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# FACTORS THAT WILL IMPACT THE MUSLIM COMMUNITY'S DECISION TO SELECT MOSQUE AS A SOCIOECONOMIC LOCATION

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### Abstract:

Mosques are known as places where Muslims gather to worship. Since the era of Islamic greatness, which is the era of the reign of the Prophet, The Rashidun Caliphate and the Bani Abbasid, the mosque has been made into a place with various functions such as a place to study, a library, business of buying and selling and including matters of state management are done in the mosque. However, there are several aspects that can be detected in previous studies indicated a lack of studies regarding the focus, which is choosing mosque as socioeconomics destination. Hence, this article aimed to construct the conceptual framework in related with the factors influencing the decision of the Muslim community in choosing Al-Busyra mosque in Merbok as a socioeconomics destination. A quantitative approach was employed in this study by focusing on developing conceptual framework that based on independent variables (i.e. demographic factors, religious obligation, social influence, attitude, and awareness) towards dependent variable (choosing MSD). This framework was developed based on Theory Reason Action (TRA). This research complements the conceptual contribution by adding a new knowledge in understanding the factors that influence Muslim community choosing mosque as socioeconomics destination. Therefore, this contribution will bring benefit for academic literature, develop more about this research that can open mind for Muslim community, as well as to the authority in empowering the mosque as a socioeconomic destination.

**Keywords:**

Factors Influencing, Mosque, Socioeconomics, Muslim Community, Al-Busyra Mosque

**Introduction**

In an era that is growing rapidly with the progress of physical and digital development, the economy is getting better day by day and this kind of progression make people want to take this opportunity to improve themselves or create a strong community around them. "Islamic economics is the study of economics in the light of Islamic principles or bringing economics in harmony with the Shariah" (Salih, 2022). Muslims become one of the communities that want to develop their own economy so that it can facilitate the affairs of Muslims in developing and competing with non-Islamic economies. When economic progress is to be made, it needs to be carried out in a strategic area so that it grows. Since the mosque serves as the primary site of prayer for Muslims and must be chosen by the populace for any community events, it is the ideal location for economic development.

According to Alauddin, Mokhtar, Razak, Kashim, Yassin, and Mahmood (2023), the word "mosque" means "a place to prostrate" in Arabic. Alauddin et al. (2023) state that the mosque's main purpose is to serve as a place of prayer for Muslims, and the word "Jami'," which is another Arabic term for the mosque, symbolizes the importance of the gathering. Congregational prayers are held in mosques, which are considered to be Allah's dwelling (Ibn Manzur, 1993). Mosques are typically thought of as locations where Muslims congregate for prayer. Making it simpler for Muslims to worship is the obvious goal behind the construction of mosques in many locations.

Numerous elements of mosques and socioeconomics have been identified in earlier research, but the distinctions in this earlier study have led to a dearth of studies concerning the primary topic, which is selecting mosques as socioeconomic destinations. The previous study's topic may be separated into two categories: the mosque's architectural or historical significance, which makes it distinctive, and the elements that affect tourists' decision to travel to a certain socioeconomic location. There is not much conversation, though, regarding mosques as socioeconomic destinations from a community standpoint.

Since mosques are houses of prayer and are revered, they are frequently linked to valuable historical events, including ancient architecture that has survived. For this reason, the majority of earlier research has focused on mosques. The Bujang Salim Mosque in Krueng Geukuh is an example of regionalism in architecture, taking inspiration from Acehnese traditional architecture, according to Dafrina, Lisa, Siska & Nurhaiza (2017), who provided one example of this kind of study.

Socioeconomic destinations frequently have close connections to tourism attractions including theme parks, beaches, and distinctive hotels. Nevertheless, research on the mosque as a socioeconomic tourism attraction is lacking. This is because the majority of earlier research concentrated on the mosque's function as a place of prayer and a historical landmark (Ismail, Ismail, Ismail & Aziz, 2021; Akhir, Ismail, Aziz & Ismail, 2022).

## Literature Review

### *Demographic Factors*

Age is a demographic metric that will have several breakdowns since age groups may be broadly classified into four categories which are children, adolescents, adults and the elderly. Age was positively connected with the travel motivations of nature exploration and relaxation, according to research by Ma, Chow, Cheung, Lee, and Liu (2018). According to Thalassinos, Cristea, and Noja (2019), a number of advancements have had a significant influence on the tourism business, prompting a reassessment of the conventional views regarding the distinctions between age and tourism activities. The purpose of this test is to determine how the dependent variable differs from the previously mentioned demographic factors. As a result, the hypothesis was created to address the initial study issue and goal. Based on the past research about age factor that has been found, the hypothesis for this study is proposed:

**Ha1a:** There is significant difference between age in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

Because gender is separated into two categories—men and women—it is fairly simple to research. According to a study by Khan and Krishnamurthy (2016) on the future proofing of tourism entrepreneurship in Oman, there are notable gender and hometown differences, and it is positively shown that a respondent's hometown influences how effective they are as a tourism student. According to Kara and Mkwizu's (2020) study on demographic characteristics and travel motivation among Tanzanian leisure travellers, there were notable distinctions between gender and travel motivation. The hypothesis has been constructed to complete the scope of this study in order to address the research goals. Therefore, the following hypothesis is proposed:

**Ha1b:** There is significant difference between gender in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

Education level is an additional demographic element. According to Ramí'ez and Portillo (2020), a new study that emphasizes the importance of education as a motivator in the context of religious tourism confirms this. The motivations and personalities of religious tourists, as well as how they influence plans to visit Saudi Arabian holy sites, form the basis of this study. Yuan, Chan, Eichelberger, Ma, and Pikkemaat's (2021) study on the impact of social media on Chinese tourists' vacation planning processes verified the statistically significant difference in education. Consequently, the following hypothesis is proposed:

**Ha1c:** There is significant difference between education level in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

### *Religious Obligation*

According to Chatterjee and Dsilva (2021), it is crucial to emphasize that respondents' trips were greatly affected by religious locations. The findings are noteworthy because there is a great deal of potential for religious tourism to expand in the study areas. According to a research by Albaity and Rahman (2021), Atal, Iranmanesh, Hashim and Foughi (2020), Boubker, Douayri and Ouajdouni (2021), and Ghazali, Mutum, Waqas, Nguyen and Tarmizi (2022) on the comprehension of family takaful buying behavior, religious duty has a favorable effect on attitude.

Businesses' contributions to poverty alleviation and the religious climate are significantly positively correlated, according to Zheng, Tao, Jiang, and Tang's (2022) findings. This suggests that businesses in more religiously inclined environments donate more money and resources to the particular campaign. Religion has a major impact on the relationship between habit and buying choice, according to Hidayat and Nasution's (2023) explanation of Rafiki's earlier research. In order to build a conceptual framework, a set of hypotheses has been developed to address the study's objectives. From the above argument, the following hypotheses is proposed:

**Ha2a:** There is significant relationship between religious obligation in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

**Ha3a:** There is significant influence between religious obligation in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

### ***Social Influence***

The development of social media as a new technology has changed the way the tourism industry functions, which has had a significant impact on the sustainable tourism industry, according to a study by Chatterjee and Dsilva (2021) on the role of social media in promoting sustainable tourism in the states of Assam and Odisha.

The data from Kayal's (2023) earlier study on the motivations and personas of religious tourists and how they affect people's intentions to visit Saudi Arabian religious sites indicates that people's intentions to visit are greatly impacted by their relationship needs by social factors. According to Kayal (2023), the influence of friends, family, the availability of amenities, and the kindness of the locals all contribute to the urge to travel to socioeconomic locations like Saudi Arabia. Based on the past research about social influence factor that has been found, the following hypotheses is proposed:

**Ha2b:** There is significant relationship between social influence in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

**Ha3b:** There is significant influence between social influence in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

### ***Awareness***

Through an environmental study, Gao and Bai (2014) discovered that environmental awareness affects behavior intention. Brida, Designa, and Osti's (2014) study demonstrates that a better comprehension of the potential benefits of tourism for the environment and society is also associated with exponential growth.

According to the findings, environmental awareness considerably reduces the influence of cultural, economic, and environmental factors on residents' intentions to be satisfied, a study by Khan, Khan, and Khan in 2022. According to Kamal and Kashif (2022), it is simple to overlook the detrimental effects of awareness-emerging commercial activity. The study's findings, according to Kruger and Viljoen's (2023) research, demonstrate the clear and substantial connection between management's initiatives to increase conservation awareness and visitors' intents to assist conservation. From the above argument, the following hypotheses is proposed:

**Ha2c:** There is significant relationship between awareness in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

**Ha3c:** There is significant influence between awareness in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

### *Attitude*

In recent research, Hosany, Buzova, and Sanz-Blas (2020) found that creative propensity significantly moderates the link between visitor intentions and motivation. Because it appears to be a synergy of two distinct components—motivation and attitude—both of which can complement one another and produce an individual response, the stimulation of the mind to choose an economic location arises from the attitude of the individual, which will be influenced by the factors surrounding him.

According to a study by Fu, Sittithai, and Chankoson (2022) on the factors influencing the development of Lipu Yi (the folk) costumes in terms of intangible cultural heritage tourism, behavioral intention and satisfaction have a positive and significant impact on the growth of Lipu Yi costume culture and the tourism industry related to intangible cultural assets. In a second study, Laparojkit and Suttipun (2022) found that customer motivation, trust, and loyalty had a significant favorable impact on local tourists' repurchase intentions when they visited Thailand. As indicated above, the following hypotheses is proposed:

**Ha2d:** There is significant relationship between attitude in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

**Ha3d:** There is significant influence between attitude in choosing Mosque as Socioeconomics Destination among Muslim community in Kuala Muda, Kedah.

Literature	DF	RO	SI	AW	AT
Khan and Krishnamurthy (2016)	+	n/a	n/a	n/a	n/a
Ma, Chow, Cheung, Lee and Liu (2018)	+	n/a	n/a	n/a	n/a
Thalassinios, Cristea and Noja (2019)	+	n/a	n/a	n/a	n/a
Kara and Mkwizu (2020)	+	n/a	n/a	n/a	n/a
Yuan, Chan, Eichelberger, Ma and Pikkemaat (2021)	+	n/a	n/a	n/a	n/a
Ramirez and Portillo (2020)	+	n/a	n/a	n/a	n/a
Chatterjee and Dsilva (2021)	n/a	+	n/a	n/a	n/a
Albaity and Rahman (2021), Atal, Iranmanesh, Hashim and Foroughi (2020), Boubker, Douayri and Ouajdouni (2021) and Ghazali, Mutum, Waqas, Nguyen and Tarmizi (2022)	n/a	+	n/a	n/a	n/a
Zheng, Tao, Jiang and Tang (2022)	n/a	+	n/a	n/a	n/a
Rafiki, Hidayat and Nasution (2023)	n/a	+	n/a	n/a	n/a
Kayal (2023)	n/a	n/a	+	n/a	n/a
Chatterjee and Dsilva (2021)	n/a	n/a	+	n/a	n/a
Gao and Bai (2014)	n/a	n/a	n/a	+	n/a
Khan, Khan & Khan (2022)	n/a	n/a	n/a	+	n/a
Kamal and Kashif (2022)	n/a	n/a	n/a	+	n/a
Martinette Kruger and Adam Viljoen (2023)	n/a	n/a	n/a	+	n/a
Hosany, Buzova and Sanz-Blas (2020)	n/a	n/a	n/a	n/a	+

Fu, Sittithai and Chankoson (2022)	n/a	n/a	n/a	n/a	+
Laparojkit and Suttipun (2022)	n/a	n/a	n/a	n/a	+

**Table 2: Previous Studies About Factors on Choosing Socioeconomics Destination**

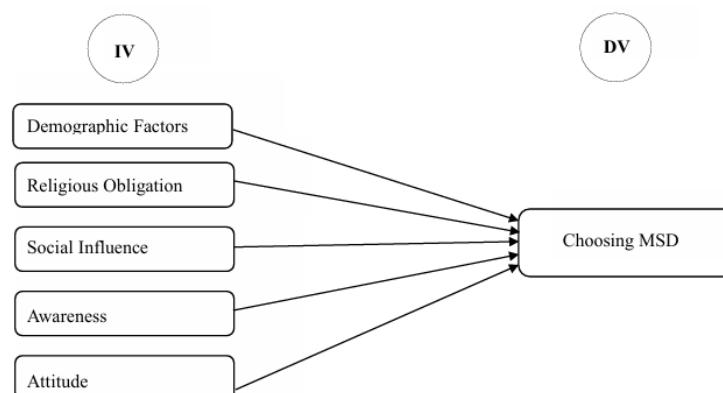
The selection of socioeconomic destinations has been the specific subject of patronage studies, and the mosque has been connected to socioeconomic destinations through elements from earlier research. In order for the final deduction made to have a substantial association with the study's subject, aspects including demographic parameters (age, gender, and education level), religious obligation, social influence, awareness, and attitude are crucial.

In summary, we were unable to locate a more focused and detailed investigation on the socioeconomic factors that influence the choice of mosques as travel destinations. Based on all the factors identified for this study and the findings of the literature review, more research may be conducted to uncover additional information about the socioeconomic factors that influence the choice of mosques as a destination. A comparison to the study may then be made using previous research, and a sample of the study pertaining to the public's response about the rationale behind selecting the mosque as a socioeconomic destination can be further developed.

### Underpinning Theory

The Theory of Reasoned Action (TRA) is the suitable theory that may be used. In an attempt to explain how purpose could predict and foreshadow human behavior, Fishbein and Ajzen (1975) published the theory of reasoned action (TRA). The idea is based on two major assumptions. It is based on the notion that people always behave rationally and apply all available information.

The operationalization of TRA components originated from the long history of attitude measurement theory, which is predicated on the notion that assessments of an object's or action's qualities and expectations or beliefs about those qualities create an attitude (toward an object or an action) (Montano & Kasprzyk, 2015). According to the notion of reasoned action, the main factor influencing whether or not a behavior will occur is an individual's intention. A person's actions are influenced by several factors; in other words, the more intentional a behavior is, the more likely it is to occur. Subjective norms and attitude toward behavior are the two categories into which the intention that arises will be separated.



**Figure 1: Proposed Research Framework**



### Research Methodology

The questionnaire is the main element of this study and provides the crucial information needed for the data analysis stage. Questionnaire samples from earlier research that are pertinent to the topic of the study will be taken and modified for this inquiry. The study's measurements, which were adapted from reliable sources, will serve as the foundation for the question structure. With minor adjustments to fit this study, several questions can be addressed to the community based on previous research. The items' wording was changed to better suit the local context and the sample. Choosing a mosque as a socioeconomic destination (MSD), demographics, religious duty, social impact, awareness, and attitude are only a few of the many variables that are used in this study. There were four sections on the study's questionnaire. Questionnaire has been adapted by previous studies as follows;

Item Variables	References
Religious Obligation	Yusoff, R., Kamdari, N. A. and Masri, D. N. (2013)
Social Influence	Yusoff, R., Kamdari, N. A. and Masri, D. N. (2013), Joyeeta and Nigel (2021), Siddique and Hossain (2018)
Awareness	Yusoff, R., Kamdari, N. A. and Masri, D. N. (2013)
Attitude	Huili Hao, Derek H. Alderman and Patrick Thomas Long (2014)
Choosing Mosque	Dellaert, B.G.C., Arentze, T.A. and Horeni, O. (2014), Bigano, A., Hamilton, J. M. and Tol, R. S. J. (2006)

**Table 2: References for Questionnaire Adapted**

The suitable sampling frame selected for this study is the community in Kuala Muda, Kedah, as the primary focus is on the elements that affect the community's decision to select the Al-Busyra mosque as a socioeconomic destination, situated in the Kuala Muda district. The survey questionnaire will be administered through both physical distribution and online format.

To carry out this research, a question framework must be developed for the data analysis process in order to fulfill the study's objectives and address the inquiry, focusing on the Muslim community in Kuala Muda, Kedah as the central subject. Based on data and statistics from the Department of Statistics Malaysia from 2024, the population of Kuala Muda district is 275,439 residents, which means that a minimum of 384 sample questionnaires will be needed (Krejcie & Morgan, 1970).

For quantitative research analysis, this utilises statistical techniques to find patterns, connections, and trends in numerical data. This research activity will employ data analysis based on SPSS 24 software. It is also determined by several analyses (i.e., T-Test, One Way ANOVA, Pearson Correlation, and Multiple Regression) in order to answer the research question of the study. The next section explained the analyses involved, which are independent T-Test.

### **Implications of Study**

Every research endeavor inherently creates an impact, whether on the researcher or the audience that encounters the findings. This investigation is conducted with the intention of ensuring that it offers advantages to various groups likely to grasp the insights presented and enhance the study's outcomes. Additionally, there is a demographic that might utilize this research as a reference to further advance the socioeconomic development concerning specific locations, particularly mosques. This research will significantly benefit three key areas such as academia, authorities, and the Muslim community in Kuala Muda, Kedah.

From an academic perspective, there are two types of contributions that can be associated with this study: conceptual and empirical. Conceptually, this study significantly enhances the literature by introducing a new construct into the existing conceptual framework. Additionally, it aims to play a crucial role in the advancement of theoretical linkages by formulating hypotheses related to a new research area concerning the factors influencing the choice of mosques as socioeconomic destinations. The empirical contribution of this study lies in its potential to investigate the theoretical connections between two constructs in the proposed hypotheses that may not have been previously explored (Summers, 2001).

Secondly, this study can be used as a significant reference source for authorities such as the state or national Islamic religious department in further empowering the mosque as a socioeconomic destination of choice for Muslims and non-Muslims. This is a big step if the empowerment of the mosque is made an economic center by the authorities because the economic development nowadays requires unique thinking and making the mosque the place is right. Lastly, this research expected to contribute significantly towards the Muslim community. This is the main focus of the study in knowing the behavior brought by each individual in the Muslim community which necessarily has differences. This study is expected to identify behavior of Muslim community in which their preferences to choose mosque as socioeconomics destination.

### **Conclusion and Limitations of Study**

In conclusion, the article focus on factors that influence decision making among Muslim community in choosing mosque as socioeconomics destination. From the research that has been discovered, there are several factors significantly impact the decision for an individual to choose mosque as socioeconomics destination which are demographic factors, religious obligation, social influence, awareness and attitude. The findings on the significant impact from the main focus could lead to the economic progress in the mosque which is necessarily a catalyst for the Islamic economic industry such as business based on the core of Islam such as the existence of a Halal certificate which can be used by the authorities to promote the mosque as a Halal hub while at the same time attracting the Muslim community to tend to choose the mosque as a socioeconomics destination of choice (Zakaraya, 15 June, 2022).



There are a few possible limitations of this study. Firstly, there is still a deficiency from the literature review that has been found which is a limitation to get more specific findings with the research topic such as lack specific factors in choosing mosque studies. The first shortcoming is that most past studies do not specifically state the factors for choosing a mosque as a socioeconomic destination, but most past researches that have been found to be related to the factors for choosing a socioeconomic destination.

The next shortcoming is that past studies related to mosques are general such as stating about architecture, history and religion activities about a mosque. For example, a study by Al-Ahmadi, Alhalabi, Malkawi and Reza found that the information provided insight into how the Al-Masjid an-Nabawi handles guests in accordance with Islamic obligations at the busiest times of the year, Ramadan and the Hajj. Other research by Ediz and Ostwald (2012) about Suleymaniye Mosque in Istanbul which one of the most significant examples of classical Ottoman architecture was constructed by Mimar Sinan.

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