



CRITICAL FACTORS FOR SUCCESSFUL MOSQUES

ABDUL WAHAB BIN MURNI

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BACHELOR OF BUSINESS ADMINISTRATION

(HONOURS) (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

SUBMITTED TO:

PUAN HAWA BINTI HAJI NAHAR

ADVISOR

UITM KOTA SAMARAHAN

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ABSTRACT

This study focuses on the critical factors of successful mosque particularly in Kuching area. By studying how people perceived mosque performance, this study tries to identify the critical factors beside spotting weak spots that might exist in existing mosque management or marketing that causes Muslims to neglect coming to that particular mosque compared to other mosque that is more successful. This study also focuses on customer's level of satisfaction on existing mosque management and conditions of the mosque that they often visit. The purpose is to know what is the customer's satisfaction level in relation to why mosques are not fully utilized. For this study, I have distributed 150 questionnaires to various respondents in getting their opinions on how they perceived on what is most important for a successful mosque and evaluate mosque performance nearest to them. Out of 150, only 131 questionnaires were collected or valid for processing. From this research, I have found that Muslims still accept mosque as a place for religious purpose. Certain matters that arise in their everyday lives make them busy and neglect coming to the mosque. A minority number of Muslims may not have proper Islamic education and cannot read the Quran may also cause them to be unaware about the importance of visiting the mosque and its effects that may arise to the community. It was found that the location or distance of mosque affects Muslim preferences in visiting the mosque. Most Muslims agree that mosque performance can be measured through the number of jam'ah coming to the mosque and that mosque performance is highly related to mosque management. Most respondents agree that the most important factor is in evaluating mosque cleanliness, followed by environment, the mosque management committee and the imam's ability or talent. They also agree that most Muslims don't visit the mosque frequently because they are busy with other activities.

1.0 INTRODUCTION

Mosques have been a religious place for Muslims to perform religious duties ever since Prophet Muhammad PBUH build the first mosque - Quba Mosque in Madinah 1434 years ago. Aside from performing the prayer or solah, mosques have been used as a centre for Muslims in managing the community including holding meetings, da'wah, educational functions, gathering, marital ceremony, corpse management etc. Jam'ah also uses the mosque for personal interest like resting, meeting place, discussions, studying, or reading religious books.

1.1 Background and scope of study

From the various uses of mosque, certain mosque are successful in sustaining loyal patrons, while they are also mosque which are not very well visited by Muslims, some even in highly populated Muslim area.

Hence, the purpose of this study is to get to know the critical factors of successful mosque to Muslims particularly in Kuching, Sarawak area. In this research, random Muslims have been approached to get their perceptions in regards to patronizing mosque in their area. A questionnaire have been produced and distributed to gather information related for the purpose of this research.

Aside from that, the purpose of this study is also to identify suitable solutions or strategies which hopefully can be used by mosque management as a guideline in doing better marketing and gaining more customers (jam'ah) to the premise (mosque). In this research, I have perceived mosques as a business location and the jam'ah as the customers that uses the service offered by the mosque.

Aiding mosque to offer customer satisfaction, this study also aims to understand ways on how mosque can become better in persuading Muslims to become loyal mosque customers.

1.2. Problem Statements and Hypothesis

Mosques have been a constructive place for Muslims to develop and organize the community with its various benefit from activities held at the mosque. Mosques have been a centre of knowledge, achieving peace, enhancing teamwork, encouraging