

Based on the above conceptual development, the following research hypotheses were proposed for this study:

- H₁: There is a relationship between attitude and awareness toward cash waqf among Muslim working adults.
- H₂: There is a relationship between knowledge and attitude toward cash waqf among Muslim working adults.
- H₃: There is a relationship between knowledge and awareness toward cash waqf among Muslim working adults.
- H₄: There is a relationship between promotion and attitude toward cash waqf among Muslim working adults.
- H₅: There is a relationship between promotion and awareness toward cash waqf among Muslim working adults.
- H₆: There is a mediating effect of attitude on the relationship between knowledge and awareness toward cash waqf among Muslim working adults.
- H₇: There is a mediating effect of attitude on the relationship between promotion and awareness toward cash waqf among Muslim working adults.

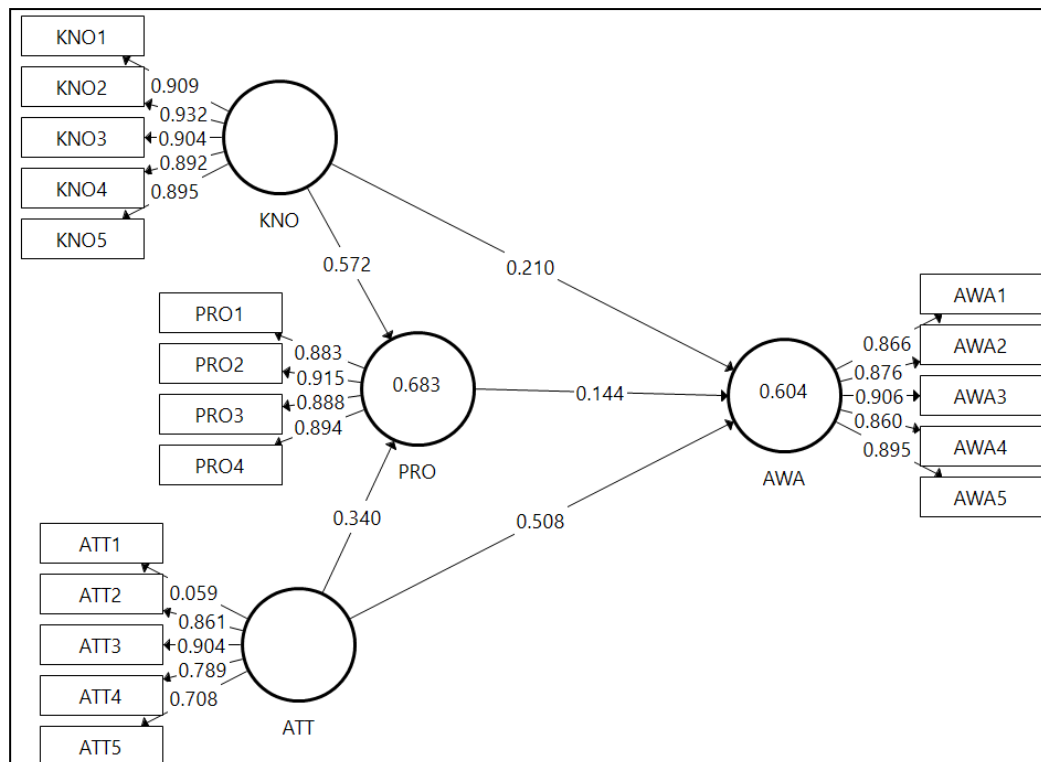
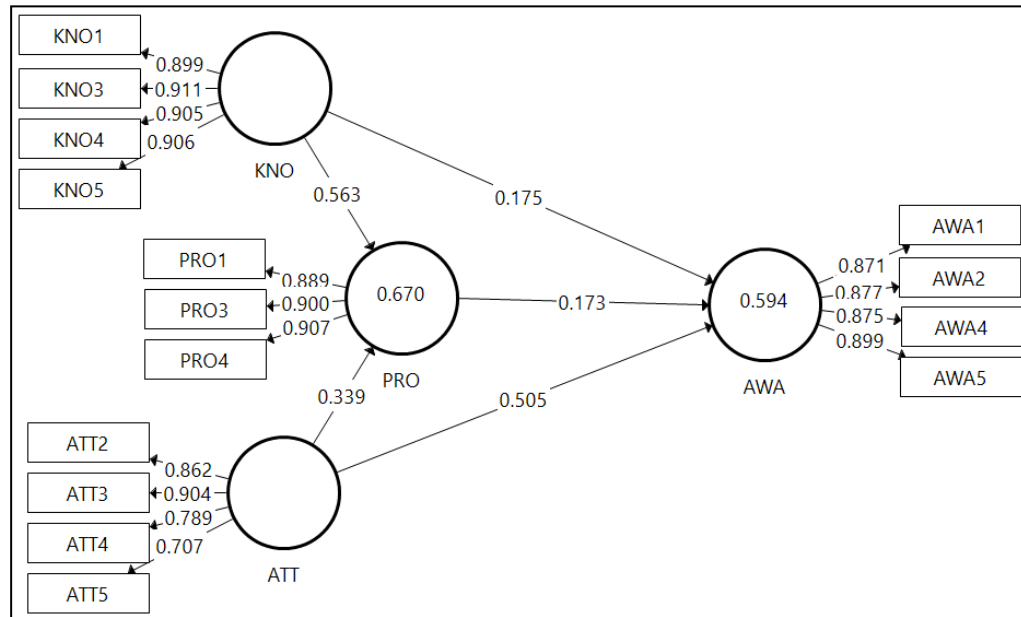


Figure 1: Specified Model**Figure 2: Re-specified Research Model**

METHODOLOGY

Muslims who were 18 years old and older and working were selected for this study. Primary data was used in this study by using a survey instrument to collect the data from the respondents. The questionnaire used in this study was designed and developed after a thorough review of previous studies to obtain appropriate measures that are used regularly and have high reliability and validity. The questionnaire was emailed to the respondents for the purpose of data collection.

Due to the unavailability of the population, the study used the technique of non-random sampling. There were a total of 19 measurement points, which consisted of the independent variable, the mediating variable, and the dependent variable. The construct knowledge was measured by 5 observed variables, the construct attitude by 5 observed variables, the construct promotion by 4 observed variables, and the construct awareness by 5 observed variables.

This study used a five-point Likert scale ranging from "strongly disagree" to "strongly agree" to measure each element of the constructed measure. Of the 340 questionnaires distributed, 262 questionnaires were returned. This represents a response rate of 77.1% and was sufficient to conduct data analysis using structural equation modeling (SEM). After screening the data and deleting outliers, 232 samples were clean and ready for analysis. Table 1 shows the profiles of the respondents in this study. Smartpls3 software was used to perform the multivariate data analysis and the proposed hypothesis tests. In addition, Smartpls3 was also used to conduct assessment procedures for model measurement and structural model evaluation due to its assessment capability (Hair, Black, Babin, & Anderson, 2010).

Table 1: Respondent's Profile

		Frequency	Percent
Age	< 30 years	40	17.2

	31 – 40 years	91	39.2
	41 – 50 years	75	32.3
	51 – 60 years	25	10.8
	> 60 years	1	0.4
AcaQuali	Diploma	27	11.6
	Bachelor	126	54.3
	Master	49	21.1
	Doctorate	11	4.7
	Other	19	8.2
Employment	Public Sector	135	58.2
	Private Sector	72	31.0
	Own Business	15	6.5
	Unemployed	10	4.3
Income	Less than RM4,850	112	48.3
	RM4,851 – RM10,970	94	40.5
	More than RM10,971	26	11.2
Status	Single	34	14.7
	Married	190	81.9
	Divorced	5	2.2
	Widowed	3	1.3
	Total	232	100.0

Measurement Model

The PLS-SEM algorithm was used to evaluate the structural model and demonstrate the reliability and validity of the measurement development. Hair, Hult, Ringle, and Sarstedt (2017) proposed two compelling criteria in PLS-SEM, reliability, and validity of the external validity model under study.

The first step was to introduce the specified model (Figure 1). Next, an assessment of the reliability and validity of the outer loadings was made, which revealed that some of the items of the constructs were below the smaller loadings, resulting in the reliability and validity of the constructs not reaching the threshold with an average extracted variance (AVE) below 0.5. This resulted in some items having to be removed from the constructs due to the lower loadings. Removing the items with lower loadings increased AVE above the minimum value of 0.5 with a range of 0.671-0.819 (Table 2).

This shows that convergent validity is present for all constructs. The range of composite reliability, as shown in Table 2, was 0.868-0.899, which is above the threshold of 0.7 suggested by Hair et al. (2017). Furthermore, the range of Cronbach's alpha was 0.826-0.881, which was also above the threshold of 0.7 (Table 2). Next, discriminant validity was analyzed to verify the presence of discriminant validity in the model by assessing the cross-loading of the measurement items. The statistical results showed that all item loadings were great cross-loading respective cross loadings (Table 2), indicating discriminant validity.

To further verify the presence of discriminant validity, the Heterotrait Monotrait Ratios (HTMT) were assessed and the statistical result showed that the ratios of all constructs were < 0.9 (Table 3), further confirming the finding of discriminant validity of the model (Henseler, Ringle, & Sarstedt 2015). Full bootstrapping was performed for the HTMT. Thus, as noted by

Hair, Hult, Ringle, & Sarstedt (2014), this study demonstrated and confirmed the reliability and validity of the latent constructs.

Table 2: Construct Reliability & Validity and Cross Loadings

Constructs	Items	Loadings	CA	CR	AVE
ATTITUDE	ATT2	0.862	0.834	0.890	0.671
	ATT3	0.904			
	ATT4	0.789			
	ATT5	0.707			
	ATT5	0.707			
AWARENESS	AWA1	0.871	0.826	0.868	0.776
	AWA2	0.877			
	AWA4	0.875			
	AWA5	0.899			
	AWA5	0.899			
KNOWLEDGE	KNO1	0.899	0.877	0.882	0.819
	KNO3	0.911			
	KNO4	0.905			
	KNO5	0.906			
	KNO5	0.906			
PROMOTION	PRO1	0.889	0.881	0.899	0.808
	PRO3	0.900			
	PRO4	0.907			
	PRO4	0.907			

Table 3: Hetrotrait-Monotrait (HTMT) Ratio

	ATT	AWA	KNO
AWA	0.832		
KNO	0.716	0.680	
PRO	0.804	0.735	0.854

Structural Model

The results of the hypothesis tests for the path coefficients (beta), t-statistics, p-value, and confidence interval are shown in Table 4. The structural model was evaluated by evaluating the path coefficient (β) simultaneously with the coefficient of determination (R^2) (Hair et al., 2012). Using the PLS technique, 5000 subsamples were bootstrapped to confirm the significance level of the path coefficient.

For hypothesis 1, the statistical result shows that attitude has a positive and significant effect on consciousness ($\beta = 0.504$, $t = 7.322$, $p=0.000$), therefore H1 is supported. For hypothesis 2, the result shows that knowledge has a positive and significant influence on attitude ($\beta = 0.228$, $t = 2.602$, $p=0.000$), thus H2 is well supported. For hypothesis 3, the statistical result shows that knowledge has a positive and significant influence on awareness ($\beta = 0.174$, $t = 2.347$, $p=0.019$), thus H3 is supported. For hypothesis 4, advertising is found to have a strong positive and significant direct influence on attitude ($\beta = 0.514$, $t = 6.234$, $p=0.000$), thus H4 is supported. For hypothesis 5, advertising is shown to have a positive and significant influence on awareness ($\beta = 0.175$, $t = 2.166$, $p=0.031$), thus H5 is supported. For Hypothesis 6, the statistical result shows that attitude positively and significantly mediates the relationship between knowledge and awareness ($\beta = 0.115$, $t = 2.342$, $p=0.020$), so Hypothesis 6 is supported.

Finally, regarding hypothesis 7, the statistical results showed that attitude positively and significantly mediated the relationship between advertising and awareness ($\beta = 0.259$, $t = 4.790$, $p=0.000$), so hypothesis 7 was supported. The summary of the hypothesis testing results

can be found in Table 4. Regarding the effect size and predictive relevance, Cohen (1992) recommended that an effect size (f^2) of 0.02, 0.15, and 0.35 signifies a small, medium, and large effect, respectively. Values smaller than 0.02 can be translated as no effect (Hew et al., 2017). All f^2 values ranged from 0.029 to 0.314, indicating that the study likely had a small to large effect. In addition, all Q^2 values of PLS_predict were greater than zero, indicating the predictive relevance of the endogenous constructs in the conceptual model (Table 5).

Table 4: Hypotheses Testing Results, f^2

Hypotheses	Beta	T Statistics	P Values	f^2	2.50%	97.50%	Decision
H_1 : ATT \rightarrow AWA	0.504	7.322	0.000	0.314	0.374	0.640	Supported
H_2 : KNO \rightarrow ATT	0.228	2.602	0.010	0.042	0.084	0.405	Supported
H_3 : KNO \rightarrow AWA	0.174	2.347	0.019	0.029	0.032	0.324	Supported
H_4 : PRO \rightarrow ATT	0.514	6.234	0.000	0.212	0.343	0.649	Supported
H_5 : PRO \rightarrow AWA	0.175	2.166	0.031	0.025	0.016	0.325	Supported
H_6 : KNO \rightarrow ATT \rightarrow AWA	0.115	2.342	0.020		0.038	0.224	Supported
H_7 : PRO \rightarrow ATT \rightarrow AWA	0.259	4.790	0.000		0.159	0.357	Supported

Table 5: PLS_predict Results for the Target Endogenous Constructs

	RMSE PLS	RMSE LM	RMSE PLS-RMSE LM	Q^2_{predict}
AWA1	0.778	0.783	-0.005	0.391
AWA2	0.758	0.760	-0.002	0.393
AWA4	0.640	0.645	-0.005	0.471
AWA5	0.744	0.746	-0.002	0.511
PRO1	0.788	0.783	0.005	0.591
PRO3	0.533	0.535	-0.002	0.476
PRO4	0.502	0.500	0.002	0.520

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