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Sustainable Facilities Management for Muslim Friendly Tourism and Hospitality

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Abstract

An Islamic tourism model is embedded with economic, cultural, and religious conservative concepts. It should aggressively contribute towards societal, economic, and environmentally sustainable development. Sustainable facilities management (SFM) will focus on developing, maintaining, and sustaining the attractiveness and competitiveness of Muslim-Friendly Tourism and Hospitality (MFTH) destinations. This study will adopt a deductive approach designed to explain the SFM processes and dynamics. The study will be conducted by distributing a questionnaire survey. The MFTH customers are the target population for this study. The study's unit of analysis is Malaysian travellers, as well as tourism and hospitality facility management professionals. The number of people that are expected to take part in this study is expected to be 1500. This research is an exploratory approach to highlight the determinants of SFM for MFTH success in Malaysia. All data gained from the questionnaire survey is analysed using SPSS to run the factor analysis. A total of 47 determinant factors were grouped into eleven groups (including dependent variables). The main results from this research help MFTH stakeholders to better utilise their destination facilities with respect to sustainability, delivering better service and hospitality.

Keywords: Facilities Management, Sustainable, Muslim-Friendly, Tourism, Hospitality

Introduction

Allah SWT has commanded His servants to travel on earth to see and appreciate His creation. By traveling, each individual will be able to learn many things. Tourism in Islam can be considered as da'wah and ibadah with the hope of His blessing throughout the journey. Meanwhile, the concept of Islamic tourism at this moment is still developing and is still being debated. One of the themes that is related to Islamic tourism is Muslim Friendly Tourism and Hospitality (MFTH). Basically, MFTH is a Shariah-guided requirement for Islamic tourism industry players to set up an assurance to preserve the integrity of products and services

provided to Muslim tourists. Its goals are to give impacts on the Islamic tourism industry from the perspectives of generic, spiritual, economic, social, environmental, and politic.

Islamic tourism concepts are flexible, rational, simple, and balanced. Thus, some scholars explain that the relationship between tourism and religion is one of competition, mutual influence, being complimentary, and co-habitualness. Furthermore, an Islamic tourism model is also embedded with economic, cultural, and religious conservative concepts. Hence, it is important to ensure that Islamic tourism is successfully operated through the emerging theme of MFTH. So, managing destinations that have significant values based on religious, cultural, and spiritual facilities is very critical. Factors that need to be stressed in promoting Islamic tourism through MFTH destinations, for example prayer times, halal food destinations, travel tips, and accommodation. It is clearly showing a high demand for the availability of tangible and intangible facilities. Therefore, the sustainable facilities management (SFM) will focus on developing, maintaining, and sustaining the attractiveness and competitiveness of MFTH destinations. This can be realised through strategic decisions on the destination facilities that should be available and operate.

MFTH concept should aggressively contribute towards societal, economic, and environmentally sustainable development. The preservation and protection of the natural environment. The Qur'an and Sunnah also emphasise the importance of protecting the environment (Saged et al., 2017). In terms of economic issues, tourism can generate more localised economies, in which more people have a stake, restructure economic power, and create a resilient economy, thereby reducing disconnection and inequality (Leach, 2013). The other issue is the social development of the community. At a general level, social development through tourism needs collaborative innovation that changes social interactions and practices (Mosedale & Voll, 2017).

Consequently, tourism can foster economic growth, provide jobs and income for the surrounding community (Scheyvens & Hughes, 2019). The motivation for travel and tourism experiences significantly influences the image of sustainable destination facilities. For example, the preservation of nature and its natural values can make the tourism experience even more exciting (Lumbaraja et al., 2019). The best way to do this is to provide exciting information and products that make travel experiences memorable (Dagustani et al., 2018).

The emergence of experiential and self-reflective spiritual tourism shows that tourism offers unique opportunities to guide human beings to gain spiritual development through religious tourism activities and experiences (Buzinde, 2020; Halim et al., 2021). There is a current growing demand for halal products, due to changes in the social and economic conditions of predominantly Muslim nations (Eddahar, 2018). Hence, all the issues highlighted here show that there are huge opportunities in MFTH. The main objective of this research is to highlight the determinants of SFM for MFTH success in Malaysia.

Muslim Friendly Tourism & Hospitality

The concept of MFTH is an emerging field of study within the tourism discipline. MFTH refers to the provision of tourism goods and facility services in response to Muslim traveller demand. It facilitates Muslim consumers' necessities that are compliant with Islamic teachings as outlined by Islamic Shari'ah law, which is based on the Quran and Hadith (Bangsawan et al., 2019).

Islamic tourism is not restricted only for religious purposes and is not exclusively to or within Muslim countries. It refers to tourism mainly by Muslims who prefer to stay within their culture (Eddahar, 2018). Therefore, MFTH players should take advantage of the

increasing number of Muslim travellers. It's essentially a niche marketing strategy aimed at encouraging Muslim countries to visit one another. MFTH adheres to Islamic beliefs while providing a more comprehensive service (Abdul Aziz, 2018). Malaysia led most of the main interactions in MFTH that offered Muslim travellers a safer and more comfortable travel option.

The performance of its tourism industry is based on international tourist arrivals and international tourism receipts. Malaysia has the facilities and capability, especially in the transportation infrastructure, accommodation suppliers, food and beverages, travel agencies, as well as entertainment and attraction infrastructure. Based on the halal travel indicator, Malaysia ranked second place next to the United Arab Emirates (UAE) among countries that have the best developed ecosystem for MFTH (Abdul Aziz, 2019).

Therefore, it is critical to identify Malaysia's emerging MFTH sector in order for the country's new MFTH brand to be globally recognised (Jaswir & Ramli, 2016; Shafaei & Mohamed, 2017). Legal and administrative laws must ensure that tourists are sufficiently safeguarded. MFTH must be user-friendly and free of such challenges. Moreover, many hotels are becoming increasingly interested in serving the needs of Muslim tourists as a result of increased international migration and education. As Muslims have to perform prayers, it is necessary to provide places or facilities such as providing a praying direction (Qibla) and a praying mat or praying room or mosque for Muslim tourists (Bangsawan et al., 2019). Attributes of accommodation with Muslim friendly criteria such as halal food facilities, and no alcohol in the minibar should attract more Muslim travellers (Eddahar, 2018).

Most Muslim countries are experiencing a moment of cultural relocation. Tourism has the potential to increase knowledge of places and build bridges between different cultural identities. After all, it is expected to be a huge success for the future of the MFTH industry (Eddahar, 2018).

Sustainable Facilities Management of MFTH

Tourist management has become a core aspect of sustainable destination management as a result of an ever-expanding tourism industry (Kebete & Wondirad, 2019; Paunovic et al., 2020). Hence, (Fermani et al., 2020) suggest that tourists' preferences regarding the degree to which they accept tourism facilities with sustainable characteristics is essential to recognise. In this research, the researchers attempt to identify some preferences to be considered as main attributes for sustainable facilities management (SFM) initiatives.

a) Food Stalls Facilities

Halal food is no longer a regional practice confined only to Muslim nations but is now a legitimate international requirement and an essential element in the halal hospitality sector. Therefore, the provision of halal food by food stall facilities serves as a competitive advantage for businesses offering halal services (Stephenson, 2014). In the context of food facilities, most hotels classify themselves as halal-friendly by providing information to travellers about the existence of halal food, halal places, and alcohol-free policies (Muharam & Asutay, 2019).

This happens because most Muslim travellers choose food stall facilities that comply with cleanliness and serve healthier food (Lada et al., 2009). Thus, these facilities should assign staff to monitor and guarantee the cleanness of the food. During the COVID-19 pandemic, there was a need for improved cleaning and handling techniques and the importance of proper training for the employees. This is important to ensure the cleanliness of food stall facilities (Kim et al., 2021; Truong et al., 2017).

Halal status refers not only to halal ingredients or halal sources, but also to the entire food preparation and handling process, which should adhere to the halalan toyyiban practice (Shafiee et al., 2017). In addition, all employees are also required to have certain vaccinations and should practice health care and personal hygiene (Eddahar, 2018). This effort will improve the degree of health to fulfil the need for hygienic food (Rohmah et al., 2018). The concern about hygiene and halal has become critical for Muslim consumers and also non-Muslim consumers in Malaysia. Currently, there is no certification made for off-premises outlets such as street food vendors. Halal status refers not only to halal ingredients or halal sources, but also to the entire food preparation and handling process, which should adhere to the halalan toyyiban practice (Shafiee et al., 2017). Halal knowledge is essential from the source to the handling process to persuade Muslim tourists that their product is truly halal (Bon & Hussain, 2010).

In addition, all employees are also required to have certain vaccinations and should practice health care and personal hygiene (Eddahar, 2018). This effort will improve the degree of health to fulfil the need for hygienic food (Rohmah et al., 2018). One of the main reasons why Muslim tourists feel at home in Malaysia is that they have easy access to halal food stall facilities. Tourists can get almost any type of food, as well as any type of fast food. Therefore, based on the importance of food stall facilities that possibly contribute to the success of MFTH, attributes such as cleanness, food handling, sanitation for hygiene, and halalan toyyiban are utilised in this research.

b) Prayer Room Facilities

Most hotels in the Middle East are halal-friendly by providing information that articulates their Islamic identity or by informing them of the existence of prayer room facilities. Information displayed includes having a clean space for prayer is an essential facility within the hotel premises, dedicated to prayer and Friday prayers (Battour et al., 2011; Muharam & Asutay, 2019). A good quality of prayer facility must have good accessibility and support facilities for travellers. These include travellers that are categorised as people with disabilities, since they are also part of the community that needs to be assisted. They also have equal rights and opportunities to live like other community members (Rusli et al., 2018). Many prayer facilities are typically gender segregated.

As a result, many female users are not satisfied with using prayer room facilities that are not safe, hygienic, or comfortable. Therefore, a standard guideline that addresses the layout design with considerations for the prayer space as well as the ablution space for female users is essential for tourism stakeholders (Mokhtar, 2019). In addition, supporting facilities for prayer facilities should meet certain technical, functional, and behavioural requirements for visitors (Hassanain et al., 2021). On the other hand, safety and security during prayer time are amongst the challenges faced in prayer facilities (Kim & Omar, 2019).

In extreme cases, some insurgents have targeted prayer facilities with violent behaviour. Any procedure or security precautionary measure should be implemented by facility administrators to prevent criminal activity (Yakubu, 2019). Therefore, based on the importance of prayer room facilities that possibly contribute to the success of MFTH, attributes such as accessibility, layout, supporting facilities, and safety and security are utilised in this research. On the other hand, safety and security during prayer time are amongst the challenges faced in prayer facilities (Kim & Omar, 2019). In extreme cases, some insurgents have targeted prayer facilities with violent behaviour. Any procedure or security

precautionary measure should be implemented by facility administrators to prevent criminal activity (Yakubu, 2019).

c) Washroom Facilities

As a space that is essential to human life, a washroom is used for a variety of activities that take place within it. Islam has its own set of rules that its true believers must adhere to in all aspects of their lives, including the washroom etiquette (Rahmadhani & Hamid, 2018). Thus, washroom facilities are typically designed in the universal design style to cater to all users with different physical abilities, expectations and experiences (Hidayetoglu & Muezzinoglu, 2018). The rights and needs of senior citizens and disabled people are the most important aspects of washroom facilities in tourist places (Kanawattanakul & Jongmeewasin, 2020).

Furthermore, the traces and reflections of Islam can be easily extracted from spaces, such as the orientation of rooms; architectural elements such as windows, doors, or specialised ones; the location, the separation of actions and spaces, and the orientation of washrooms to the qibla (Ulusoy et al., 2018). Another common sense concern is the hygienic of the washroom such as handwashing and hand-drying facilities. Such facilities could be a breeding ground for contagious bacteria (Suen et al., 2019). Furthermore, the traces and reflections of Islam can be easily extracted from spaces, such as the location, the separation of actions and spaces, and the orientation of washrooms to the qibla (Ulusoy et al., 2018). Another common sense concern is the hygiene of the washroom such as handwashing and hand-drying facilities. Such facilities could be a breeding ground for contagious bacteria (Suen et al., 2019). Water saving in washroom facilities has become a critical issue in tourism areas.

Therefore, understanding visitors' water saving and towel reuse habits is critical, as sustainability has recently become a critical issue (Han & Hyun, 2018). Water saving supposedly starts with the main water sources, rainwater, or even greywater. The effect of water saving was associated with the operational and maintenance expenses (Osman et al., 2018). Therefore, based on the importance of washroom facilities that possibly contribute to the success of MFTH, attributes such as universal design, orientation, hygienic, and water saving are utilised in this research. Water saving in washroom facilities has become a critical issue in tourist areas. Therefore, understanding visitors' water saving and towel reuse habits is critical, as sustainability has recently become a critical issue (Han & Hyun, 2018). Water saving supposedly starts with the main water sources, rainwater, or even greywater. The effect of water saving was associated with the operational and maintenance expenses (Osman et al., 2018).

d) Transportation Facilities

Transportation facilities have a significant impact on other sectors of the global economy, including international tourism, due to their role in the movement of goods and people (Tan & Ismail, 2020). Tourists must choose between several modes of transportation to reach their destinations, depending on a variety of factors (Dinu, 2018). Service information helps customers understand services by providing conceptualisations of the hospitality and tourism services. Empowerment, a seamless experience, enjoyment, privacy and security, and accurate service delivery are all provided by smart service experiences in hospitality and tourism services (Kabadayi et al., 2019). While the importance of transportation service information for economic growth is widely recognised, previous research suggests that

transportation accessibility may have an impact on the development of strong local economies (Chacon-Hurtado et al., 2020).

However, transportation costs are a significant barrier to international tourism flows (Salahodjaev et al., 2020). The transportation cost may be affected by the various tax policies on tourism or the composition of tourists' vacation budgets (Song et al., 2019). Meanwhile, (Qiong, 2019) found that transportation costs were found to be statistically insignificant due to the factor of price changing. One of the most pressing issues is the high cost of domestic and international transportation. Its resolution necessitates both active actions by regulating state authorities and the creation of appropriate conditions for increased competition among transport operators, the implementation of commercial non-scheduled flights, and the participation of transportation companies offering lower prices for services with reasonable quality (R et al., 2018).

Furthermore, previous research suggests that transportation accessibility may have an impact on the development of strong local economies (Chacon-Hurtado et al., 2020). However, transportation costs are a significant barrier to international tourism flows (Salahodjaev et al., 2020). The transportation cost may be affected by the various tax policies on tourism or the composition of tourists' vacation budgets (Song et al., 2019). Meanwhile, (Qiong, 2019) found that transportation costs were found to be statistically insignificant due to the factor of price changing. Its resolution necessitates both active actions by regulating state authorities and the creation of appropriate conditions for increased competition among transport operators, the implementation of commercial non-scheduled flights, and the participation of transportation companies offering lower prices for services with reasonable quality (R et al., 2018).

As a result, understanding tourists' needs and how they use transportation at the destination is critical for increasing destination competitiveness. The availability and quality of transportation at the destination affects the tourist experience and overall satisfaction. Tourist satisfaction is regarded as the most important factor in tourism research because it plays a significant role in attracting and retaining visitors (Virkar & Prita D., 2018). Therefore, based on the importance of transportation facilities that possibly contribute to the success of MFTH, attributes such as service information, accessibility, cost, and comfort are utilised in this research. As a result, understanding tourists' needs and how they use transportation at the destination is critical for increasing the destination's competitiveness. The availability and quality of transportation at the destination affects the tourist experience and overall satisfaction. Tourist satisfaction is regarded as the most important factor in tourism research because it plays a significant role in attracting and retaining visitors (Virkar & Prita, 2018).

e) Accommodation Facilities

Having a righteous hospitality environment that best suits Muslim tourists is important for their convenience and comfort (Saifuddin, 2017). Accommodation with high service quality will result in customer satisfaction, loyalty, and positive word of mouth. Basic accommodation attributes are those involving ambience and room comfort, and the others relate to employee attitudes and behaviour (Eddahar, 2018). Surely, Muslims are forbidden from the consumption of alcohol and gambling. Therefore, it is important for accommodation providers to establish non-alcohol policies (Stephenson, 2014).

Other concerning factors for accommodation are furniture layout that may affect the privacy and room size. When designing the accommodation room, the furniture layout should also be considered to ensure that the space is optimised without jeopardising the ability of

the guests to perform religious practises in the room. Buffer zones and efficient furniture arrangements must be implemented to protect the privacy of hotel guests and hotel staff (Saifuddin, 2017). Furthermore, the furniture components for each area should be explicitly designed in accordance with the culture of that area. The furniture element should not cause harm to the guests.

Among the general solutions in this regard are not using sharp edges and avoiding the use of dangerous chemicals and colouring agents (Ebrahimi et al., 2020). Regularly, accommodation providers classify themselves as halal-friendly by providing information that articulates Islamic identity or by informing guests of the existence of prayer facilities and qiblah direction (Muharam & Asutay, 2019). Additionally, it is necessary to expand religious friendliness by providing religious items and services in rooms, such as Islamic reading materials (Stephenson, 2014).

f) Cleaning Services Facilities

Cleaning services facilities are another important factor to consider when choosing a place to stay. Cleaning services for tourism facilities will undoubtedly have an impact on customer satisfaction. Because Muslims require clean bathrooms in order to perform ablutions, prepare for prayer, and read the Quran, the cleanliness of the washroom comes first, followed by the cleanliness of the room as a whole (Lockyer, 2005). Cleaning services are the activities and behaviours used to keep hotel premises in good condition by preventing dust, pest access, and removing potential breeding sites. Apart from that, cleaning services also refer to the activities and behaviours involved in the management of waste. It is critical for tourism and hospitality to attract customers by providing excellent service and maintaining optimum cleanliness. As a result, managing cleaning services for tourism accommodation equipment like mattresses, pillows, floors, carpets, and sanitary appliances is critical (Jhunjunwala & Deo, 2018).

g) Communication Facilities

Communication facilities have changed the global business environment by introducing accurate, reliable, secure, and continuous-speed work that facilitates the tourism industry for competitive advantage (Nikoli & Lazakidou, 2019). It has transformed the tourism industry and established the strategy and effectiveness of tourism organisations and destinations (Buhalis, 2019). Therefore, several countries are trying to become smart and sustainable tourist destinations. Their efforts are focused on making it easier for tourists to interact and communicate with others (Cuesta-Valino et al., 2020). However, providing communication facilities that provide accurate, reliable, secure, and continuous-speed networks is difficult. Such features may come at a high cost in terms of investment, but they improve communication quality for travellers.

h) Water Supply Facilities

The use of water in the tourism industry is a critical issue for long-term sustainability in destination development. Achieving sustainable water demand management is difficult, and effective participatory policymaking necessitates collaboration among destination stakeholders (Hu et al., 2019). Water supply facilities should have a good quality water source, water pressure, an uninterrupted supply, and a storage system in the context of Islamic tourism. According to (Cruz-Perez et al., 2021), five-star hotels consume a significant amount

of water in the hotel industry. The water consumption of hotels varies greatly from one another and can be influenced by a variety of factors such as category, country, and location.

Water upgrades increase the building's energy efficiency while also improving customer satisfaction. Water supply upgrading includes the installation of new water distribution systems as well as the strengthening, expansion, and rehabilitation of existing water distribution systems, taking into account design timing, parameter uncertainty, water quality, and operational considerations (Mala-Jetmarova et al., 2018). As a result, many hotels have implemented water-saving measures to significantly reduce water consumption and energy costs (Cruz-Perez et al., 2021).

i) Islamic Façade Facilities

The Neo-Islamic architecture style was popular among tourists in Spain, such as the Alhambra of Granada, the Mosque of Cordoba, and the Giralda Tower of Seville, was an architectural attraction among tourists (Izquierdo, 2018). According to (Sayary & Omar, 2017), the idea of courtyards as a method of plan configuration goes back thousands of years to Neolithic settlements. Courtyards were originally intended to provide protection from human and wild animal invasions. They quickly became a generic typology in hot, arid landscapes and served as the foundation for Madina's urban patterns in the Islamic World. Recognising that the courtyard holds meaningful Islamic principles in its physical and functional design (Raschid et al., 2018). Similarly, domes, arches, and ornaments are constructed to reflect on known Islamic historical precedents (Amrousi & Elhakeem, 2020).

In general, a garden is a space designed for relaxation and recreation. Meanwhile, the establishment of the Islamic garden lasted from the seventh to the nineteenth centuries before abruptly declining in the twenty-first century due to the interference of the modern movement. The garden is intended to serve as a place to remember God, who created the universe (Harun et al., 2017). Islamic gardens are also adaptable in terms of contemporary forms and concepts (Habibullah, 2020). Therefore, the Islamic garden is a part of MFTH's potential tourism products will be highlighted in the future.

j) Separate Recreation Facilities

Separate recreational facilities are the common theme among the Islamic tourism industry. Gender segregated facilities would hinder the free mixing of the sexes. Gender segregation allows female Muslim guests to enjoy their stay at a hotel in relative safety (Majid et al., 2015). Several Muslim travellers require leisure sports facilities, an amusement park, a swimming pool, and a gymnasium that are gender segregated as a selection criteria (Battour et al., 2011; Stephenson, 2014). A method of creating gender-segregated swimming pools when an establishment has one swimming pool on-site is to implement time slots where one gender will exclusively use the pool later (Battour et al., 2011). Gender segregation also applies in some Western countries where a number of hotels offer female-only floors for security reasons (Stephenson, 2014).

Methodology

The assumptions underlying the positivism paradigm were suitable for this research. The study will adopt a deductive approach designed to explain the SFM processes and dynamics. It will be conducted by distributing a questionnaire survey to members of the public as part of the project. All data gained from the questionnaire survey will be analysed using SPSS to run the factor analysis. The MFTH customer are the target population for this study.

The study's unit of analysis is Malaysian travellers, as well as tourism and hospitality facility management professionals. There are various stages to the sampling method for this kind of study. This study will use probability (random) sampling from various regions in Malaysia. The number of people that are expected to take part in this study is 1500. Using a well-defined sampling technique, the last step in sampling is to select a sample from the sampling frame.

Data Analysis

The analysis was obtained using descriptive and inferential statistics. Firstly, this section begins with respondents' profile and then conducting factor analysis in order to answer the research objective.

Respondents' Profile

A total of 1060 respondents participating in this research were Malaysian citizens. This shows that the response rate is within 70 percent. The background information on respondents who completed the questionnaire is divided into numerous categories, including age, gender, and academic qualifications. A detailed overview of the demographic profiles of the respondents is presented in Table 5.1. The majority of respondents are between the ages of 21 and 30 (48.2%) and 31 to 40 (28.8%) with only a few over 60 years old (0.8%). Based on the sample collected through the distribution of questionnaires, the most common age group is 21-30. On average, the majority of respondents have bachelor's degrees and diplomas as academic qualifications. 15.3 percent of those surveyed have a minimum academic qualification such as SPM, STPM, or a certificate. There were also respondents from PhD academic backgrounds, with only 4.1 percent.

Table 5.1

Respondent demographic data

Age	Frequency	Percent	Cumulative Percent
<i>21-30 years old</i>	511	48.2	48.2
<i>31-40 years old</i>	305	28.8	77.0
<i>41-50 years old</i>	162	15.3	92.3
<i>51-60 years old</i>	73	6.9	99.2
<i>>60 years old</i>	9	.8	100.0
Total	1060	100.0	
Gender	Frequency	Percent	Cumulative Percent
<i>Male</i>	443	41.8	41.8
<i>Female</i>	617	58.2	100.0
Total	1060	100.0	
Qualification	Frequency	Percent	Cumulative Percent
<i>SPM/STPM/Certificate</i>	162	15.3	15.3
<i>Diploma</i>	326	30.8	46.0
<i>Bachelor's degree</i>	400	37.7	83.8
<i>Master's degree</i>	129	12.2	95.9
<i>PhD</i>	43	4.1	100.0

Age	Frequency	Percent	Cumulative Percent
21-30 years old	511	48.2	48.2
31-40 years old	305	28.8	77.0
41-50 years old	162	15.3	92.3
51-60 years old	73	6.9	99.2
>60 years old	9	.8	100.0
Total	1060	100.0	

Factor Analysis

Factor analysis was utilised to identify the determinants of the SFM for MFTH success. In factor analysis, there are several assessments that need to be carried out. This includes reliability testing, validity testing, preliminary analysis, factor extraction, and factor rotation.

Reliability Test

To determine the reliability of each respondent's responses to the questionnaire, the Cronbach's Alpha reliability test was used. Cronbach's Alpha reliability value in this study is 0.972, which indicates strong reliability. These findings imply that the instrument used to collect study data has a high level of reliability, which is acceptable because such values indicate that each determining factor's internal relationship is highly interconnected.

Validity Test

The purpose of conducting a validity test is to examine whether the questions in the questionnaire are tapping into the right concept. The target sample size for this analysis is 1000 with ten main factors or constructs. A sample size of 50 cases is very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1,000 or more is excellent. Hence, total responses from the respondents exceeded 1000. Finally, principal component analysis identifies ten independent variables with 40 constructs and one dependent variable with seven constructs. As a result, factor analysis can be performed on this sample's data set. The details of the analysis for factor analysis are discussed in the next section.

Preliminary Analysis

In a preliminary analysis of factor analysis, there are two statistical measures performed, which is the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, and Bartlett's Test of Sphericity. The minimum value for good factor analysis is 0.60 for the KMO and Bartlett's test of Sphericity should be significant ($p < 0.05$) in order for the factor analysis to be considered appropriate. The KMO value is 0.965, considered as a great and Bartlett's Test of Sphericity is statistically significant ($p < 0.00$), so the data is suitable for factor analysis. The next analysis is to examine the anti-image correlation matrix. It is important to examine the diagonal elements of the anti-image correlation matrix, where the values should be above 0.50. From Table 5.2 below, only items with values greater than 0.50 are maintained.

Table 5.2
Anti-image

Anti-image Matrices			
FS1	.955 ^a	CMS1	.965 ^a
FS2	.962 ^a	CMS2	.961 ^a
FS3	.969 ^a	CMS3	.977 ^a
FS4	.965 ^a	CMS4	.983 ^a
PR1	.979 ^a	WS1	.964 ^a
PR2	.968 ^a	WS2	.969 ^a
PR3	.973 ^a	WS3	.968 ^a
PR4	.978 ^a	WS4	.967 ^a
WR1	.978 ^a	IF1	.962 ^a
WR2	.972 ^a	IF2	.948 ^a
WR3	.977 ^a	IF3	.947 ^a
WR4	.979 ^a	IF4	.948 ^a
TR1	.962 ^a	SR1	.953 ^a
TR2	.955 ^a	SR2	.925 ^a
TR3	.972 ^a	SR3	.932 ^a
TR4	.977 ^a	SR4	.932 ^a
AC1	.966 ^a	DV1	.970 ^a
AC2	.980 ^a	DV2	.960 ^a
AC3	.973 ^a	DV3	.959 ^a
AC4	.960 ^a	DV4	.976 ^a
CS1	.980 ^a	DV5	.963 ^a
CS2	.955 ^a	DV6	.962 ^a
CS3	.953 ^a	DV7	.965 ^a
CS4	.976 ^a		

a. Measures of Sampling Adequacy (MSA)

Factor Extraction

After the preliminary analysis process is done, the analysis continues with factor extraction. This stage starts with communalities. A communality of 1.000 in the "Initial" column means that the factors explain all the variance in the model. While in the "Extraction" column, when the communality is higher than 0.50, this indicates that the variable has a lot in common with the other constructs taken as a group. Only items with a value of more than 0.50 are maintained from this analysis. The lowest extraction value is 0.641 (AC2), and the highest is 0.908 (FS1). The extraction details are shown in Table 5.3 below. Table 5.4 shows the eigenvalues of total variance explained for all constructs. The eigenvalues, which are greater than 1.0, are maintained. For this analysis, eleven factors can be extracted. The other factor, which is less than 1.000, is removed. The total variance explained by the eleven factor solutions is 80%, which is considered high. The minimum variance explained must be at least 60% of the total variance.

Table 5.3

Communalities

Communalities					
	Initial	Extraction		Initial	Extraction
FS1	1.000	.908	CMS1	1.000	.882
FS2	1.000	.868	CMS2	1.000	.893
FS3	1.000	.853	CMS3	1.000	.879
FS4	1.000	.829	CMS4	1.000	.786
PR1	1.000	.774	WS1	1.000	.850
PR2	1.000	.832	WS2	1.000	.831
PR3	1.000	.798	WS3	1.000	.855
PR4	1.000	.745	WS4	1.000	.857
WR1	1.000	.655	IF1	1.000	.766
WR2	1.000	.739	IF2	1.000	.893
WR3	1.000	.756	IF3	1.000	.881
WR4	1.000	.740	IF4	1.000	.881
TR1	1.000	.852	SR1	1.000	.731
TR2	1.000	.868	SR2	1.000	.779
TR3	1.000	.817	SR3	1.000	.763
TR4	1.000	.801	SR4	1.000	.719
AC1	1.000	.784	DV1	1.000	.715
AC2	1.000	.641	DV2	1.000	.752
AC3	1.000	.760	DV3	1.000	.785
AC4	1.000	.731	DV4	1.000	.789
CS1	1.000	.808	DV5	1.000	.770
CS2	1.000	.890	DV6	1.000	.742
CS3	1.000	.906	DV7	1.000	.742
CS4	1.000	.823			

Extraction Method: Principal Component Analysis.

Table 5.4

Eigenvalues of total variance explained

Co m	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cum %	Total	% of Variance	Cum %	Total	% of Variance	Cum %
1	21.772	46.323	46.323	21.772	46.323	46.323	5.813	12.369	12.369
2	3.480	7.404	53.727	3.480	7.404	53.727	4.332	9.217	21.586
3	2.592	5.514	59.241	2.592	5.514	59.241	3.911	8.321	29.906
4	2.025	4.309	63.551	2.025	4.309	63.551	3.651	7.767	37.674

5	1.471	3.130	66.680	1.471	3.130	66.680	3.406	7.247	44.921
6	1.406	2.991	69.672	1.406	2.991	69.672	3.352	7.131	52.052
7	1.344	2.860	72.531	1.344	2.860	72.531	3.138	6.676	58.729
8	1.230	2.426	74.957	1.230	2.426	74.957	3.099	6.594	65.323
9	1.201	1.954	76.911	1.201	1.954	76.911	2.490	5.299	70.622
10	1.163	1.836	78.747	1.163	1.836	78.747	2.346	4.992	75.614
11	1.140	1.506	80.254	1.140	1.506	80.254	2.181	4.640	80.254
↓	↓	↓	↓						
46	.093	.197	99.839						
47	.076	.161	100.000						
Extraction Method: Principal Component Analysis.									

Factors Rotation

A significant factor loading must be 0.50 and above. Therefore, factor loadings, which are less than 0.50, are removed. Table 5.5 shows that eleven groups can explain 80 percent of the constructs in this analysis. This percentage is sufficient as the recommended value for social science research.

Table 5.5
Rotated Component Matrix^a

	Component										
	1	2	3	4	5	6	7	8	9	10	11
FS1	.829										
FS2	.799										
FS3	.786										
FS4	.804										
PR1		.531									
PR2		.740									
PR3		.637									
PR4		.500									
WR1			.506								
WR2			.701								
WR3			.573								
WR4			.741								
TR1				.761							
TR2				.784							
TR3				.727							

TR4				.679						
AC1					.786					
AC2					.500					
AC3					.571					
AC4					.654					
CS1						.716				
CS2						.755				
CS3						.747				
CS4						.699				
CMS1							.737			
CMS2							.757			
CMS3							.719			
CMS4							.671			
WS1								.754		
WS2								.766		
WS3								.749		
WS4								.761		
IF1									.779	
IF2									.867	
IF3									.844	
IF4									.845	
SR1										.719
SR2										.785
SR3										.778
SR4										.743
DV1										.784
DV2										.761
DV3										.788
DV4										.800
DV5										.789
DV6										.739
DV7										.774

A total of 47 determinant factors were grouped into eleven groups (including dependent variables). Group one consists of four items, namely cleanliness (FS1), handling (FS2), sanitation (FS3), and halalan tayiba (FS4). All these four determinant factors are grouped into one group factor, which is "Food Stalls Facilities" with an eigenvalue of 21.772 and a total variance of 46.32 percent. Group two consists of four determinant factors, namely accessibility (PR1), layout (PR2), supporting facilities (PR3), and safety and security (PR4). All these four determinant factors are grouped into one group factor, which is "Prayer Room Facilities" with an eigenvalue of 3.480 and a total variance of 7.404 percent.

Group three consists of four determinant factors, namely universal design (WR1), orientation (WR2), hygienic (WR3), and water-saving (WR4). All these four determinant factors are grouped into one group factor, which is "Washroom Facilities" with an eigenvalue of 2.592 and a total variance of 5.514 percent. Group four consists of four determinant factors, namely service information (TR1), accessibility (TR2), cost (TR3), and comfort (TR4). All these four determinant factors are grouped into one group factor, which is "Transportation

Facilities" with an eigenvalue of 2.025 and a total variance of 4.309 percent.

Group five consists of four determinant factors, namely non-alcohol (AC1), furniture (AC2), Qiblah direction (AC3), and reading material (AC4). All these four determinant factors are grouped into one group factor, which is "Accommodation Facilities" with an eigenvalue of 1.471 and a total variance of 3.130 percent. Group six consists of four determinant factors, namely carpet and floor (CS1), mattresses (CS2), pillows (CS3), and sanitary appliances (CS4). All these four determinant factors are grouped into one group factor, which is "Cleaning Services Facilities" with an eigenvalue of 1.406 and a total variance of 2.991 percent. Group seven consists of four determinant factors, namely accurate (CMS1), reliable (CMS2), secure network (CMS3), and speed network (CMS4). All these four determinant factors are grouped into one group factor, which is "Communication Facilities" with an eigenvalue of 1.344 and a total variance of 2.860 percent.

Group eight consists of four determinant factors, namely water sources (WS1), water pressure (WS2), uninterrupted supply (WS3), and storage (WS4). All these four determinant factors are grouped into one group factor, which is "Water Supply Facilities" with an eigenvalue of 1.230 and a total variance of 2.426 percent. Group nine consists of four determinant factors, namely neo-Islamic style (IF1), courtyard (IF2), ornament (IF3), and garden (IF4). All these four determinant factors are grouped into one group factor, which is "Islamic Façade Facilities" with an eigenvalue of 1.201 and a total variance of 1.954 percent. Group ten consists of four determinant factors, namely leisure sports (SR1), swimming pool (SR2), gymnasium (SR3), and amusement park (SR4). All these four determinant factors are grouped into one group factor, which is "Separate Recreation Facilities" with an eigenvalue of 1.163 and a total variance of 1.836 percent.

Conclusion

Research into MFTH is widely researched. However, most of the previous studies merely focused on the main concepts, issues, and challenges of Islamic tourism. There are gaps in the area of built environment practises such as Facilities Management (FM). Therefore, this research is an exploratory approach to developing a SFM for MFTH stakeholders. This research has demonstrated that SFM has a significant impact on MFTH success in Malaysia. As this research is an exploratory approach, the findings are still plausible for future research. Obviously, this contributes to the body of knowledge in the MFTH literature. Besides, the results from this research can support MFTH stakeholders to better utilise their facilities with respect to sustainability, delivering better service and hospitality.

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