



Promotion as a Determinants for Waqf Awareness Among University Students

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Abstract

The practice of waqf (religious endowment) is a practice that is required by Islam. Although it is not a mandatory practice, the rewards gained from this practice would last forever. Although Malaysia is increasingly developing and expanding rapidly in line with the globalization of the world, the level of awareness and knowledge about the subject and its importance is still perceived as less satisfactory. Perception and public acceptance of waqf is still lacklustre compared with some other aspects of worship such as umrah(short pilgrimage to Mecca) and korban (animal slaughter for sacrifices). Hence to foster the practice of waqf, greater awareness should be instilled at an early date. Therefore, this study aims to examine the extent of the practice of religious endowment level of awareness, especially among students of institutions of higher learning. This study adopts quantitative primary data. The methodology used is through questionnaires which were distributed to UniversitiTeknologi MARA (UiTM) students who were selected randomly. The data obtained is then analysed using SPSS software. Some of the proposals put forward will also help to raise awareness on the importance of waqf as a practice of jariah (religious giving), in imploring the standard of living the people in the country. The results of this study can be used as a starting point by various parties to promote waqf as a norm of the society especially by younger generation.

INTRODUCTION

The practice of waqf is growing and receiving more public attention. This is because the function and the role of waqf is not only on issues related to religion, but also other related functions such as economic, legal, management and administration and information systems. In fact, the development and progress of the endowment can provide a

very large impact on the economic development of the community and the nation in general (AbulHasan, 2014). This positive development was supported by steady establishment of charitable institutions in the country, for example in the field of education involving primary, secondary or tertiary (Ahmad Zaki, Norzaiddi, and CheZuina, 2008). But these evidences do not reflect the level of awareness and knowledge of this Islamic endowment amongst the society. The level of awareness and knowledge about the practice of waqf was low not only among university students but also other educated groups.

The level of awareness has a significant relationship with the level of knowledge. The level of knowledge will influence attitude. On the issue of waqf, average people still have relatively limited knowledge in dealing with it. This was evident when they limitedly confined their view on waqf to the management of cemeteries, mosques and orphanages (MohamadAkram, Mek Wok, and MohdFuad, 2008). The misunderstanding which is due to lack of knowledge can give bad impression to the waqf activities. Tan Sri Muhammad Ali Hashim, who is The President of the Malaysian Islamic Chamber of Commerce (MICC), also stated that, if people see waqf from the limited perspective of life after death, the potential of waqf as a good practice and its benefits to the progress and prosperity of the Muslims, especially in facing the challenges of the new millennium, will not be achieved (Muhammad Ali, 2012). Therefore, the level of awareness and knowledge on waqf must be improved to ensure that its practices continuous and prolonged.

Looking at the ability of waqf as a tool of an economic enhancement in the society, this article will discuss the extent of awareness on the practice of waqf among the students in UiTM Perlis, one of the public universities in the northern area of the country.

LITERATURE REVIEW

Islam urges its followers to do charity in various ways and means. Among them is by doing waqf. This religious endowment practices will draw the doer closer to Allah other than for charitable purposes and public benefits (Abdul Hamid and Mohammad Tahir, 2014). Hence, in order to attract more people to do this charitable practice, its level of awareness should be increased from time to time. Syed Khalid (2011) sees that the waqf should be given wider publicity through the mass media and electronic. The importance of helping attitudes embedded in this endowment mechanism according to him should be disseminated to the general public, government, organizations and NGOs. In promoting awareness of the practice of waqf, the elements of effective marketing should be applied. Among the most important element is promotional marketing. KamusDewan (2010), explained that the campaign is all efforts to improve or promote the sale of goods or services. In this context, the promotion may be described as a medium to broadcast and publicisewaqf so that the general public can better understand the real meaning of it. Therefore, a promotion is an effective way to expand people's understanding of waqf and eventually increase awareness on the practice of waqf.

Through the promotion efforts, the awareness of the practice of waqf can be increased. The waqf institution themselves hold responsibility to conduct promotions and campaigns to explain the advantages of the practice of waqf (Norazlina and Abdul Rahim, 2011; Wan AriffinMohdSyahiran, and Hasan, 2008). These campaigns and promotions must be organised not only within the country, but also has to be conducted in foreign countries. When a lot of promotions and campaigns are run, the level of awareness can be increased, thus, revenue sources for the development of waqf will also increase.

JAWHAR Annual Report (2012) suggested that more promotions and campaigns are conducted through print and electronic media so that they can have a bigger impact on the general public. Among the activities that have been conducted are special programs on television and radio, promotions in local major newspapers, publishing articles in magazines, and organising travel programs in all states, especially to the rural areas with the help of Majlis Agama Islam Negeri (State Islamic Religious Council). The activities organised helped to provide a wide publicity to people around the country. The program held at the national and international levels managed to broaden understanding and knowledge related to the practice of waqf. Accordingly, the responsible of increasing awareness on waqf practices does not lie solely on waqf institutions only. Educational institutions can also play the role by disseminating the knowledge through channels such as lectures, scientific programs, conferences, courses and exhibitions. (Ahmad ZakiAbdLatif et al., 2008).

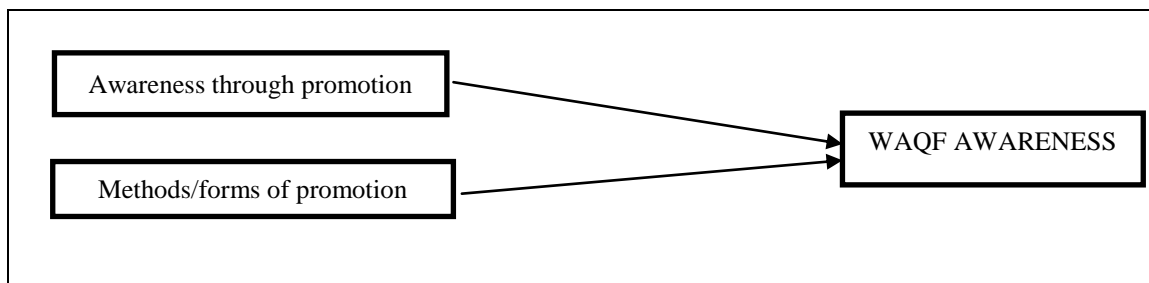
SitiAlawis (2012) suggested that the practice of waqf awareness can be fostered with the involvement of international bodies such as the World Organization of the Islamic Cooperation (OIC). It can be seen as an instrument for promoting and developing waqf institutions and activate the role of Muslims in waqf activities. In

addition, the government should also play a progressive role to improve accountability and performance of public institutions by regulating, motivating and educating their society. However the awareness on waqf can be carried out by more transparent management system, so that relevant information on waqf can be shared with the general public (AbulHasan, 2014).

METHODOLOGY

This study describes the relationship between two variables as shown in Figure 1. Within the framework of the study, it showed that the dependent variable is the awareness of the endowment, while the independent variables consist of awareness through promotions and methods or forms of promotion.

Figure: 1.
Research framework on waqf awareness



The study uses qualitative method. The field studies are used in the data collection process. The researchers believe data collection techniques through the self-administered questionnaires are more accurate. A total of 350 questionnaires are distributed among undergraduates from various faculties at UiTM Perlis. Each student is required to answer questions for about 10 minutes. Probability sampling technique is used in the process of collecting data and random sampling method has been practised. Each respondent is randomly selected. Information of the respondents is statistically analysed using SPSS version 20. The study uses several data analysis techniques such as reliability analysis, frequency analysis, Pearson correlation analysis and the multiple regression analysis.

FINDINGS

The study uses data analysis techniques such as reliability analysis, frequency analysis, Pearson correlation analysis and the multiple regression analysis.

Reliability Analysis

Reliability analysis measures overall consistency factors in order to determine the factors that are authentic. From the sample size, only the items that have a high reliability can be used for further analysis (Sekaran and Bougie, 2014). An item from each variable is removed to obtain a Cronbach's Alpha exceed 80% of the first and second independent variables. Table 1, clearly shows that all the independent variables are good based on the measurement by Sekaran and Bougie, (2010), whereby for the Cronbach's alpha of 0.80 and above is considered good, and getting closer value to 1, indicating that the higher the reliability of the factor it may be adopted as a study variable. This means every item in independent and dependent variables can be adopted as data analysing to obtain good results.

TABLE 1: RELIABILITY ANALYSIS

Independent Variable	No. of items	Cronbach's Alpha	Remarks
Waqf Awareness	5	0.820	Good
Awareness through promotion	9	0.850	Good
Methods/forms of promotion	10	0.894	Good
No. of items	24		

Frequency Analysis

Frequency analysis is a method of descriptive statistics which shows the number of occurrences for each item chosen by the respondent. This analysis is used to assess the findings of the demographic background of respondents who answered the questionnaire (Sekaran and Bougie, 2014). Table 2 shows the results of the demographic background of respondents

TABLE 2: FREQUENCY ANALYSIS

Demographics	Categories	Frequency	Percent (%)
Gender	Male	67	26.2
	Female	189	73.8
Age	< 20 years	94	36.7
	21 - 23 years	155	60.5
	24 - 26 years	5	2.0
	27 years and above	2	0.8
Schooling background	religious secondary schools	29	11.3
	common mainstream	227	88.7
Pre-university study background	diploma holders	127	49.6
	matriculation colleges	129	50.4

From this study, Table 2 shows that the majority of respondents are female students amounted to 189 which are equivalent to 73.8%, while the remaining 67 (26.2%) are boys. 60.5% of respondents aged between 21 and 23 years, followed by 36.7% under the age of 20 years, and only 2 percent of respondents aged 24 to 26 years. As for schooling background, the majority are from the common mainstream which is 88.7% and only 11.3% of respondents originated from religious secondary schools. However, based on pre-university study background, the number of respondents is almost balanced or equal. 49.6% are diploma holders and 50.4% are from matriculation colleges.

Pearson Correlation Analysis

Pearson correlation analysis used in this study to look at the relationship between the dependent variable and independent variables. Table 3 shows the findings of two independent variables and the dependent variable.

TABLE 3: CORRELATION ANALYSIS

		1	2	3
Waqf Awareness	Pearson Correlation	1	.591**	.452**
	Sig. (2-tailed)		.000	.000
Awareness through promotion	Pearson Correlation	.591**	1	.545**
	Sig. (2-tailed)	.000		.000
Methods/forms of promotion	Pearson Correlation	.452**	.545**	1
	Sig. (2-tailed)	.000	.000	

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

From Table 3, there is a positive correlation between awareness on waqf and the deciding factor for waqf awareness through promotion. This is evidenced by the significant correlation 0.591 which is very significant at the rate of 0.000. That means the result of this finding has significant positive relationship, so it can be accepted as a finding of the study. Meanwhile, in the second independent variables, the relationship between awareness on waqf and the mean of promotion shows moderate positive relationship with correlation value of 0.452 which is very significant at the rate of 0.000. This means that there is a moderate significant positive relationship, Hence it can be adopted as a finding of the study.

Multiple Regression Analysis

Multiple regression analysis is one of the best techniques to predict the uncertainty of the value of variables from one or two predictors.

TABLE 4: REGRESSION ANALYSIS

Model		Un standardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.075	0.647		14.033	0.000
	Awareness through promotion	0.218	0.026	0.491	8.269	0.000
	Methods/forms of promotion	0.071	0.023	0.185	3.112	0.002

a. Predictors: (Constant), Methods/forms of promotion, Awareness through promotion

b. Dependent Variable: Waqf Awareness

R Square = .374

Adjusted R Square = .369

F Value = 75.434

Table 4 shows the relationship between the dependent variable and independent variables. According to the value by Adjusted R Square 0.369, it clearly shows that only 36.9% of the awareness on waqf affected by the promotion and awareness through promotional campaigns. It can be concluded that there are many other factors that contribute to

the awareness on giving for waqf. According to the Beta (β) analysis, awareness of waqf through promotion with the value 0.218 is highly related to awareness on waqf compared to promotional method which has the value 0.071.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis of data and information and views presented by the participating students, the various proposals for improvements were proposed. Most of them are very interested in doing waqf but their awareness is still low due to several constraints, among which lack of promotion by the authorities is that made them less susceptible to the relevant information on the matter. Activities such as talk shows, awareness campaigns, and dissemination of information in print or electronic media should be intensified. Through these programmes, students who are mostly young people will have the opportunity to interact directly with the authorities as administrator of waqf to get a detailed explanation on the benefits and advantages of this religious endowment. For university students, various programs can be conducted to instil interest on waqf. Various existing medium can be used such as promotion on university's website, or directly to the Students' Portal. Print materials such as posters, banners, flyers, and signboards that can be seen by students in the campus or in the main street can also be used.

Young people who are mainly made up of Generation-Y are very hungry for clear information on the practice of waqf. There are also respondents who do not know and understand about this waqf practices due to lack of exposure to the knowledge and information related to it. In the event of such a study would be carried out in the future, the researchers would suggest more independent variables are used so that value of relationship can be seen more clearly and it gives a better impact on the study.

It can be concluded that the awareness on the practices of waqf among the university students is still low due to lack of information. However, this problem can be addressed with appropriate action from all stakeholders who govern and administer waqf properties and the universities that provide knowledge to students. An understanding on doing waqf should be started from home, school, and the institutions of higher learning. With a high awareness on waqf practices among students, new generation that is familiar with waqf culture and understands it as one of the good practices in life, will be born.

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