

The Effect of Product Features of Solah Kit in Creating Religious Satisfaction and Its Compatibility to Sunnah Practice

Aini Hayati Musa¹, Siti Sara Ibrahim², Farrah Nadia Baharuddin², Alia Nadira Rosle³,
Rafidah Mohd Azli⁴

¹*Faculty of Business Management, Universiti Teknologi MARA, 72000, Malaysia*

²*Faculty of Business Management, Universiti Teknologi MARA, 71300, Malaysia*

³*Department of Computer and Mathematical Sciences, Universiti Teknologi MARA, 71300, Malaysia*

⁴*Academy of Contemporary Islamic Studies, Universiti Teknologi MARA, 72000, Malaysia*

Abstract—Understanding new product features are strategically important to create as well as to meet customer demand. It is also can act as a competitive advantage for the organization and the uniqueness of the product can set it apart from its competitors. The market success of a product is solely depend on clearly understanding customer needs and wants and providing a product at a competitive price. Due to this reasons, this paper is attempt to study on the effect of product features of “Solah Kit” in creating religious satisfaction and its compatibility to Sunnah practice. Easy-Solah Kit has a great potential to be commercialize in the market. The evaluations of product features of “Solah Kit” were based on its material, design, product complementary and adhere to airline standard. The study involved with forty (40) travelers as respondents and the data were obtained by using a questionnaire. The respondents were randomly chosen in Negeri Sembilan, Selangor and Kuala Lumpur. The result has shown that the religious satisfactory has a positive relationship with the other independent variables namely material, design, and product complementary and adhere to airline standard.

Keywords— Easy Solah Kit, Religious Satisfactory, Affect, Compatibility to Sunnah Practices

I. INTRODUCTION

THE five daily prayers are compulsory for Muslims. However, they are permitted to merge and shorten the prayers while traveling according to the length of the journey and other Islamic legal rules and requirements. The previous research has shown that 46.7% of Muslim travelers especially women were facing a bad experience and felt disappointed with the condition of praying clothes provided in public mussola (Alia et al, 2016). The condition of the said praying clothes was prone to bad smell and mold at certain area. Responding to this issue, the study is strategically to study on the effect of product features of solah kit in creating religious satisfaction and its compatibility of Sunnah practice. Thus,

understanding customer needs and wants toward solah kit are critically important in providing competitive advantage and unlock the uniqueness of the product as compared to its competitors

Moreover, with the total population of 1.6 billions of Muslims around the world and the numbers will be increasing to 2.2 billions in year 2030 (PewResearch Center, 2010) and Islam is the second largest of religion in the world, we are strongly believed that the “Easy-Solah Kit” has a great potential to be commercialize in the market. Thus, there is a room for promoting tourist destinations to tailor products and services that satisfy Muslim travelers that may increase the number of inbound travelers and will improve economic growth of one countries.

II. LITERATURE REVIEW

2.1 Tourism and Islam

Numerous studies have been examined the relationship between tourism and destination in marketing research that explained why people travel and select on specific destination. The literature highlighted that travellers chose their destination due to pull and push motivations (Jamrozy and Uysal, 1994; Hanqin and Lam, 1999; Jang and Cai, 2002; Bogari et al., 2004; Yoon and Uysal, 2005; Jang and Wu, 2006; Kim et al., 2006; Correia et al., 2007). The theory explained that travellers are pushed by their intrinsic desires or emotional factors to travel as well as pulled by external factors in form of the attributes of various destinations.

One of the important factors in the decision-making process in selecting travel destinations is religion (Collins and Tisdell, 2002). This is to ensure that the Islamic religious

attributes, namely, availability of halal food, religion-friendly hotel and prayer room, are available in those destinations. As such, Muslim travelers are adhere to follow Islamic teachings which will directly as well as indirectly influence on their decisions toward travel and leisure plans (Zamani-Farahani and Henderson, 2010).

There are two types of Muslim traveler's activities. First and foremost, the pilgrimage-tourism activities that known as performing Hajj. The second type of Muslim tourism activities is encouraged the Muslim travelers to get in touch with tourism activities, namely, historical, social and cultural activities in order to gain knowledge, to associate with others, to spread Islam and to enjoy and appreciate of Allah's creations (Timothy & Olsen, 2006).

2.2 Product Features, Material and design

A product is actually anything that can be offered to customers for attention, use, consumption that might satisfy a want or need (Kotler and Armstrong, 2015). It comes with core customer value and the core benefit to be offered to an actual product such as features, design, a quality level, packaging as well as brand name.

The strength of a product to be successful in the market is by getting the ideas from customer perspective. The ideas to produce product features or attributes should come from customer needs and wants. Each customer has different needs and preferences toward product features. The previous research mentioned that the designing products were based on customer requirement by considering multiple features (Green and Kriger, 1985; Kano et al, 1984; Nagamachi, 2002; Sullivan, 1986).

The quality of the product is associated with product features, function, specification as well as performance (Crosby, 1979). The quality of the product refers to the physical description or technical aspect of the product (Kambhu, 1982). It also refers to the attributes of a product namely the amount of the secondly important attributes of a product as per compared to the most important attribute (White, 1972).

Design is one of the elements of a product. Enterprise will use product design strategy as guidance in developing new product development (Crawford, 1994). The product design strategy also act as an innovation resources in accomplish the goals of an organization (Olson, 1994). The three basic strategies under design strategy goals are cost oriented design, image oriented design as well as focus oriented design (Porter, 1980).

2.3 Product Complementary, Sunnah and Airline Standard

Product line comes with wide assortments of brand models, colors, styles in order to create an infinite numbers of customized choices that give a sense of differentiation toward the product (Martin, 1998). The travelers are allowed to bring a quart-size bag of liquids, gels, aerosols, pastes and creams in carry-on bag through the checkpoint. The items are limited to

travel-sized containers which are equivalent to 100 ml or 3.4 ounces or less per item. The maximum measurement on carry-on bag are 9 inches x 14 inches x 22 inches (22 cm x 35 cm x 56 cm), including handles and wheels (Transportation Security Administration, 2016).

III. RESEARCH METHODOLOGY

3.1 Research Design

A study has been conducted through a distribution of questionnaire to a 40 respondents that randomly chosen which has been believed as a Muslim travelers. A question on how Easy-Solah Kit shall meet their religious satisfactory has been asked which looking at the effect of material, airline standard, design, complementary as well as compatibility to Sunnah practices. An SPSS analysis has been done and looking at frequencies as well as descriptive analysis with an objective to look at a relationship of variables and which element been the most affect requirement adhere by the respondent when looking for "Easy-Solah Kit". This is done due to ensure that the product is meeting a market demand so that the product can be commercialized in future.

3.2 Theoretical Framework

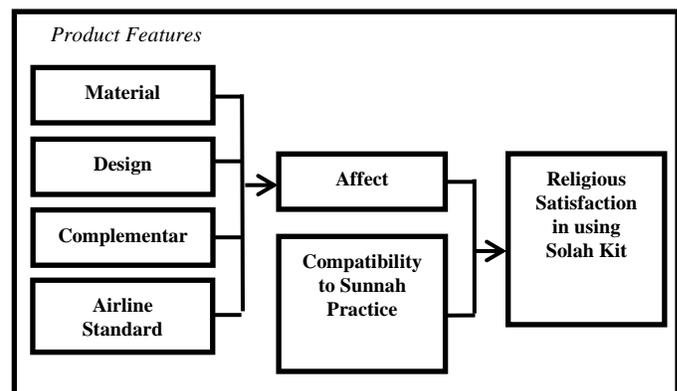


Fig 1: Proposed Framework

Based on the theoretical framework, the study suggested to find a relationship of religious satisfactory of using Solah-Kit by looking at the independent variables of affect and compatibility analysis. Refer to past study, affect has been divided to a few variables which are; material, design, complementary and airline standard.

IV. FINDINGS

Below results explained on the demographic studies of the respondent as well as descriptive studies of the variable, the reliability of the data and the relationship between variables. Thus, the study finds out what is expected by the respondent which will be an indicator for a future production of Solah kit to meet market demand for a commercialization purpose.

4.1 Frequencies

Frequencies analysis from a table 1 (Appendices) on the

demographic study shows that most of the respondent is come from the age of less than 30 years old and the rest is come from the age of 30 to 49 years old. While most of them go travel with family with a frequency of at least yearly of travelling and all of them are user of public mussollah.

4.2 Descriptive

Refer to the table 2 in appendices of descriptive analysis, a study shows the mean, mode, median or standard deviation of the variables. The study is now looking on the value which explain what is the most contributing factor that be considered in chosen SOLAH-KIT as their preferences. From the table below, the study found out that most of the respondents were strongly agreed that the SOLAH-KIT is meeting their religious satisfactory with the maximum value of 5. Furthermore, looking at the affect of the SOLAH-KIT specification considered by the respondent which meet their religious satisfaction, the result conclude the element chosen by respondent for each of the variable which are:-

- [1] Material - Most of the respondent strongly agreed if the material of SOLAH-KIT is made for water-proof
- [2] Airline Standard - Most of the respondent strongly agreed that SOLAH-KIT should meet airline standard of light-in-weight
- [3] Design - Most of the respondent strongly agreed that the design of SOLAH-KIT should come with a few patterns.
- [4] Complementary - Most of the respondent is looking for a complementary of the items in the list which has been indicated accordingly from the most to least based on the mean value which are: - Torch Light, Telekung, Compass, Water for Ablution, Purified Sand for Tayammum, Siwak Stick, Manual for Jama' and Qasar Prayer, Panty Liner, Tasbih, Minyak Attar and Floss.
- [5] Compatibility of Sunnah - Most of the respondent strongly agreed that SOLAH-KIT should fir their Qiblah identification as well as for ablution purposes.

4.3 Reliability

Reliability analysis is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set. Thus the study shows a result of Cronbach alpha which indicate how well the items in a set are positively correlated to one another. Below graph shows the value of Cronbach alpha for each of the set variables.

Because all the variables were measured with multi-item scales, the consistency of the respondent's answers to the scale items has to be tested for each measure. The table provides an

overview of Cronbach's alpha for the six variables. This table shows that the alphas were all well above 0.70 except for the material.

In general, reliabilities on the range of 0.70 is acceptable while those over 0.80 (compatibility of Sunnah and religious satisfaction) is considered good. Thus the internal consistency reliability of the measures used in this study can be considered to be acceptable for all the variables except the material which indicate below 0.60 value of alpha and need to delete some item to increase the alpha value. A summary of the figures can be seen on table 3 at appendices.

4.4 Regression

In regression study, the coefficient of determination (R Square), provides an information about the goodness of fit of the regression model as R² is the % of variance in the dependent variable that is explained by the variation in the independent variable. The table below shows the study found that the R² is 0.705 which accepted to near to 1 so that it explained that the regression model fits the data well. Means, almost 71% of the variance in religious satisfaction to the affect of SOLAH KIT.

4.5 Correlations

In correlation analysis (table 5 in appendices), the study found that the religious satisfactory (DV) has a positive relationship with the other Independent Variables (Material, Airline Standard, Design, Complementary and Sunnah). This is explained SOLAH -KIT should consider an independent variables identified since the findings shows that in order to satisfy the religious issues in SOLAH-KIT, it should consider the item of material, airline standard, design, complementary and compatibility of Sunnah practices.

V. CONCLUSION

Based on the overall finding from the analysis, the study found that most of the respondent was agreed that EASY-SOLAH KIT shall meet their religious satisfactory if it has meet the affect requirement (material, design; airline standard and complementary. Compatible to Sunnah practices also made EASY-SOLAH KIT been a chosen to a respondent in meeting their religious satisfactory. The study is plan to further investigate this product to an industry so that it can be commercialize to the industry eg; airline, travel agency and tourism for a benefit to economic and societal developmen

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