MODELLING OF FACTORS CORRELATED WITH THE UMRAH PERFORMING TREND AMONG MIDDLE CLASS MALAYSIAN MUSLIMS

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INTRODUCTION

P1. Observation confirms that there is a steady increasing number of middle class Malaysian muslims performing umrah for the second time and so forth even though performing umrah is the one-off obligation in Islamic worship.

P2. Since the trend is continuing, there must be rock solid reasons behind the scenario which are worthy of examination.

P3. This survey research attempts to gauge the trend through pre-determined contributing factors as suggested by the number of references (jawhar.gov.my) namely financial capability, spiritual reasons, business opportunity, religious self-purification and godly aspired visit.

P4. The finding will path away toward the establishment of 1Malaysia Islamaic Endowment Fund

SAMPLES AND APPROACH

P1. 500 stratified respondents are selected and data are backed by selected tourism agencies. (30 umrah operators registered with the SA authority)

P2. Data will be analyzed using the Partial Least Square (PLS) regression software to asses correlations and significant contributing factors to the trend.

P3. The finding would be beneficial for agencies which are dealing with umrah activities in order to strategise their business by virtue of Islam and contributes to Islamic literature in this category.

INNOVATION

P1. Technical quantitative regression in PLS itself is an innovative study approach in religious affairs scopes.

P2. The study will pave way to an innovative mechanism in founding a much anticipated 1Malaysia Islamic Endowment Fund
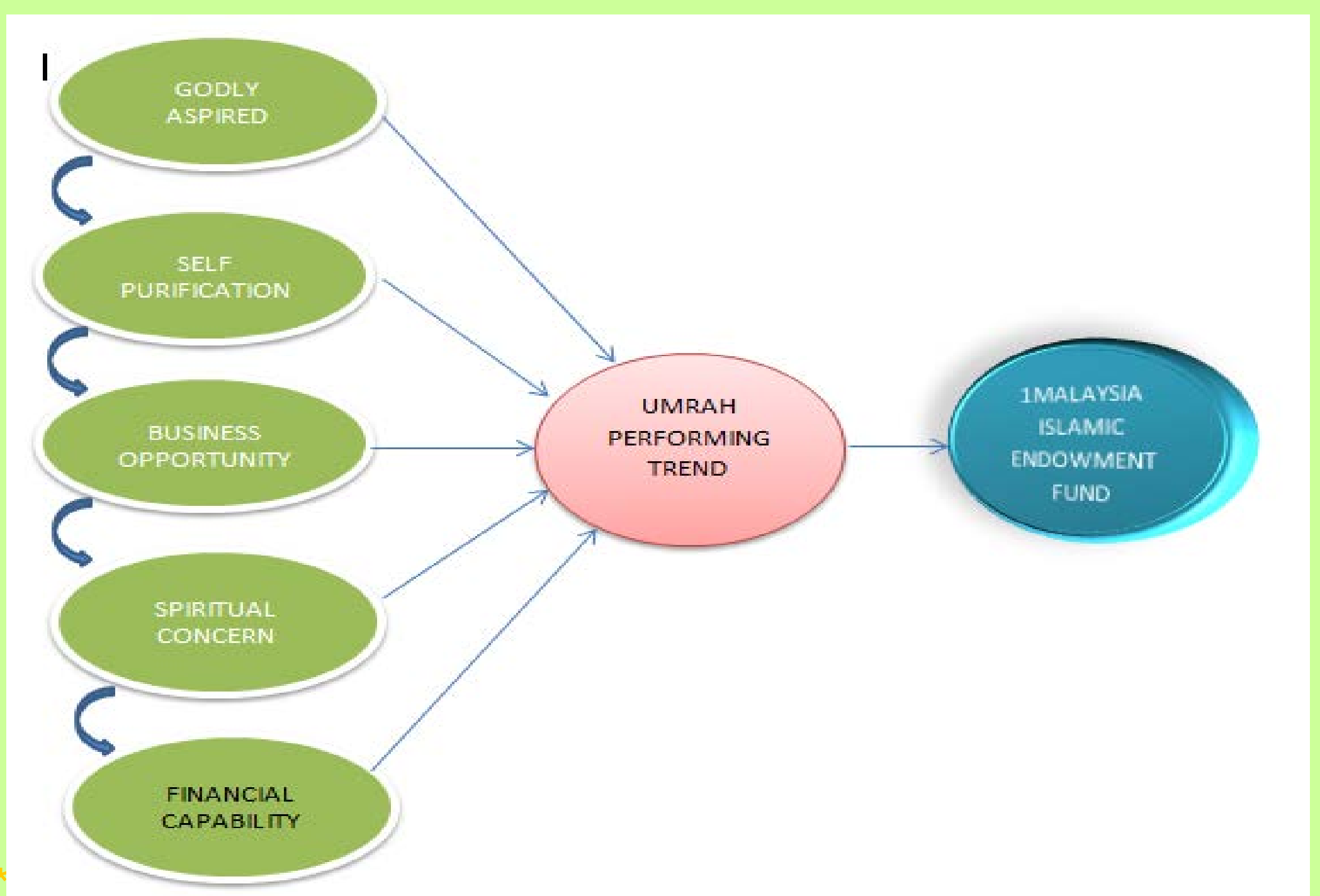
CONCEPTUAL FRAMEWORK

Fig. 1: Proposed full structural equation model for correlated factors for umrah performing trend among middle class Malaysian muslims

EXPECTED RESULTS

1. Structural Equation Modeling (SEM) will be used to analyse the relationships established in the model.

2. AMOS software *(Analysis of Moments Structures Software)* would be used for analysis.

3. The goodness fit of the model would be based on the Chi-square test, Relative Chi-square, CFI, GFI, TLI and RMSEA.

4. It is expected that the model fits the data and meets the cut-off points for each goodness of fit index i.e. p-value > 0.05, Relative Chi Square < 3, CFI, GFI & TLI > 0.09 and RMSEA < 0.08.
5. It is hoped that the core values do influence the organisational performance as suggested by the literatures and in the previous studies.

Conclusion: This study will determine the series of significant factors contributing the escalating trend among middle class umrah performers. It will offer a sound correlational results through the PLS regression analysis backed by some religious authoritative references and good probability of establishing the right mechanism for 1Malaysia Islamic Endowment Fund

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