FACTORS INFLUENCING CUSTOMER'S INTENTION TO USE ISLAMIC HOUSE FINANCING AMONG UNIVERSITI MALAYSIA PERLIS (UniMAP) ACADEMIC STAFF

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DEDICATION

Special dedication goes to my parents Abdi Qodah and Hawo Adan Salah, who give me a lot of support, love and encouragement. They also never give up giving me a strength, dream and support to move forward to final stage to finish up my dissertation and also to get my masters.

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ABSTRACT

Islamic house financing is compliant with *Shariah* because no prohibited elements such as interest rate (Haron, 2005; Amin, 2008). Recently, most of the Islamic banking institutions offer Islamic house financing. "Islamic mortgage providers" refers to the financial institution that offers Islamic house financing using the *Shariah* principles such as *Bai Bithaman Ajil* (BBA) and *Musharakah Mutanaqisah* (MM) or known as Diminishing Partnership (DP). In the conventional bank loans, especially for house, of course, it is based on interests. Loans are the main mode of financing under conventional housing loan using interest as time factor for borrowed money (Taib et al., 2008). This paper is an attempt to determine factors influencing customer's intention to use Islamic house financing by investigating five factors, which are attitude, religious obligation, social influence, pricing system and intention to use. The aim of this paper is to identify the different between demographic factors of (gender, ethnic, age, education level, marital status, academic staff, income per month) and customer's intention to use Islamic house financing, to determine the relationship between (attitude, religious obligation, social influence, pricing system) and customer's intention to use Islamic house financing, and to examine the significant influence of (attitude, religious obligation, social influence, pricing system) and customer's intention to use Islamic house financing. The study has targeted certain population, that is, Universiti Malaysia Perlis (UniMAP) academic staff. This study employed a quantitative type of research using questionnaire and the sample comprised of 230 respondents. The result obtained from this study, reveals that the customer's intention to use Islamic house financing for mostly three factors, which are attitude, religious obligation and social influence. Therefore, this study provides great contributions, implications and has recommended both the government and financial institutions on how to improve Islamic house financing.

Keywords: Islamic house financing, intention to use, attitude, religious obligation, social influence, pricing system.

ABSTRAK

Pembiayaan secara Islam mematuhi Syariah kerana tiada elemen yang dilarang seperti kadar faedah (Haron, 2005; Amin, 2008). Baru-baru ini, sebahagian besar institusi perbankan Islam menawarkan pembiayaan rumah Islam. "Penyedia gadai janji Islam" merujuk kepada institusi kewangan yang menawarkan pembiayaan perumahan secara Islam dengan menggunakan prinsip Syariah seperti Bai Bithaman Ajil (BBA) dan Musharakah Mutanaqisah (MM) atau dikenali sebagai Partnership Kurangkan Diri (DP). Dalam pinjaman bank konvensional, terutamanya untuk rumah, sudah tentu ia berdasarkan minat. Pinjaman adalah cara utama pembiayaan di bawah pembiayaan konvensional menggunakan faedah sebagai faktor masa untuk wang yang dipinjam (Taib et al., 2008). Kertas kerja ini adalah satu usaha untuk menentukan faktor-faktor yang mempengaruhi niat pelanggan untuk menggunakan pembiayaan rumah Islam dengan menentukan lima faktor iaitu sikap, kewajipan agama, pengaruh sosial, sistem harga dan niat untuk digunakan. Tujuan kertas kerja ini adalah untuk mengenal pasti perbezaan antara faktor demografi (jantina, etnik, umur, tahap pendidikan, status perkahwinan, staf akademik, pendapatan sebulan) dan niat pelanggan untuk menggunakan pembiayaan rumah Islam untuk menentukan hubungan antara (sikap , kewajipan agama, pengaruh sosial, sistem harga) dan niat pelanggan untuk menggunakan pembiayaan rumah Islam, dan nntuk mengkaji pengaruh penting (sikap, kewajipan agama, pengaruh sosial, sistem penetapan harga) dan niat pelanggan untuk menggunakan pembiayaan rumah Islam. Kajian ini menyasarkan populasi tertentu, iaitu, staf akademik Universiti Malaysia Perlis (UniMAP). Kajian ini menggunakan jenis kuantitatif penyelidikan menggunakan soal selidik dan sampel terdiri daripada 230 responden. Hasil yang diperolehi daripada kajian ini, mendapati niat pelanggan untuk menggunakan pembiayaan rumah Islam untuk kebanyakannya tiga faktor, iaitu sikap, sistem harga dan pengaruh sosial. Oleh itu, kajian ini memberi sumbangan besar, implikasi dan telah mencadangkan kedua-dua institusi kerajaan dan kewangan mengenai cara memperbaiki pembiayaan secara Islam.

Katakunci: Pembiayaan rumah Islam, niat untuk menggunakan, sikap, kewajipan agama, pengaruh sosial, sistem harga.

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List of Abbreviations

BBA	Bai Bithaman Ajil
MM	Musharakah Mutanaqisah
TRA	Theory Reason Action
DP	Diminishing Partnership
PRIMA	IMalaysia Housing Programme Corporation
BNM	Bank Negara Malaysia
MBA	Master of Business Administration
BIMB	Bank Islamic Malaysia Berhad
USM	Universiti Sains Malaysia

CHAPTER ONE
INTRODUCTION

1.0 Introduction

This chapter discusses the background of Islamic banking industry in Malaysia where this study is conducted. Moreover, this chapter comprises seven parts. The chapter also emphasizes the background of the study, problem statement, research questions, and research objectives, significance of the study and scope of the study. Lastly, this chapter highlights the organization of the thesis.

1.1. Background of Study

The development of Islamic banking and finance in Malaysia started since 1983. Bank Islam Malaysia Berhad (BIMB) is the first Islamic bank which introduced Islamic products to the public. During this stage, BIMB introduced several products that are in compliance with *shariah* through various *Shariah* contracts such as *Murabahah, Ijarah, Bai Bithaman Ajil* and others.

1.1.1 Islamic house financing

Recently, most of the Islamic banking institutions offer Islamic house financing. "Islamic mortgage providers" refers to the financial institution that offers Islamic house financing using the *Shariah* principles such as *Bai Bithaman Ajil* (BBA) and *Musharakah Mutanaqisah* (MM) or known as Diminishing Partnership (DP); however, it is varied with regard to their pricing policies (Haron *et al*., 1994).

Islamic house financing is compliant with *Shariah* because of no prohibited elements such as interest rate (Haron, 2005; Amin, 2008). Meanwhile, house loans offered by conventional banks include interest for their payment and repayments of the principal to the bank (Tse, 1997). In Islam, trading "money with money" is prohibited because the element of *riba* exists in this trading. According to Ibn Manzur (1990), *"what is prohibited is the extra amount, benefit or advantage received on any loan"*. Moreover, the Qur'an mentioned:

"Allah has permitted trade and has forbidden riba"

(*Al-Baqarah*: 275):

Hence, the verse shows *riba* is prohibited and Muslim should be aware of"interest-free" financial products. The rate will not fluctuate, even during the time of price rise. Islamic banks have developed a range of "mark-up" instruments for that purpose. With respect to Islamic house financing, bank customers would specify the house according to their preference. Next, the bank will purchase the house from the supplier at its normal price, for cash, and reports to the client at a higher price, in which the mark up is applied. The customer then pays back the price on an installment basis (Maali *et al.* 2006). In addition, mark up is allowable in the Islamic framework and conducted in the sale contract such as *Musharakah Mutanaqisah* Rosly, (1999). In Islamic house financing, charging interest is not permissible because it leads to an unfair division of income in society (Olson and Zoubi, 2008).

In Malaysia, currently, Islamic mortgages or Islamic house financing are divided into two categories which are *Bai Bithaman Ajil* (BBA) and *Musharakah Mutanaqisah* (MM) or Diminishing Partnership (DP). BBA is the first attempt in Islamic house financing products and has been implemented by financial institutions in Malaysia. Generally, BBA concept can be defined as the bank to purchase the profit margin house and resell to the customer an agreed price. Then, customer settled the payment until the end of financing period to the bank.

According to Rosly (2008,) BBA concept in Malaysia is not acceptable by international scholars because it is not compliant with *Shariah* principle. Moreover, the benchmark for BBA is based on market interest rate. Dne to this problem, it will give effect to both parties which are the customer and Islamic Bank. Customer will take action by withdrawing their money from Islamic bank and transfer to the conventional bank. Meanwhile, Islamic Bank will suffer the losses because profit rate in BBA cannot be increased.

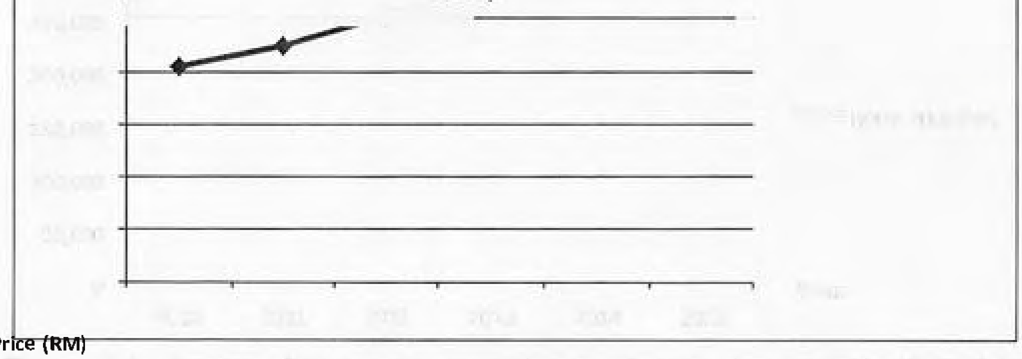
Hence, to solve the criticism of BBA, the *Musharakah Mutanaqisah* or Diminishing Partnership (DP) concept was introduced. The concept is applied when the customers and banks joint the purchase of the property, for example, in *Musharakah Mutanaqisah* customer will enter the agreement under *Shirkah* Al-milk (join ownership) with the bank. Then, the customer will choose the house and pay ten per cent of the deposit and remaining balance will be paid by a bank. Next, after the settlement customer will take possession of the property. In Islamic sale transaction, the seller must have possession of the goods and takes liability of it before it is sold to the buyer. Thus, *Musharakah Mutanaqisah* is suitable for the Islamic house financing because it is based on profit and loss sharing. In addition, this concept is *Shariah* compliant which promotes true spirit of Islamic banking by emphasizing on the welfare of the people and take care of the well-being of the society (Ahmad, 2007).

1.2 Problem Statement

An important development in the Malaysian banking system was the introduction of banking services based on the Islamic principles. In Malaysia, Islamic banks provide many types of banking products. The purpose is to fulfil the variety of financial needs of Muslims and non-Muslims customers.

Likewise, in recent decades the Malaysian population is growing fast, therefore, there are necessities for more houses to live, but the production of building houses are slow due to the many laws, regulations and procedures related to the building of houses. According to the findings by (venmeulen and Van Ommeran, 2013). People will move to another area where houses are built, but houses are not necessarily built the area where the people would want to live. This might be because of job transfers. Normally, people will buy a house in a particular area because their work is there or the rental fees are equal to their housing payment per month.

In addition to that there is an increase in house price is currently available at levels of concern. It is proved through at figure 1.1 below shows that the average house price increase from the year 2010 to 2015.



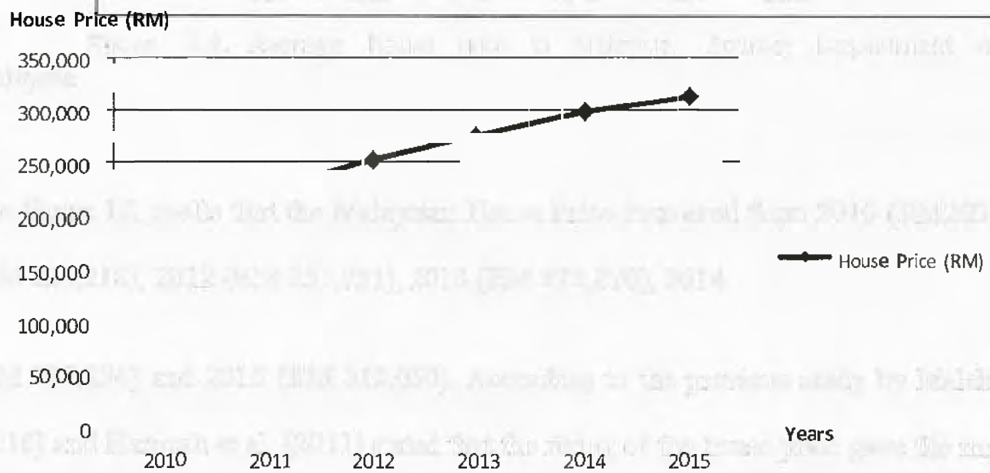


Figure 1.1. Average house price in Malaysia. Source; Department of Statistic Malaysia

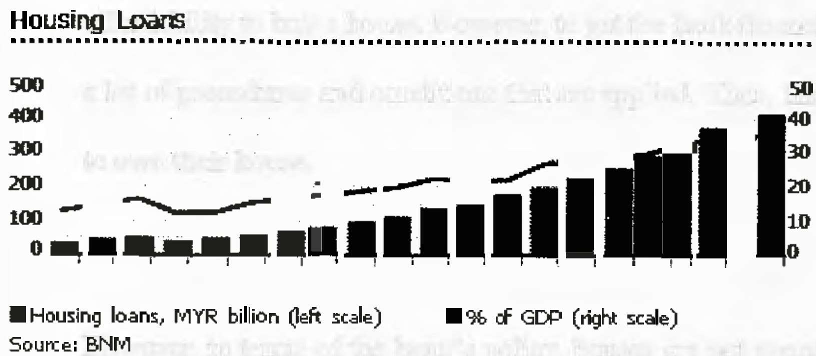
The figure 1.1 spells that the Malaysian House Price increased from 2010 (RM203,903), 2011 (RM 224,218), 2012 (RM 251,731), 2013 (RM 275,870), 2014 (RM 297,934) and 2015 (RM 312,050). According to the previous study by Malek and Husin (2010) and Hamzah et al. (2011) stated that the rising of the house price gave the implication to the individual to have their first house especially in the urban area.

In addressing the problem of the increasing house price, the government has taken the initiative through the 10th and Eleventh Malaysian plans. In the 10th Malaysian plan starting from 2011 to 2015, the government has implemented various housing programs to provide sufficient affordable houses for the medium and low-income households (Malaysia Economy Planning Unit, 2011).

Apart from that, National House Department also classifies house based on the price. High-cost house is more than RM100,000 meanwhile, low-cost house is less than RM42,000. The issue arises on the factor of differences of house price according to the type of house, location and local markets. The problem occurs because developers tend to build high-cost houses more than low-cost houses in order to get more profits. Thus, households in Malaysia will face difficulties to purchase houses within their affordability range because the price of houses are too expensive.

In addition, government intervention is very important in order to solve the housing issues through the policies and development strategies either in short or long-term period of time. For instance, in Budget 2011, the government started to make strategies to fulfill household needs to own their affordable house. Malaysia Prime Minister Dato' Seri Najib announced the allocation of RM500 million for provision of affordable houses by the Housing Facilitation Fund in House buyer Assistance Programme PRIMA Corporation Malaysia (PRIMA) and to private developers. Apart from that, Prime Minister also announced a project "My first Home scheme" which focuses on lower and middle-income group. The requirement on loan application for house ownership among young families will be the less restricted. In response to the overall problem of increasing household debt, Bank Negara Malaysia released a new set of guidelines with hopes that it will be alleviating the problem by limiting loan tenures for instance 10 years for the personal loan and 35 years for housing loan (BNM, 2012). Moreover, according to Bank Negara Malaysia, outstanding housing loans in Malaysia increased by 10.7 percent to RM271.2 billion (US$82.7 billion) in 2013. Growth Housing loan in Malaysia of GDP can be referred to figure 1.1.

Figure 1.2 Housing Loan



In this issue, buyers have to obtain the loan from the financial institution to support their affordability to buy a house. However, to get the bank financing facilities, buyers have to undergo a lot of procedures and conditions that are applied. Thus, this is the main constraint to the buyers to own their house.

However, in terms of the bank's policy, houses are not necessarily built in the area such as small villages where the customers would want to live. This is because most of the banks are afraid that they would have some constraints about the area of building house where the customer wants to, because of the unpaid or outstanding amounts so the bank will suffer to auction the house if the customer didn't pay the outstanding balance at the end of the period agreed to receive back their money sometimes it takes a too long to sell the house or they did not receive people who want to buy it.

In this problem, researcher would advise the bank to facilitate the houses for the customer to build where they want to, because middle and law level customers do not afford to move where the bank chooses to build the houses. According to the bank they need to build affordable or suitable houses for the customer instead of suspicious whether customer will pay the full amount or not.

From the foregoing, it is clear that many people do not apply for house financing due to the fact that the developers do not normally accept to build houses where customers want, but mainly on the areas selected by the developers. Moreover, the developers prefer to build high-cost houses instead of low-cost houses in order to get more profits. Thus, there is a need for the developers to be accepting customer's demand for building houses in the location the customers want. And also to be building more low-cost houses to make it easy for customers to purchase.

1.3 Research Question

1. What are the differences between demographic factors and customer's intention to use Islamic house financing?

2. What are the relationship between attitude, religious obligation and customer's intention to use Islamic house financing?

3. What are the significant influence social behaviors and pricing system and customer's intention to use Islamic house financing?

1.4 Research objectives

1. To identify the differences between demographic factors and customer's intention to use Islamic house financing.

2. To determine the relationship between attitude, religious obligation and customer's intention to use Islamic house financing.

3. To examine the significant influence social behaviors and pricing system and customer's intention to use Islamic house financing.

1.5 Significant of the study

These studies are important especially for Islamic Bank, government and community. Firstly, the management teams of Islamic Bank will improve the marketing factor and operational factors that affect the selection on Islamic home financing. It is important to identify the determinants factor in order to improve operations in term of managing the internal factors effectively and efficiently.

Secondly, government will know whether their intervention towards Islamic home financing selection would give good impact to the middle income household. Apart from that, it is also to produce accurate picture abont the banking industry in Malaysia and factors that affect profitability of bank. Moreover, the government can create new policy, by control the house pricing and provide variety of scheme for middle income household to by their house.

Thirdly, community will gain information related to current issues on Islamic house financing with the evidence such as survey from the researcher. Furthermore, the level of awareness and confidence will be increase among middle households towards Islamic bank in providing their services. Last but not the least, the results from this research would be very helpful for community to choose their house financing in future.

1.6 Scope of the study

This study aims to determine the intention of the customers to use Islamic house financing. This study will focus on the factors that have an impact on the customer's intention to use Islamic house financing. The variables used to examine this are attitude, religious obligation, social behaviors, pricing system and the customer's intention to use Islamic house financing. The variables are classified as dependent and independent variables. The independent variables are attitude, religious obligation, social behaviors, and pricing system. On the other hand, the dependent variable used for this research is customer's intention to use Islamic house financing. In addition to that this study will highlight the differences between demographic factors and the customer's intention to use Islamic house financing. And also the relationship between dependent variable and independent variables.

1.7 Operational Definition

An operational definition is a process of operationally defining a concept to render it measurable, which is done by looking at the behavioral dimensions, facets, or things meant by the concept. This is then converted into measurable elements in order to develop a measurement index of the concept (Sekaran, 2003). In this study, the constructs used in the research framework are defined below:

1.7.1 Intention to use

In general, the intention is a psychological state that represents a commitment to carry on a certain action or actions in the future. From the theory of reasoned action perspective, Ajzen and Fishbein (1980) defined intention as the probability that the person may or may not perform a certain behavior, therefore acting upon particular behavior is the meaning of an individual's intention to engage in that behavior.

1.7.2 Attitude

Attitude toward the performance of individuals is defined as the person's positive or negative feelings about performing a certain action or behavior (Fishbein and Ajzen, 1975). Attitude is the index of the degree to which an individual likes or dislikes a thing, and this is determined by the person's beliefs about performing a behavior (Ajzen and Fishbein, 1980). Ajzen and Fishbein, 1980, proposed four steps in defining the attitude from the person's beliefs. First, the subject's beliefs have to be drawn. Second, it has to be measured how a subject assesses the outcome of each belief. Third, the strength of this belief needs to be measured by asking the subject certain questions to indicate the possibility that performing a behavior will end in a given outcome. And finally, the product of each outcome is multiplied by the corresponding beliefs strength to identify the subject's attitude (Ajzen and Fishbein, 1980). Hence, attitude is used in this study as an independent variable to determine the customer's intention to use Islamic house financing.

1.7.3 Religious Obligation

The religious obligation is defined as the role of the belief that has an effect on the person's choices and in performing certain actions (Amin *et al.* 2011). Sulaiman (2003) stated that Islamic society is influenced by Sharia in making certain choices.

1.7.4 Social Behaviors

Social behaviors can arise in several forms which could be regarded as traditional values. It occurs when a person's thinking; opinions and actions are affected by other persons (Hamid *et al.* 2014). Social behaviors is then defined as the individual's awareness of those who are essential to him/her would or would not do the behavior in demand (Fishbein and Ajzen, 1975).

1.7.5 Pricing System

Fundamentally, the price is defined as the quantity of payment or compensation granted by one person to another in return for goods or services. It forms the basis of exchange in the commercial transaction. The pricing system is used in this study as an independent variable to determine the individual intention to use of Islamic house financing.

1.8 Organization of the study

Chapter one provides a brief introduction, background, and the study's research problem. It then outlines the research questions, research objectives, the significance of the study, the scope of the study and finally, it presents the organization of the study.

Chapter two will focus on the literature review of information gathered for previous and current researches that are related to this study. Further, this chapter will provide a review on literature which is related to customer's intention to use Islamic house financing among UniMAP academic staff, the final section of chapter two is a review on the all possible factors that influences customer's intention to use Islamic house financing among UniMAP academic staff.

Chapter three explains the framework of the research and it states the hypothesis. Furthermore, it presents the research methodology and justifies methods that have been used in this study. The chapter then discusses the operational definition of the study. Then it explains the data collection method, sampling, population and questionnaire design. Techniques of data analysis are also discussed.

Chapter four presents data analysis, profile of respondents, rate of respondents, descriptive analysis. In addition, it presents the application of correlation analysis, independent t-test and ANOVA test by using SPSS software (version 22) following by chapter summary.

Lastly, chapter Five presents a brief introduction followed by the summary of findings. The chapter also explains the research implications, the recapitulation of the entire study and discusses its findings, including the research implications and contributions. It then elaborates the research limitations and recommendations followed by a conclusion.

1.8. Conclusion

This chapter presented a general view of the outline and direction of the research execution. The focus of this chapter is to define the main question about the research area on the factors influencing customer's intention to use Islamic house financing among UniMAP academic staff. This chapter contained a brief introduction, background of study, problem statement, research question and research objectives. In addition, significant of the study, scope of the study and organization of the study were also discussed in this chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

As for chapter two, the literatures that are relevant to this study have been explored. According to Sekaran (2003), the literature review can be described as a documentation of inclusive reviews of the ready and published work in which the researcher obtain from the secondary sources of data in the specified areas of that researcher. Therefore, this chapter will particularly discuss the literature reviews of individual attitude, religious obligation, social behaviors, pricing system and intention to use Islamic house financing by re-glancing written sources discussed by the previous researchers.

2.2 Conventional Housing loan

In the conventional bank loans, especially for house, of course, it is based on interests. Loans are the main mode of financing under conventional financing using interest as time factor for borrowed money (Taib *et al*., 2008). They use interest rates as a basis for pricing their financing costs. Because interest rates constantly fluctuate depending on the situation in the financial world the interest rates charged to customers are changing. This would make sense if customers have to pay their fees in varying amounts each month depending on the level of interest in him to make the payment. However, in the current situation, conventional banks for the specific cases using a fixed interest rate to attract more customers to take their house loan. In this type of contract, the bank will charge the customer at a fixed rate for each month. According to the (Haron & Shanmugam, 2001), conventional house financing is based on an interest rate which is prohibited by the al-Quran (the holly book) and against the Islamic business concepts. Besides that, according to study by Hafizah (2007), the conventional housing loans given on the basis of the creditor/debtor relationship, where, the interest charged on the amount of the loan. Usually, the rates of interest are quoted at a certain percentage above the base lending rate (BLR) for the duration of the loan. The loan is payable in periodic installments. The BLR will fluctuate and it will affect the total cost of the loan. At the same time, outstanding conventional loans usually capitalized. However, if the people deal with the illegal money lenders who practice usury, they are in violation of clear al-Quran commandments. This is not to say that one may not borrow or lend money to a friend or relative and even charge interest. Allah mentioned in the Quran:

"O you who believe, when you transact a loan for any period, you shall write it down. An impartial scribe shall do the writing. No scribe shall refuse to perform this service, according to God's teachings. He shall write, while the debtor dictates the terms. He shall observe God his Lord and never cheat. If the debtor is mentally incapable, or helpless, or cannot dictate, his guardian shall dictate equitably. Two men shall serve as witnesses; if not two men, then a man and two women whose testimony is acceptable to all. Thus, if one woman becomes biased, the other will remind her. It is the obligation of the witnesses to testify when called upon to do so. Do not tire of writing the details, no matter how long, including the time of repayment. This is equitable in the sight of God, assures better witnessing, and eliminates any doubts you may have. Business transactions that you execute on the spot need not be recorded, but have they witnessed. No scribe or witness shall be harmed on account of his services. If you harm them, it would be wickedness on your part. You shall observe God, and God will teach you. God is Omniscient."

(*Surah al-Baqarah*, 2:282)

2.3 Islamic House Financing

Islam identifies the need for the house as a place to rest, relax and enjoy the earthly delights in worship and worships to Allah. According to al-Qaradhawi (1960), a household is defined according to the verses of al-Quran as a place where an individual protect himself from the impact of climate and where he found freedom from the restrictions and pressure from the public. In fact, it is a basic right that should be enjoyed by every Muslim. Allah says in al-Quran in Surah al-Nahl, verses 80 and 81:

> *"And Allah has made for you from your homes a place of rest and made for you from the hides of the animals tents which you find light on your day of travel and your day of encampment; and from their wool, fur and hair is furnishing and enjoyment for a lime (80) And Allah has made for you, from that which He has created, shadows and has made for you from the mountains, shelters and has made for you garments which protect you from the heat and garments which protect you from your [enemy in] battle. Thus does He complete His favor upon you that you might submit [to Him] (81)".*
>
> (*Surah al-Nahl*, 16:80 and 81)

2.3.1 Intention to use

The intention is probability that an individual may or may not perform a particular behavior (Ajzen & Fishbein, 1980). The theory of reasoned action by Fishbein and Ajzen 1980 suggests that the performance of a certain behavior is a meaning of an intention of individual's to engage in that behavior. Therefore, the intentions are considered as the 'immediate determinants' of behaviors according to the TRA model.

According to the theory, investigating the determinants of individual's intentions is necessary in order to find greater vision into his/her behavior. In the (TRA) model, the authors mentioned two essential determinants of intentions i.e. attitude and subjective norms. Attitude is defined as whether the performance of a certain behavior or action is deemed as being good or bad by a person (Ajzen and Fishbein, 1980). For example, if a person considers using Ar-rahnu system as good which is a positive attitude toward Ar-rahnu, then he/she is more likely to have the intention to use it.

Subjective norm on the other hand, is defined as the 'specific behavior instructions that are attributed to a general social agent' (Ajzen and Fishbein, 1980), for instance, if an individual sees that others are commonly supporting the usage of Ar-rahnu which is positive subjective norm, he/she will have a great intention to use such system. Hence, according to the (TRA) the individual's attitudes as well as the subjective norm (commonly known as social influence) will collectively determine his/her intention to use or perform a particular action.

Further, behavioral intentions can be referred to as the indications of how hard the individuals are willing to perform a particular behavior, and how much effort they are planning to employ in order to undertake the behavior (Ajzen, 1991). A study by Ramayah *et al.* (2005) examined the intention to use an online bill payment among part-time MBA students in Universiti Sains Malaysia (USM) to determine the factors that influence the intention to use online bill payment system. A survey involved 120 students was carried out. They found that perceived ease of use and perceived usefulness were significantly influenced the intention to use the online bill payment. Similarly, this study is to determine the customer's intention to use Islamic house financing scheme.

2.3.2 Attitude

Attitude is one of the factors that are introduced by Fishbein and Ajzen, (1975) in their theory of reasoned action (TRA) i.e. Belief, attitude, intention and behavior. By definition, attitude is the evaluation of the individual's positive or negative approaches in performing certain action or behavior (Fishbein and Ajzen, 1975). Suki and Ramayah, (2010) mentioned that attitude is the cause of the intention. Attitude is determined through the evaluation of an individual's beliefs about the results arising from performing a certain behavior and also the assessment of the needs for these results.

Attitude is a factor considered as a concept that leads the future behavior or the cause of the intention where it finally leads to a certain behavior (Gopi and Ramayah, 2007). It has been proved that attitude is an influential factor toward the people's intention to use in different field of studies (Ramayah *et al*., 2003; Teo and Pok, 2003; Yulihasri, 2004; Ramayah and Suki, 2006). For instance, Ramayah and Suki (2006) studied MBA student's intention to make use of a mobile personal computer. They found that attitude has significant relationship to behavioral intention.

Other studies include the study by Amin and Chong (2011) who documented that attitude has a significant influence on the customers to use Islamic house financing. Amin *et al*, (2010) also found that attitude has significantly influenced the customer's intention to choose banking products and services, such as Qardhul Hassan (benevolent loan) financing, Musharakah Mutanaqisah (diminishing partnership house financing) and Islamic personal financing.

Furthermore, a study by Gopi and Ramayah (2007) has studied the intention to use an online trading scheme, and they found that attitude has recorded a positive effect on the intention to use.

Similarly, in this study it is highly anticipated that the intention to use Islamic house financing is influenced by the individual's attitude. Hence, the theory of attitude is suggesting that the more positive attitude a person possesses to certain product or service , the more likely that the individual is to use that product or services (Karjaluoto *et al*., 2002). And the overall attitude to certain objects is anticipated to be linked to the behaviors towards the object (Ajzen and Fishbein, 1980).

2.3.3 Religious obligation

The religious obligation is defined as the role of religion that influences the individual's choices and deeds (Amin *et al.* 2011). The Muslim society is influenced by Islamic views based on Sharia (Sulaiman, 2003). *Sharia* is an *Arabic* word literally means, 'the path or the way' or 'the straight path to be followed' (ISRA, 2012). The word is used in the Qur'an referring to this meaning in the below verse:

"Then we put you, {O Mohammad} on an ordained way concerning the matter {of religion}; so follow it and do not follow inclinations of those who do not know" (45:18).

Technically, it is defined as the comprehensive guides of Islamic teachings and systems that are revealed to Prophet Mohammad (P.b.u.h).recorded in the Holy Qur'an and the Prophet Sayings in lifestyle which is known as Sunah. The combination of the two is then called 'Islamic law' or

Sharia. From the view of the fact stated in the above verse, whereby the Muslims are commanded by Allah (S.W.T) to follow the ordained way concerning the religious matters, this study used the religious obligation as one of the factors to determine the customer's intention to use Islamic house financing scheme.

With regard to the previous studies on religious obligation, a study by Omar (1992) examined 300 Muslims living in the United Kingdom while studying about the implementation of Islamic beliefs and practice. He found that religious obligations were a significant factor in motivating the Muslims in the UK to contract and conduct a transaction with the Islamic financial institutions. A study by Metwally (1996) on the attitudes of Muslims towards Islamic banks found that religious factor was the most significant factor in determining the Muslims attitudes towards Islamic banks.

Moreover, Metawa and Almossawi (1998) studied the banking behavior of Islamic bank customers and found that the most important factor for the use of Islamic bank services was 'religion'. Another study by Haque *et al.* (2011) who examined the religious image towards the perception of young Muslim consumers, found that religiosity has positively influenced the young Muslim customer's purchasing behaviors.

Further, Amin *et al.* (2011) surveyed the customer's intention to use Islamic personal financing and determined that religious obligation significantly influences the customer's intention to use Islamic personal financing. Okumus (2005) in his study of customer satisfaction and bank selection criteria found that the main reason for the customers to use Islamic bank products was religion. All these studies have recorded that the religious obligation is an influential factor that affects the customer's scheme. Therefore, in this study, religious obligation is used as one of the factors that influence customer's intention to use Islamic house financing system.

2.3.4 Social behaviors

Social behaviors can be defined as the change in the individual's thoughts, feelings, attitudes, or his/her behaviors as a result of interacting with another person or group (Rashotte, 2007). In another word, Cialdini (2001) defined social behaviors as a change in one's beliefs, attitudes or behavior resulting from external pressures which can either be existent or imaginary. Social behaviors is different from conformity, power and authority. Conformity also known as obedience or subordination happens when the person acts in accordance with a particular opinion in order to fit the given situation or to meet the expectations of others even though he/she does not believe in that opinion or that the behavior is appropriate (Rashotte, 2007). It is a compliance with a given standard, rules or laws.

Power, on the other hand, is the capability to force or to pressure while controlling the outcomes. And the authority is the command or supremacy that is considered to be legitimate. Lisa Rashotte (2007) stated that social behaviors is dissimilar to any of these factors. And as a result, social behaviors is defined as the process whereby individuals make real changes to their feelings and behavior while acting in accordance to a given situation as a result of interacting with others who are deemed to be similar.

The individuals are highly influenced by the majority group in which the person belongs to, if a great portion of the social group holds a specific attitude or opinion, it is more likely that the person will adopt it too. Moreover, the individual can change an opinion as a result of the influence of another who is considered to be an expert in the given matter.

Since 1959, scholars were differentiating the true social behaviors from the forced public acceptance (Rashotte, 2007). Rashotte has further addressed the concept known as the minority influence. Minority influence happens when a minority group of people tries to influence or change the majority or a large portion of a people. For instance, when a teacher influence the student's beliefs, political and religious leaders often change the behavior of their followers.

Furthermore, a theory produced by Bibb Latane (1981), known as social impact theory actively forms the basis of today's inquiry called 'dynamic social impact theory'. Basically, the social impact means the changes that might happen in the individual physiological, cognitive, emotional or behavioral results from the action of others which are actual, imaginary, or estimated (Rashotte, 2007). The theory of social impact suggests that the impact of an information source is derived by three factors i.e.: the number of people who made up that source, their closeness to it, and their strength or power.

The theory of dynamic social behaviors (Latane 1996) adopts these notions about the social impact in order to define and estimate the circulation and the spreading of the beliefs via social systems.

Accordingly, social behaviors is the result of peoples influencing each other in a dynamic and frequent manner. Moreover, the theory points out that the probability of someone being influenced by another nearby, rather than the distant person. The factor of closeness or nearness stated above produces localized values of beliefs in the communication nets.

The theory of dynamic social behaviors views the society as a system of the self-organizing compound in which the people interrelate and influence each other's opinions. Furthermore, the structural approach toward the social behaviors examines the interpersonal impact that happens in a larger network of impact (Rashotte, 2007). Hence, attitudes and opinions of the people are reflected by the attitudes and opinions of their referent groups. The interpersonal impact is considered as the basis of people's socialization and identity.

Social behaviors, on the other hand, is deemed as the process by which a group of people weighs up the opinions of others within the context of social structure restraints (Rashotte, 2007). Social behaviors arises in numerous forms and can be seen in traditional values, socialization, parallel pressure, view, trades, and marketing (Hamid *et al.* 2014). It occurs when a person's thoughts or accomplishments are influenced by other persons.

As for the findings and infers of the previous studies on social behaviors, the term is referred to the subject norm or normative pressure (Amin *et al*, 2011). Subjective norm is the original factor in the theory of reasoned action developed by Fishbein and Ajzen (1975) and it is commonly referred to social behaviors (Rahman *et al*, 2014). Taib *et al.* (2008) studied the level of acceptance of diminishing partnership (*Musharakah Mutanaqisah*) and found that subjective norm has associated with the level of acceptance and that it was an influential factor to predict the intention to use Islamic house financing. Other studies by Venkatesh and Davis (2000) and Teo and Pok (2003) documented a significant correlation between subjective norm and behavioral intention.

Amin and Chong (2011) studied the customer's intention to use Ar-rahnu, and found that social behaviors has significantly influenced the customer's intention to choose Islamic based broking. Additionally, several researchers including Taib *et al.* (2008) and Amin *et al.* (2011) had unanimously declared that social behaviors is a factor that played a significant role in influencing the customer's intention to use Islamic financing products.

In this study, it is foreseen that customer's intention to use Islamic house fmancing is influenced by the social behaviors factor.

2.3.5 Pricing system

Pricing system basically means the time and money spent in order to carry out the financial transaction and it refers to organizing economic activities (Mishkin & Eakins, 2008). Further, in the previous study by Amin *et al.* (2011) in determining the customer's intention to use Islamic personal financing found that price has influenced the customer's intention to use Islamic personal financing. Similarly, Amin *et al.* (2010) stated that price has influenced the bank customer's acceptance towards al-Qardhul Hassan financing.

Therefore, Islamic Banking Act 1983 which was enforced by Bank Negara Malaysia (BNM) was used a guideline by Islamic banks and International Islamic banks in setting their own regulation, licensing and supervision. Therefore, Islamic bank has authority to set the affordable price for the various Islamic products for their customers for instance, according to the Olson *et al.* (2008), examined the *Musharakah Mutanaqisah* and found that it is allowed to be practiced in Islamic banks because of profit and loss sharing concept. He concluded that the charging interest in Islamic house financing is not allowed. It leads to the unfair distribution of income for Muslim consumers.

The selling price which includes cost price and markup is permissible in Islamic house financing context. Islamic banks should try to impose reasonable mark-up systems in order to promote fair pricing to their customers.

According to the previous studies, Dusuki, (2008) Islamic banking should not be based on profit-oriented only, but the institutions must fulfil the Muslims needs in term of financing in order to protect public interest *(maslahah*), for example, the recent work by Dusuki *et al.* (2007) investigated some selected banks in Peninsular of Malaysia. From the result, they found that product's price is an important factor in explaining why customers choose the banking company.

They also argued that Islamic bankers should not just focus on religious factor but other factors beyond religious must be revised because it might attract bank customers to choose their services. Other than that, Islamic banks should provide rebate as pricing strategies in order to reduce the payment liability by the customer in term of promoting the image of Islamic bank (Taib el cri. 2008). Thus, this study shows that pricing is the main factor that effecting Islamic house financing selection among customers.

2.4 Shariah contracts used by Islamic banks for house financing

As an alternative of conventional banking, Islamic banking has emerged and expanded in the last four decades into one of the world's fastest growing industry. In its unique concepts, the very spirit philosophies of Islamic banking are forbidding or rejecting of *Riba* or excessive interest and *Gharar* when dealing with contracts and agreements, rejecting *Maysir* or gambling as well as the avoidance of any business that imbued with the commodities or products that are not Halal in Islamic including liquor, pork, sex, pornography and so on (Hussein Gulzar Rammal, 2007).

With this, the concepts or contracts of Islamic banking are all in line with the sharia boundaries and guidelines. In this case, Islamic banking contracts are categorized into several concepts including equity or participation based concept, sale or trade based concepts, lease-based concepts, and benevolent loan based concepts, supporting the based concept and free based concept. Hence, the product and services of Islamic banking are driven by those aforementioned principles which all products and services are applied through abiding these principles. However, if not all, most of these concepts are displayed and written in Arabic terms which will cause some difficulties when dealing with Islamic banks

2.4.1 Bay' Bithaman Ajil (BBA)

As described by Khir, Gupta & Shanmugam (2008), this contract is that the payment is deferred and involves the selling of goods in which the customer will pay the due on a deferred basis. However, the price in which the bank will sell the asset with the original cost plus the profit margin that agreed by both sides.

The most popular type of financing by almost every Islamic bank in Malaysia is *Bay' Bithaman Ajil*. BBA means a "deferred payment sale". It is a mode of Islamic financing used for property, vehicle, as well as financing of other customer goods. The underlying transaction of the BBA is said to be based on the concept of *Murabahah* (cost plus) whereby the sale price is added up to the profit. Technically this financial facility is based on the activities of buying and selling. Using this contract, the Islamic bank may finance the customer who wishes to acquire a given asset but to defer the payment of the asset for a specific period or to pay by installment. The asset that the customer wishes to purchase, for example, are bought by the bank and sold to the customer at an agreed price. An agreed price will include the bank's markup profit.

The BBA's scope is typically for residential properties where the price paid by installments (Billah, 2008). According to this concept, fixed rates have been included in the agreement between buyer and seller, and this rate cannot be changed and it is recognized as a gain or profit.

In this classic literatures, the particular term "*Bay' Bithaman Ajil*" has never been used by scholar s. However, the similar applications have been found in contemporary literature and standards. Hence, the explanations and examples derived from the classical and contemporary literature have divided the indication towards BBA or almost similar to BBA into four terms such *as Bay' Ajil, Bay' Murabahah*, *Bay' al-Inah* and BBA itself (Shahwan *et al*., 2013). The terms *Bay' Ajil, Murabahah*, and *Bay' al-Inah* have been found in many classical kinds of literature while the term BBA is only found in the contemporary literature.

The BBA concept was totally rejected by the Islamic banks in the Middle East but it is adopted and accepted in Malaysia. This is because the majority of Sharia scholars and intellectuals in the Middle East do not accept the concept as it is considered to be not in accordance with the concept of pure BBA. As in the al-Quran that Allah (SWT) says:

> *"There is no blame upon you for seeking bounty from your Lord [by trading]. But when you depart from 'Arafat, remember Allah at al- Mash'ar al-Haram. And remember Him, as He has guided you, for indeed, you were before that among those astray"*
>
> *(Surah al-Baqarah, 2: 198)*

In Malaysia, BBA instrument is widely used to finance house. This method will take place when the customers pay ten percent (10%) as down payment of the house to the housing developer. Upon signing the purchase agreement, the customer will approach the bank for remaining ninety percent (90%) of the total price of the house. Firstly, the bank determines the requirements of the customer in relation to period and payment procedures. Bank later acquired the house and then sells it to the customer with an agreed price. The price consists of the actual costs of the bank asset plus a profit margin of the bank and allows the customers to complete payment within the time and in the manner agreed (Mohd Yasin, 1997).

2.4.2 Murabaha

As for *Murabaha* contract, as Khan (2010) described that it's a sale that the customer will approach the bank requests from the bank to buy a product from the producer or third party where the bank will resell that item or product to the client in a cost-plus-profit via deferred or cash basis. Nevertheless, it is more important to emphasize that the seller must disclose the original cost of the product to the customer.

According to Imam Malik (1985), *Murabahah* is conducted and completed by exchanging goods and price including a mutually agreed profit margin. By definition, therefore, it is basic for a valid *Murabahah* that the buyer must know the original price, additional expenses if any and the amount of profit. Accordingly, *Murabahah* is a contract of trustworthiness.

Murabahah is a pertinent and proper Islamic product to be used by the Islamic banks for commodity finance. This financial instrument is frequently utilized in the exchange transactions in which a trader purchases items required by an end user and sells the same to him after adding agreed profit (Siddiqui, 2008). Allah (SWT) mentioned in the al-Quran *Murabahah*:

> *"O you who have believed, do not consume one another's wealth*
> *Unjustly but only (in lawful) business by mutual consent. And do*
> *Not kill yourselves {or one another}. Indeed, Allah is to you ever*
> *Merciful (29)."*
>
> (*Surah al-Nisa'*, 4:29)

Murabahah transaction, as used by Islamic Banks is quite different from traditional *Murabahah*. In fact, Islamic banks do not normally maintain an inventory of goods; rather they purchase the goods on the specific request of their clients. They take a binding promise to purchase the goods for the client, either directly or through an agent. The bank may purchase the property directly from the supplier for sale onwards to the clients (Billah, 2008).

2.4.3 Ijarah

According to Abdullah & Dusuki, (2004), Ijarah or leasing is a contract where the Islamic banking institution will buy or purchase property or an equipment which meets the demand and the specification of the customers where it will be leased to the client while both sides will fix a mutually agreed rate. In other words, the customer will use the usufruct while the bank will get a benefit that has been generated by its property.

However, it is important to note that there are two popular *Ijirah* contracts which are *Ijarah Thuma al Bai* and *Ijarah Wa al Iqtina*. The first one is *Thuma Al bai*, which is the context of a contract that the bank will lease the property to the customer and with a predetermined price and period. Afterthought, when the first contract expires, both parties will enter another contract where the customer will buy the property at an agreed price. The second *Ijarah* is *Ijarah Iqtina* which involves the lease approaches a bank or any other financial institution with a request to lease a particular asset or property with this understanding in place, the lessor buys that asset or that particular piece of property and enters into a leasing contract with the lessee that specifies the amount and interval of the rental payments to be made by the letter.

The property's ownership should be transferred to the one that leased or used the usufruct of the asset which may be the bank or the customer. In this case, the unilateral undertaking is the important part of the *Ijarah* concept in making it conditional where the rental and cost price are already fixed for the bank to get its original cost plus the profit during the time of rental.

2.4.4 Musharakah

Musharakah is referred to a contract that is based on profit and loss sharing. This is a contract between two partners contributing capital and participate the project or the management of the business. In addition to that, both sides will share profit with predetermined amount while sharing the lost according to their contributions of the initial capital. *Musharakah* contract also lays down the rules for managing the partnership and specifies the basis for sharing the profits and losses.

However, as there are two types of *Musharakah*, the aforementioned one is the normal *Musharakah* but there is another form of *Musharakah* called *Musharakah al Mutanaqisah.*

Generally, *Musharakah* means sharing or partnership, and in a business context, it refers to "joint venture company in which the partners share in the profits or losses of joint venture companies" (Usmani, 1999). Allah mentioned in the al-Quran about the partnership.

"But if they are more than that, they shall be sharers in the third after (payment of)"

(Surah al-Nisa", 4: 12)

Based on the above verse, Ali, (2011), explain that it can function as evidence to the partnership between the two parties and it can bring something good and benefit.

2.4.5 Musharakah Mutanaqisah

Musharakah Mutanaqisah which is widely used by Islamic banks. This is a concept where the bank and the customer will form a partnership for the business venture of the project where the bank will pay the largest capital 90 percent for example while the customer will also pay another 10 percent.

However, the customer will undertake a promise that he/she will fully own the property or the project (Mirakhor, 2010).

Musharakah Mutanaqisah (MM) is another main house financing product offered in Malaysia. In the international arena, the product seems to be the most popular product and captures the eyes of Muslims and non-Muslims around the world. Its unique specification of partnership and *Ijarah* contracts has made it distinguished from the other kinds of financing that make it Islamic or conventional. In Islamic house financing concept, *Musharakah Mutanaqisah* and ijarah are operating on the basis of the partnership agreement. This means the financial institution or bank and the customer will become a joint partnership of the property that buying the house based on their rate of participation in the cost. The bank will lease its share to the customer in the specified periodic rent. Then, the customer buys one of the share through of the rent and the total shares of the bank will be decreased. While the rental amount is reduced, the share of the customer in the ownership of the house will increase until he has complete to pay the rental in the specified of a period or the lease contract comes to an end (Ahmad, 1995).

2.4.6 Theoretical framework

In this study, theoretical framework guides to research, determining which variables should be measured. It is a set of theoretical assumptions that explain the relationship among the set of phenomena. This study will undertake the main variables which are the intention to use Islamic house financing and the determinant factors which is known as an independent variable. The factors focus on the variables which are attitude, religiosity, social behaviors and pricing. Based on approach from literature review, the diagram for the theoretical framework can be illustrated as follows:

Figure 2. 1Theoretical framework

Independent Variables (IV) **Dependent Variable (DV)**

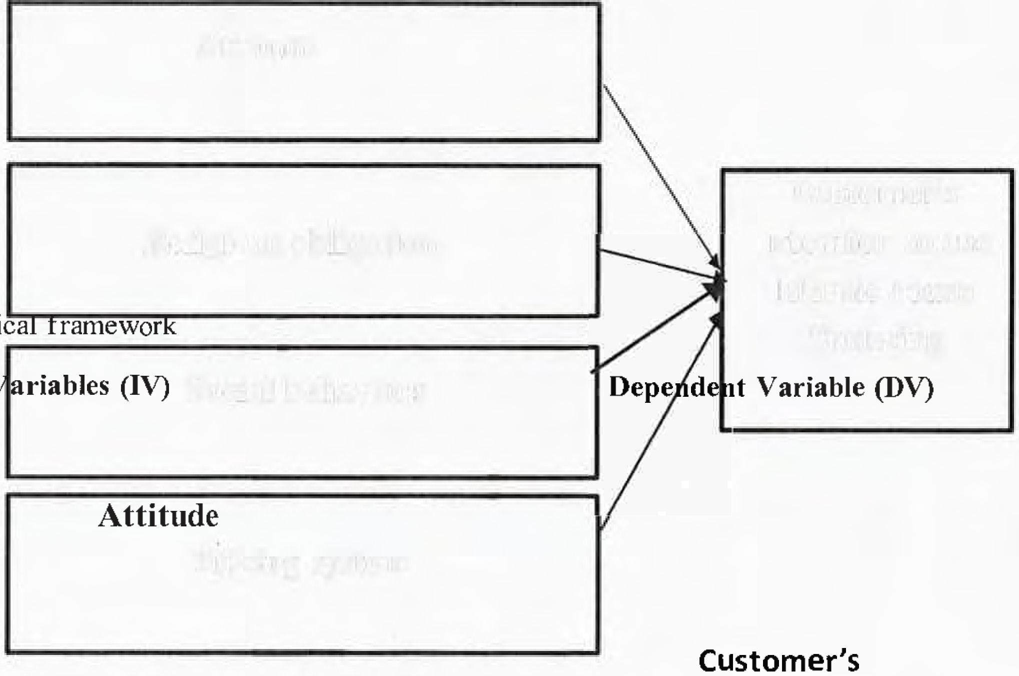


Figure 2.1. Theoretical framework

According to Sekaran (2003), a theoretical framework is a conceptual model of how one can make rational meaning of the relationships between the identified factors. The theoretical framework is the basis on which the whole research project is based. Sekaran further stated that the theoretical framework discusses the correlations between the variables that are considered to be essential to the situation being examined. A variable is something which can take on differing or changeable standards (Sekaran, 2003). There are four main types of variables, and this study only uses two of them, that is dependent variable and independent variable. The dependent variable is the variable that the researcher has a primary interest in it, whereby the researcher's goal is to define, understand or explain the variability or the changeability. The independent variables on the other hand, is the one that influences the dependent variable, in either a positive or negative way (Sekaran, 2003). In another word, the independent variable is the variable that the researcher has a control over it, where he/she can select and manipulate.

In the research, a total of five variables have been used which are categorized as dependent and independent variables. These variables as shown in the model above are attitude, religiosity, social behaviors, pricing system and intention to use Islamic house financing. The variables of intention to use are categorized as dependent variable whereby the research will heavily concentrate on it. The rest of the variables which are attitude, religious obligation, social behaviors and pricing system have been used as the independent variables of the research.

In this study, the main idea is to investigate factors that influence customer's intention to use Islamic house financing among University Malaysia Perlis academic staff towards their attitude, religious obligation, and social behaviors and pricing system. This is because we all know that the intention to use Islamic house financing is vital and more substantial of Islamic banking industry. Moreover, this research wants to find out whether attitude, religiosity, social behaviors and pricing system have influence the intention to use Islamic house financing.

2.4.7 Hypothesis

Having developed a conceptual framework, then, testable hypotheses can be developed in order to test whether the model framed is valid or not. A hypothesis is an assumption or a theory that is provisionally accepted in order to interpret a certain phenomenon and to provide direction for further investigation. According to Uma Sekaran (2003), a hypothesis is a logically estimated relationship between two or more variables which stated in an appropriate testable statement. The framework that is conveyed by the research study. According, to this study the following hypothesis were drawn from the theoretical framework.

Ha1: There are no differences between demographic factors and customer's intention to use Islamic house financing.

H01: There are a differences between demographic factors and customer's intention to use Islamic house financing.

H02: There are no significant relationship between the customer's intention to use Islamic house financing and attitude, religious obligation.

Ha2: There are a significant relationship between the customer's intention to use Islamic house financing and attitude, religious obligation.

H03: There is no significant influence (social behaviors, pricing system) and the customer's intention to use Islamic house financing.

Ha3: There is a significant influence (social behaviors, pricing system) and customer's intention to use Islamic house financing.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the procedures in which the research is conducted in a detail. Meaning that it is deeply touching the approaches methodologies of the study such as the research's design, operational definition, instrumentation, data collection sampling and techniques of data analysis.

3.2 Research design

Research design is the structure of the plan which we use in order to conduct the study. Hence, as our purpose of this study is to scrutinize and investigate the factors influencing customer's intention to use Islamic house financing among UniMAP academic staff and relationship of attitude, religious obligation, and social behaviors and pricing system, quantitative research is found to be suitable and appropriate for this study. In this study, we used a quantitative research method to collect the numerical data while analyzing it through using (SPSS software).

According to given Amin *et al* (2011), quantitative research is an empirically systematic investigation of phenomena which is observable through statistical, computational or even mathematical techniques this is because the main objectives of the quantitative research are to employ and develop hypothesis theories or models which are all related to phenomena. Moreover, the methodology that we have chosen for the purpose of data collected in this research is a self-administrated questionnaire.

The questionnaire is the most easiest way as well as the best useful as a data collection type when the researcher wants to investigate or get a data source from a large or huge number of people in different geographical areas. Furthermore, the questionnaire is a very popular method in which the most researchers use to collect data because of its easiness in obtaining data and its responses' codifications (Sekaran, 2000).

Additionally, descriptive study of research is also utilized in this study; this is because the data is collected via detailed questionnaire. In this case, we emphasize and highlight on studying the accurate profiles of the respondents to explicate and investigate the relationship between attitude, religious obligation, social behaviors, pricing system and factors that influence customer's intention to use Islamic house financing among UniMAP academic staff.

3.3 Data Collection Method

Data collection is a procedure of measuring and gathering information of variables that have been interested by the researchers; this is to establish a manner that helps and enable researchers to answer the raised questions of the research, evaluate the outcome and test hypothesis. In this research paper, the quantitative research which is based on primary data is employed. The questionnaires are distributed and the responses from the respondents were collected and analyzed by using SPSS software (22.0). As for this research, primary data was used which is information gathered from first sources. Meaning that the data is assembled and gathered explicitly for the result of the project at hand (Zikmund, 2003). Moreover, this is an interaction with a representative sample of individuals and first hand data communication. In this case, there are several ways to collect primary data such as interviews, telephone interviews, e-mail, face to face interviews as well as a questionnaire. With this, this study used the questionnaire as the sample size was large and it was impossible to go through other ways such as telephone interviews, face to face interviews as well as e-mail because of cost and time restraints. Hence, the self-administrated questionnaire was the most suitable and ideal way which is used to collect the data.

3.3.1 Sampling

Sampling is concerned with the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population. Meaning that it's a subset of the population being studied and represents the larger population and is used drawn inferences about that population (Sekaran, 2003).

3.3.2 Sampling technique

In this study the sampling technique that is adopted is non-probability sampling; this is because the data cannot be collected from the entire population as the population of academic staff in selected University Malaysia Perlis is large. As for non-probability sampling. The selection of elements for the sample is not necessarily made with the aim of being statistically representative of the population; rather, the researcher will base this sample on the objective methods such as personal experience, convenience, and expert judgment and so on to select the elements in the sample (Mark, Philip, & Adrian, 2009).

3.3.3 Target population

Population is the general or a complete set of elements that totalizes the total category of the subjects which is the interest of the researcher. In this research, the target population is academic staff in selected University Malaysia Perlis. Generally, the population is defined as the total category of subjects which is the focus of attention in a particular research project (Sekaran, 2003).the target population in this research was the UniMAP academic staff.

3.3.4 Sampling Elements

As it is related to the research's unit of analysis or the population, sampling elements are the fundamental units of the population which can be households, individuals, organization, as well as housing units. In this case, the area that this research paper is touching is the factors influencing customer's intention to use Islamic house financing among University Malaysia Perlis academic staff, the researcher is interested in academic staff of University Malaysia Perlis of Perlis. Moreover, this study is set to find out whether the attitude, religious obligation, social behaviors, and pricing system of academic staff influence the intention to use Islamic house financing. Hence, the unit of analysis of this research is the individual which is the academic staff of the UniMAP. Therefore, the researcher treated the responses of individual as a source of the individual data while the researcher also observed the data collected from each individual.

3.3.5 Sample Size

According to Sekaran, (2003), the sample size implies the number of the elements that will be included in the research. As for this study, 230 sets of questionnaires were distributed via hand to the respondents throughout the selected which is University Malaysia Perlis in Perlis (UniMAP).

According to Krejcie and Morgan (1970), a population of 579, a sample size of 230 is required. This is based on sample size table for Given Population Size that has been developed by Krejcie and Morgan (1980) and cited in Sekaran (2003).

Table 3. 1 Krejcie and Morgan (1970) table

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370

150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

3.4 Questionnaire design

Questionnaire is vital and important instrumental processes that take part in the achievement of the study's objectives. The questionnaire is most easiest and applicable method when we are dealing with the huge number of respondents. Moreover, when it comes to time and cost, the questionnaire is most suitable when we compare to interviews which are another method of conducting research. Apart from that, this method of conducting research will enable us to get back and collect the completed responses from the respondents in a short period of time. As for this study, the researcher used the existing questionnaire instruments or construct done by the previous researcher which is (Amin, 2010). In this case, the researcher adopted those instruments as it is applicable to this research. Furthermore, the questionnaire of this study consists of four parts which are arranged as part A, B, C, D, E and F the first part of this questionnaire is referred to the respon dent's demographic profile which consists of (7) items. The second part is about the respondents' intention to choose Islamic house financing which consists of (4) items; the third part is concerned the respondents' attitude of customer's intention to use Islamic house financing, while items are consist of (4) items. The fourth part also concerned the respondents' religious obligation which consists of (6) items. The fifth part which is the second last is about the respondents' social behaviors, while its items consisted of (4) items. And finally, the sixth part is related to respondents' pricing system towards customer's intention to use Islamic house financing which consists of (6) items. In addition to this, the Likert scale was also employed in the questionnaire of this study. There is an indicator for determining the respondent's answer. This scale consisted of five (5) values regarding the respondents' answer. The value of 3 is denoted strongly agree, where value 4 stands for agree value 3 is also representing neutrality. While value 2 is representing disagree and lastly value 1 is denoting strongly disagree.

Table 3. 2 *Research Instruments and Sources*

Variables	**Authors**	**Number of questions**	**Total of Items**
Demographic Factors	Self-developed.	1-7	7
Intention	Ajzen, (2002).	1-4	4
Attitude	Fishbein and Ajzen (1975)	5-9	4
Religious obligation	Amin (2000)	10-15	6
Social **Behavior**	Fishbein and Ajzen (1975)	15-18	4
Pricing	Mishkin and Eakins (2008)	18-23	6

3.5 Pilot Study

The purpose of performing pilot study is to ensure whether the respondents are understood with the items in the instrument. By doing a pilot study, the feasibility of the study was investigated (the reliability of the measuring tools and its acceptability). So the potential problems could be identified and resolved before commencing the actual study. The information gathered was used to improve the methods or instruments where applicable Bhattacherjee, (2012). This procedure is necessary before the process of collecting the data. The pilot study was conducted based on 30 target respondents at Universiti Malaysia Perlis (UniMAP) academic staffs.

The findings of the pilot study will assist the researcher in the removal of questions that are considered to be vague or unclear to the participants. Necessary changes and improvement will be done on the questionnaire to ensure that the questionnaire is fully understood by the respondents.

3.6 Techniques of data analysis

As for data analysis techniques, the collected data from the respondents is analyzed by using several statistical tools. In which the data will be analyzed. In this study, the tools that are used in this study and the interpretations of the results in the quantitative data analysis where SPSS software Version 22 was used.

This will include descriptive statistics, to identify the characteristics of the respondents, normality test to validate the data collected from the respondents. Moreover, in order to describe the differences between the variable as well as the demographic factors, inferential analysis was also employed. Hence, the data were analyzed where the hypothesis is tested.

3.6.1 Data screening

In this research, data screening was carried out in order to make sure that the results of the analysis are valid to be interpreted correctly and explicitly (Lawrence, Glenn, & AJ, 2006). Data screening process contains a number of procedures in order to ensure that the characteristics of data would not negatively affect the results.

3.6.2 Missing Data

Missing data is another stage of testing the collected data. This is considered crucial part before data analysis as the data is often imbued with mistakes as well as data entry errors which completely influence the results of the data analysis (Hair, Black, Babin, & Anderson, 2009). Additionally, variables were tested before examining the research hypothesis for data entry and satisfaction of the assumptions for multivariate analysis and the accuracy of missing values. Missing data refers to the cases where valid values one or more variables are wrongly entered or even not available for data analysis (Hair *et al* 2007)

3.6.3 Normality test

In quantitative research, we use normality testing in order to define whether the data set is well modeled through a normal distribution as well as to compute how positive reflecting a random variable which is underlying the data to be normally distributed (Hair, Black, Babin & Anderson.

2009). To some extent, Normality also can be measured by obtaining skewness and kurtosis values. Meaning that the normal distribution defines the expected distribution of sample means and several other chance accuracies (Hair, Money, Samouel & page, 2007). Furthermore, it is important to emphasize that normal distribution is crucial as it provides the elemental basis for many of the inferences by the researchers who are collecting data while using sampling. Henceforth, for this research, the research use normality test in order to make sure the normality of checking and distribution for outliers.

According to Hair et al (2009), the statistically skewed distribution is between +1 to -1 and that implies a substantially skewed. In this study, the skewed values of all variables are between +1 to -1. Additionally, Farbrigar, Wegener and MacCallum (1999) argued that Kurtosis is a normal range if it falls between +1 to -1. In this case, the Kurtosis has been tested and it was evident that all variables are+1 and -1. Table 3.2 exhibits the Skewed and Kurtosis of all variables.

Table 3. 3 *Assessment of Normality*

Variables	**Skewness**	**Kurtosis**
Intention to use	-0.503	0.580
Attitude	-0.175	-0.333
Religious obligation	-0.491	-0.028
Social behaviors	-0.419	-0.236
Pricing system	-0.533	-0.264

3.6.4 Descriptive statistic

According to Munhurrum *et al*, (2010), descriptive analysis is employed to define the main features of the quantitative data that the researcher collected. In this case, this is where its objective is to formulate a set of data in which the researcher collected questionnaire from the respective respondents. By using SPSS software, this research used all the data attained from the sections of A, B, C, D as well as E in the questionnaires in order to scrutinize and analyze the descriptive statistic. Furthermore, frequency distribution was also obtained from the personal data of all respondents. Having said that, the result of this analysis is clearly interpreted and explained in chapter four of this study by using illustrations, graphs as well as tables.

3.6.5 Reliability Test

According to Sekaran (2003), the reliability is an important role to test consistency and stability. It's a measure which is established through testing both stability and consistency. In this case, the consistency illustrates how well the items are measuring the concept. Further, as there are several methods to calculate internal consistency, the Cronbach's Alpha is the most widely used method which is a coefficient reliability that implies how well the set of items are positively correlated to each other. Sekaran (2010) explained that reliabilities less than 0.60 are considered to be poor, those in 0.7 range are acceptable, and those over 0.8 are considered good.

Table 3. 4 *Reliability Test Analysis*

Variables	**Number of items**	**Cronbach's Alpha Values**
Intention to use	4	.882

Attitude	4	.800
Religious obligation	6	.838
Social behaviors	4	.846
Pricing system	6	.907

3.6.6 Independent T-test

According to Gorman & Robert, (2014), T-test is vital and needed when researchers are testing or comparing the differences between two groups' means in order to identify whether there are statistically significant differences between the means of different groups. As for this research, the t-test is used in order to analyze the difference between gender (male and female) towards their intention to use Islamic house financing with other independent variables which are involved in this study. This illustrates and depicts whether the perceived difference is meaningfully distinct between female and male.

3.6.7 One-way ANOVA Test

According to Sekaran (2003), ANOVA which stands Analysis of Variances is part of the inferential analysis which is employed to test the difference between at least three groups or more even more than three groups. It's because the test is attracting or engaging for the case of two groups is covered or dominated by t-test. Hence, since there are more than two groups in this study, one-way ANOVA is applicable and appropriate in order to test the hypothesis which involved the selected demographic profile.

According to Blaikie (2003), the one-way ANOVA needs certain assumption to use the value of F statistic so that in order to determine whether the difference means are significant or not. As for the interpretation of the output, the researcher needs to refer to the column labeled significance. However, in case the f-value is under the significance level which is (>0.05) then there are statistically significant differences between the groups that are involved.

3.6.8 Pearson correlation

The Pearson correlation is an important statistical method that measures the strengths of the variables and the relationships between those involved variables. In other words, it measures the linearity association between two metric variables as cited by (Hair *et al* 2009). Broadly speaking, it's often used to assess the association between dependent variables and independent variables as well as their strength or relationship.

In this case, when the researcher assumes that the correlation coefficient is significance from the test, then the general rule of thumb is applied (Hui, 2012). Furthermore, according to Gliner, (2009), it is illustrated that Pearson correlation method can vary from (-1.0) depicts perfect negative correlation, whereas (0.0) denotes no correlation at all and (+1.0) depicts perfect positive correlation. The researcher should take into account that (+1.0) and (-1.0) are having strong or equal value however, both would come out with different interpretations. On the other hand, in order to determine the significant value of the variable, it can be seen through the significant value stated in the table. If the significant value is p<0.05, therefore, there is no correlation between the variables. If the value is above the sign value, it can be concluded that there is not significant and there is no relationship between the variables involved (Coakes & Steed, 2007).

3.7 Conclusion

This chapter discusses the research design which is based on the quantitative approach by the use of s self-administrated questionnaire. In addition, non-probability sampling is used in this study. The research framework, hypothesis, research design and operational definition were discussed in this chapter. Data collection method such as population, sample size, and the survey procedures were discussed along with the minimum sample size requirements. Moreover, techniques of data analysis were also explained followed by the statistical techniques used in the study such as demographic profile, descriptive, correlation, independent t-test and one-way ANOVA. Moreover, the analysis used SPSS Version 22.0 and the results of the analysis are explained in the next chapter, chapter 4.

CHAPTER FOUR

DATA ANALYSIS

4.0 Introduction

This chapter presents the analysis of the study. The chapter starts with the demographic profile of the respondent that answered the questionnaire. Next, the finding of the relationship between the dependent and independent variables of the research is presented. The process of analyzing the data by using descriptive and inferential analysis and the result is divided into two sections. First is a descriptive statistical analysis which is related to demographic characteristics of the respondents. Secondly, is an inferential analysis which presents the hypothesis using T-test, ANOVA, correlation and multiple regression analysis. All data analysis already mentioned in the previous chapter will be thoroughly discussed in this chapter.

This chapter is consisting of five sections which are descriptive statistical analysis, hypothesis using T-test, ANOVA, correlation, multiple regression analysis and conclusion. Firstly, descriptive statistical analysis and observation of the variable will be discussed. Secondly, differences between demographic factors and Islamic house financing selection which consist of independent sample t-test, one-way analysis of variable (ANOVA).

4.1 Profile of the Respondents

Based on the sample size of the research, a total of 230 self-administered sets of questionnaires were distributed to the respective respondents in academic staffs at University Malaysia Perlis. In order to describe the respondent's profile, the researcher conducted a descriptive analysis to explore the data that has been collected. Analyzing the respondent's profile is an essential step to determine the tendency of customer's intention to use Islamic house financing scheme. The factors used to determine the respondent's profile include; gender, age, marital status, race, the educational level of the respondents, their monthly income level, academic staff level.

Table 4. 1 *The Profile of the Respondents*

No	Items	Frequency	Percent
1	**Gender**		
	Male	126	54.8
	Female	104	45.2
	Total	230	100
2	**Ethnic**		
	Malay	158	68.7
	Chinese	52	22.6
	Indian	16	7.0
	Others	4	1.7
	Total	230	100

3	**Age**		
	20 years and below	1	.4
	21-30 years	16	7.0
	31-40 years	154	67.0
	40 years and above	59	25.7
	Total	230	100
4	**Educational level**		
	Bachelor degree	7	3.0
	Master degree	78	33.9
	PhD degree	143	62.2
	Others	2	9.0
	Total	230	100

5	**Marital status**		
	Single	44	19.1
	Married	186	80.9
	Total	230	100
6	**Academic position**		
	Lecture	85	37,0
	Senior lecture	145	63.0
	Total	230	100

7	**Monthly income level**		
	Less than 1000	-	-
	RM1000-3000	2	.9
	RM3000-5000	35	15.2
	RM5000-10000	156	67.8
	RM10000 and above	37	16.1
	Total	217	100

The above table 4.1 displays the results of the respondents profile analysis carried out by the researcher. The first category of the profile that is gender is found to have more male respondents than the female. The result shows that the total male respondent is 126 equivalents to (58.4%) from the total number of respondents and the rest 104 were female which is equal to (45.2%) respectively. For the ethnicity, the result found that the majority of the respondents were Malay which is 158 respondents (68.7%) the Chinese were 52 respondents (22.6%) the respondents of Indian were 16 respondents which are (7.0%) the Others was only 4 respondents (1.7%). As for the respondent's age, the result of the descriptive analysis used by the researcher indicates that most of the respondents were between the age of 31-40 years old which shown a percentage of 67.0% followed by the category of 40 years above with 25.7%. The rest two category which is '20 years and below' and '21-30 and above' showed a result that is 0.4% and 16% respectively. As for the respondents educational level, most of them are PhD degree level that is, 143 respondents (67.0%), 78 respondents (33.9%) studied master degree, while the respondents of 7 which is (3.0%) were bachelor degree, 2 respondents were the others which is (9.0%). According to the marital status of the respondents, married is the highest figure which is 186 respondents with a percentage of (80.9%) and 44 respondents were single (19.1%). As for the academic position the highest figure goes to a senior lecture which is 184 with a percentage of (63.0%) and 85 respondents were a lecture (37.0). according to the descriptive analysis conducted by the researcher for the collected data, out of 230 respondents 156 of them (67.8%) received income between RM5000-10000, followed by 37 (16.1%) of that gains RM 10000 and above each month, while 25 (15.2%) respondents gain only RM3000-5000, and only 2 (9%) respondents receive income of RM1000-3000.

4.2 Determining the level of the customer's intention to use Islamic House financing

In order to determine the level of customer's intention to use Islamic house financing, the researcher conducted Descriptive Statistics Analysis. By using this test, the researcher analyzed the dependent and independent variables of the study which are the intention to use Islamic house financing, attitude, religious obligation, social behaviors, and pricing system. To obtain the mean values of these variables, a measure of seven Likert scales were used. This means that, the more the number of seven the greater the goodness of the variable.

4.2.1 The Differences of Demographic Factors on Customer's Intention

The differences of demographic factors on customer's intention are to test the first hypothesis. The demographic factors are gender, ethnic, age, educational level, marital status, academic staff and income that tested by T-test analysis and ANOVA analysis respectively.

4.2.1.1 Differences of Gender on Customer's Intention (T-test)

The difference of gender on customer's intention was measured by using an independent T-test it is used to do a comparison for variables that have two means in order to test if there any significant difference of gender on customer's intention to use Islamic house financing. Moreover, it was tested the null hypothesis whether to accept or reject and the hypothesis as follows:

H01: There is no significant difference between gender and customer's intention to use Islamic house financing.

Table 4. 2 *Differences between gender and customer's intention (T-test)*

Variable	Gender	Mean	Std. deviation	t-value	Significant level
Customer's intention to use Islamic house financing	Male	4.1230	0.57424	3.283	.375
	Female	3.8558	0.65978	3.240	

Please refer Appendix (E)

The hypothesis that been tested in the above table is linked to the first objective of this study that is to identify the differences between the respondent's intention to use Islamic house financing and their gender. The result of the above table shows that the 126 male respondents whose intention to use Islamic house financing have a mean of 4.1230 with a standard deviation of0.57424 compared to the 104 female respondents that have a mean 3.8558 with a standard deviation of0.65978. The interpretation of this result is that, the study found that both male and female have a high intention to use Islamic house financing. The female and male respondents found to have an equally high intention to use Islamic house financing which showed a mean of 4.1230 and 3.8558 respectively.

Furthermore, the result of the independent t-test showed that the significant value (T-value) is 3.283 and the significant value is 0.375 which is more than the significant of 0.05. Therefore, the null hypothesis for this test is accepted. And it can be concluded that there is no significant differences between the intention to use Islamic house financing and the gender.

4.2.1.2 Differences of Marital status on Customer's Intention

In this test, the marital status of customer's intention was measured by using an independent T-test. It was tested the null hypothesis whether to rejected or accepted and the hypothesis as follows:

H01: there is no significant difference between marital status and customer's intention to use Islamic house financing among UniMAP academic staff.

Table 4. 3 *Difference between marital statuses on customer's intention **(T-test)***

Variable	Marital status	Mean	Std. Deviation	t-value	Significant Level
Customer's intention to use Islamic House Financing	Single	3.7500	0.67986	-3.017	.110
	Married	4.0618	0.60085		

Please refer Appendix (E)

The above table shows that 44 respondents that have single group whose intention to use Islamic house financing have a mean of 3.7500 with the standard deviation of 0.67986 compared to 186 respondents that married group which a mean of 4.0618 with a standard deviation of 0.60085. The interpretation of this result is that the study found that both of the two groups have a higher intention to use Islamic house financing.

However, the result of independent sample t-test shows the significant value is 0.110 which is the value is more than the significant level 0.05. Therefore, the result of the study is not significant, thus, in this case, the study accepted the null hypothesis (H01).

4.2.1.3 Differences of Academic Position on Customer's Intention

The difference of academic position on customer's intention was measured by using an independent T-test. It was tested the null hypothesis whether to accepted or rejected and the hypothesis as follows:

H01: there is no significant difference between academic position and customer's intention to use Islamic house financing among UniMAP academic staff.

Table 4. 4 *Difference between academic positions on customer's intention (T-test)*

Variable	Academic position	Mean	Std. Deviation	t-value	Significant Level
Customer's intention to use Islamic	Lecture	3.8029	0.65476	-3.794	.203
House	Senior lecture	4.1190	0.58191		

Financing

Please refer Appendix (E)

The above table shows that 85 respondents that have lecture whose intention to use Islamic house financing have a mean of 3.8029 with the standard deviation of 0.65476 compared to 145 respondents that senior lecture which a mean of 4.1190 with a standard deviation of 0.58191. The interpretation of this result is that the study found that both of the two groups have a higher intention to use Islamic house financing.

However, the result of independent sample t-test shows the significant value is 0.203 which is the value is more than the significant level 0.05. Therefore, the result of the study is not significant, thus, in this case, the study accepted the null hypothesis (H01).

Summary of the first hypothesis tested using T-test

Table 4. 5 *Summary of the First Hypothesis Tested Using **T-test***

Hypothesis	t-value	Test	Result
H01: There is no significant difference between the gender and customer's intention to use Islamic house financing.	3.283	.375	Accept
H01: There is no significant difference between the marital status and customer's intention to use Islamic house financing.	-3.017	.110	Accept
H01: There is no significant difference between the academic position and customer's intention to use Islamic house financing	-3.794	.203	Accept

4.2.1.4 Differences of Age on Customer's Intention (ANOVA)

In this study, the researcher used One Way ANOVA test in order to examine the difference between age and customer's intention to use Islamic house financing. The proposed hypothesis for this variable is as follows:

H01: There is no difference between age and customer's intention to use Islamic house financing.

Table 4. 6 *Differences of the age on individual intention (ANOVA)*

Variable	Age	Mean	Std. deviation	F	Significant level
Customer's intention to use Islamic house financing	20 years and below	4.0000	-	2.709	.046
	21-30	3.9844	0.75632		
	31-40	3.9286	0.63382		
	40 and above	4.1992	0.53695		
	Total (230)	5.924	0.777		

Please refer Appendix (E)

Table 4.19 illustrates the mean and standard deviation of the age. The result reveals the mean of the respondent who are 20 years and below is 4.0000 with standard deviation 0.0000 while the mean of the respondents who is 21-30 years is 3.9844 with the standard deviation of 0.76632. The mean of other categories are 31-40 years, 40 years and above 3.9286 and 4.1992 with the standard deviation 0.63382 and 0.53695 respectively

The finding of the study shows the F-value is 2.709 and the significant value is 0.046. The significant value of0.046 is less than the alpha value which is 0.05. Thus, the result is significant and the hypothesis null that stated that there is no significant difference between age and customer's intention to use Islamic house financing is rejected.

4.2.1.5 Differences of Ethnic on Customer's Intention (ANOVA)

The test will describe hypothesis null was accepted or rejected and the result show there is a significant difference between ethnic groups and customer's intention to use Islamic house financing or not the test used by One-way ANOVA. The hypothesis tested to determine the differences of ethnic on customer's intention as follows

H01: There is no significant difference between the ethnic and customer's intention to use Islamic house financing.

Table 4. 7 *The differences of ethnic groups on individual intention (ANOVA)*

Variable	Ethnic groups	Mean	Std. deviation	F	Significant level
Customer's intention to use Islamic house financing	Malay	6.007	0.674	19.240	.000
	Chinese	4.878	1.284		
	Indian	5.00	0.980		
	Others	4.667	0.945		
	Total	5.924	0.777		

Please refer Appendix (E)

The above table 4.19 shows the results the mean for the four items that are Malay, Chinese, Indian and Others are 4.1266, 3.8221, 3.6094 and 3.000 with the standard deviation of 0.57325, 0.54082, 0.91273 and 0.40825 respectively.

However, the result of the F-value is 10.060 with a significant value .000. The significant for the ethnic group is less than the alpha value of 0.05. Therefore, the null hypothesis is rejected. Thus it can be concluded that there is a significant difference between the ethnic and customer's intention to use Islamic house financing.

4.6.1.6 **Differences** of **Educational** level **on** Customer's **Intention**

Table 4. 8 *The differences of Education level on customer's intention (ANOVA)*

Variable	**Edncation level**	**Mean**	**Std. Deviation**	**F**	**Significant Level**	
Customer's intention to use Islamic House Financing	Bachelor Degree and Below.	3.7143	0.94017	1.536	.20600	.000
	Master Degree	3.9295	0.66803			
	PhD Degree	4.0490	0.58235			
	Others	4.5000	0.70711			
	Total (312)	4.0022	0.62734			

Please refer Appendix (E)

The above table 4.5, in the case of educational level, the data shows that Bachelor degree, Master degree, PhD degree and others are having to mean between 3.7143, 3.9295, 4.0490, and 4.5000 respectively, and the standard deviations of these categories are 0.94017, 0.66803, 0.58235, and 0.70711 respectively. The ANOVA analysis showed among the levels of education has the highest mean.

Furthermore, the resnlt F valnes of education level are 1.536 with significant valne (F-value) of 0.206 the significant of this value for this factor is more than the alpha value of 0.05. Therefore, it can be concluded that we accepted null hypothesis because there is a significant difference between the Education level and Customer's intention to use Islamic house financing among UniMAP academic staff.

4.2.1.7 Differences of Income on Customer's Intention (ANOVA)

The differences of Income on customer's intention to use Islamic house financing were described by One-way ANOVA analysis. The rest will describe null hypothesis whether is rejected or accepted.

H01: There is no significant difference between the income and intention to use Islamic house financing.

Table 4. 9 *The differences of income on customer's intention (ANOVA)*

Variable	Income	Mean	Std. Deviation	F	Significant Level
	RM1 000-3 000	3.7500	0.00000	7.915	.000

Customer's intention to use Islamic house Financing	RM3000-5000	3.7500	0.70189
	RM5000-10000	3.9663	0.56303
	RM10000 and above	4.4054	0.65973
	Total (230)	4.0022	0.62734

Please refer Appendix (E)

Based on the above table, the result of the output indicates the income of respondents that RM1 000-3 000 is 2 respondents, RM3000-5000 was represented 35 respondents, RM5000 -10000 was 156 respondents and RM10000 and above was represented, 37 respondents. The result also indicates the respondents whose gain at RM5000-10000 was the high intention to choice Islamic house financing (mean 3.9663 and standard deviation 0.56303) then the second followed by RM10000 and above where mean is 4.4054 with standard deviation is 0.65973 third RM 3000-5000 where mean is 3.7500 with standard deviation 0.70189. The fourth RM 1000-3000 where mean is 3.7500 with standard deviation is 0.00000. The fourth one becomes the lower one who has the lowest relationship with the intention to use Islamic house financing. The result of ANOVA shows the F-value is 7.915 and the significant value is 0.000. Less than the alpha value which is 0.05. Thus, the result is significant and the null hypothesis is rejected. Thus, it is to conclude that at least one group income is significant differences with the intention of Islamic house financing among UniMAP academic staff.

Summary of the first hypothesis tested using ANOVA

Table 4. 10 *Hypothesis 1: ANOVA*

Hypothesis	F-value	Test	Result
H0 1: There is no significant difference between the ethnic and customer's intention to use Islamic house financing.	19.240	000	Reject
H0 1: There is no significant difference between the age and customer's intention to use Islamic house financing.	2.709	.046	Reject
H01: There is no significant difference between the education level and customer's intention to use Islamic house financing	1.536	.206	Accept
H0 1: There is no significant difference between the income and customer's intention to use Islamic house financing	7.915	.000	Reject

4.2.2 The Relationship between Independent Variable and Customer's Intention to Use Islamic House Financing

The second research hypothesis (hypothesis 2) is to test whether there are any significant relationships between the independent variables of the research which are (attitude, religious obligation, social behaviors and pricing system) and the dependent variable that is customer's intention to use Islamic honse financing. Therefore, the proposed hypothesis for this study are as follows:

H02: there is no significant relationship between the customer's intention to use Islamic house financing and attitude, religious obligation.

This hypothesis corresponds to the second objective of the research which is to determine the relationship between (attitude, religious obligation) and the customer's intention to use Islamic house financing. The statistic tool used for this hypothesis is Pearson's correlation. The result of this test and its interpretation is presented and discussed below.

Table 4. 11 *Correlation between customer's intentions to use Islamic house financing and attitude, religious obligation.*

Variables	Correlation	Significant Level
Attitude	.460	.000**
Religious Obligation	.246	.000**

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

The table 4.15 above presents the result of the Pearson's correlation analysis between the independent variables of the research which are: attitude, religious obligation and the dependent variable that is customer's intention to use Islamic house financing at the confidence level of 99% (P< 0.01). It can be briefly explained as the stronger the independents variable are, the greater customer's intention to use Islamic house financing.

Further, the strongest independent variable that highly correlated with the dependent variable is an attitude which is correlated at (46.0%), followed by attitude at (24.6%). Hence, the result indicates that religious obligation has the strongest relationship with the customer's intention to use Islamic house financing while attitude has a moderate relationship with the customer's intention to use Islamic house financing.

The second hypothesis tested here is stated in the null as, there is no significant relationship between the customer's intention to use Islamic house financing and attitude, religious obligation. Then, these two independent variables are significant at the confidence level of both 99% and 95% which showed a result of (.000) the P-value for all the independent variables is less than the significant levels of both 0.01 and 0.05. Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. And it is concluded that there is a significant relationship between the customer's intention to use Islamic house financing and attitude, religious obligation.

Table 4. 12 *Summary of the Second Hypothesis Tested Using Pearson's Correlation Analysis*

Hypothesis	P-value	Test	Result
$H0_2$: There is no significant relationship between the customer's intention to use Islamic house financing and attitude, religious obligation.	.000	$P < 0.05$	Rejected

4.2.3 The Significant Influence of the (Social behaviors and Pricing system) and Customer's Intention to Use Islamic House Financing.

The third and last hypothesis of the study is to test if there is a significant influence of social behaviors, pricing system and customer's intention to use Islamic house financing. The hypothesis is stated in the null as; there is no significant influence of the factors of (social behaviors, pricing system) and the customer's intention to use Islamic house financing. The hypothesis corresponds to the third research objectives which is to examine the significant influence of (social behaviors, pricing system) and customer's intention to use Islamic house financing. The statistical tool used for this hypothesis is multiple regression analysis. The result of this test and its interpretation as follows:

Table 4. 13 *Result of Multiple Regression Analysis*

Hypothesis	Variables	B	Std. error	t	Sig.
	(Constant)	6.967	1,023	6.807	0.000**
	Social behaviors	0.552	0.075	7.333	0.000**
	Pricing system	-0.002	0.043	-.058	0.954**

R^2= 0.274

F value= 42.938

Significant= 0.000

Notes: * significant at 0.05: ** significant at 0.01

Please refer Appendix (G)

The R^2 obtained indicate the percentage of variance in the dependent variables that can be explained by the independent variables. The R^2 of the regression model is 0.274. By converting this figure to a percentage, the R^2 for this model is 27.4%. Thus it showed that 27.4% of the variance of customer's intention to use Islamic house financing can be explained by the two independent variables which are social behaviors and pricing system. Moreover, the output showed that the independent variables (social behaviors and pricing system) are statistically significant to predict the Customer's intention to use Islamic house financing at the interval level of 0.05. The highest B coefficient score is social behaviors with the B coefficient of 0.552 followed pricing system with 0.002. It can be concluded that social behaviors is the highest variable to influence on customer's intention to use Islamic house financing while pricing system gives moderate impact on customer's intention to use Islamic house financing.

Table 4. 14 *Summary of the Third Hypothesis Tested Using Multiple Regression Analysis*

Hypothesis	P-value	Test	Result
H_3: There is a significant influence of the factor of social behaviors on the individual intention to use Islamic house financing.	.000	$P < 0.05$	Accepted
There is a significant influence of the factor of pricing system on the individual intention to use Islamic house financing.	.952	$P < 0.05$	Rejected

4.3 Conclusion

In this chapter, the researcher discusses the analysis of data collected. In data analysis, SPSS V.22 was used. Whereas the analyzing process involves the profile of respondents, descriptive analysis, Pearson's correlation test, multiple regression independent t-test and One Way ANOVA test. The hypothesis was tested in accordance with aforementioned statistical tools. Meaning that the study tested the difference between selected demographic factors and customer's intention to use Islamic house financing using independent t-test and One Way ANOVA test.

The correlation test was used in order to test the relationship between attitude, religious obligation and the customer's intention to use Islamic house financing. The correlation of attitude, religious obligation shown a positive correlation. Last but not the least in the regression analysis there is one factor which is social behaviors show a significant value and indicate a moderate beta value. Therefore, these factors have a significant influence on customer's intention to use Islamic house financing.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter focuses and discusses more on the research findings and analyses the results in accordance with the objectives of this research. Furthermore, this chapter also answers the questions posed in chapter one. Moreover, this chapter starts with a summary of the study, discussions regards to findings, implications, and contributions of the research followed by limitations and recommendations and lastly conclusion of the research.

5.1 Summary of Findings

This research paper attempted to identify the differences between the demographic factors and the customer's intention to use Islamic house financing, to determine the relationship between (attitude, religiosity, social behaviors, and pricing system) and customer's intention to use Islamic house financing and also to examine the significant influence (attitude, religious obligation, social behaviors, pricing system) and customer's intention to use Islamic house financing.

In addition to that, data were collected from the academic staff of University Malaysia Perlis (UniMAP).

According to the questionnaire, two hundred eighty (280) questionnaire was distributed and two hundred fifty-two (252) questionnaire were returned. However, following the thorough checking of the received questionnaires, it revealed that merely 230 were usable and fit for data analysis.

5.1.1 To identify the differences between the demographic factors and the customer's intention to use Islamic house financing

The first objective of the study was to identify whether there is a significant differences between the demographic factors and the customer's intention to use Islamic house financing. The demographic factor analyzed include gender, ethnic, age, education level, marital status, academic staff and income. Whereby the gender, marital status, and academic staff were analyzed using T-test analysis tool, as it is either male or female, single or married, lecture or senior lecture respectively. Whereas ethnic, age, education level and income were analyzed using One Way ANOVA as it a comparison between a group which is more than two. As for the ethnic, it contains four categories which are Malay, Chinese, Indian and Others. The age consisted of four types 20 years and below, 21-30 years, 31-40 years and 40 years and above. The educational level is made up of four items, Bachelor degree, Master degree, Ph.D degree and others. The income also contains five items less than RM 1000, RM1000-3000, RM3000-5000, RM5000-10000 and RM 10000 and above.

Thereafter, the findings of this study revealed that, there is no significant difference between demographic factor and customer's intention to use Islamic house financing based on the gender, marital status and academic staff, given that P-value is more than alpha value that is 0.375, 0.110

and 0.203 respectively (greater than 0.05, significant level). The consequence, this study concluded that gender, marital status, and academic staff are equally like to use Islamic house financing.

Moreover, the result of ANOVA on the other four factors namely: ethnic, age, education level and income revealed that three factor has a significant difference towards the customer's intention to use Islamic house financing is, ethnic, age and income with a P-value of 0.000, 0.046 and 0.000 respectively which is less than the significant level of 0.05. The other factor found to be insignificant, given that P-value for education level is 0.206>0.05. This corresponds with the study by Hamid and Masood (2011) which found that there is no significant between education level and customer's intention to use Islamic house financing.

The finding of this study regarding the ethnic, age and income which revealed that there is a significant difference between the ethnic, age, income and customer's intention to use Islamic house financing. Moreover, the mean value for these three items ethnic, age and income factors that is (Mean=6.007), (Mean=4.878), (Mean=5.000) and (Mean=4.667), followed by age (Mean=4.0000), (Mean=3.9844), (Mean=3.9286) and (Mean=4.1992) and the final factor is income (Mean=3.7500), (Mean=3.7500), (Mean=3.9663) and (Mean=4.4054). All these factors have a significant difference in customer's intention to use Islamic house financing.

5.1.2 Objective 2: To determine the relationship between (attitude, religious obligation) and customer's intention to use Islamic house financing.

The second objective is to explore the relationship between the determinants such as attitude, religious obligation and customer's intention to use Islamic house financing. The result shows that attitude, religious obligation, are significant and positively correlated with the customer's intention to use Islamic house financing. Hence, the study concludes that there is relationship between attitude, religious obligation and customer's intention to use Islamic house financing.

5.1.3 Objective 3: To examine the significant influence (social behaviors, pricing system) and customer's intention to use Islamic house financing.

The third objective is to examine the significant influence of social behaviors, pricing system and customer's intention to use Islamic house financing. From the finding, it shows that social behaviors is significant influence towards customer's intention to use Islamic house financing. While the pricing system has insignificant towards customer's intention to use Islamic house financing. Thus, the study concludes that there is significant influence between social behaviors and customer's intention to use Islamic house financing.

5.2 Implication of the study

The aim of this study was to draw insights on the factors that affect the customer's intention to use Islamic house financing. This study highly contributes to the field of Islamic house financing by providing a framework that helps to have knowledge on the factors that have the effect to the intention to use Islamic based on house financing rather than that of the conventional. This study is a significant noteworthy that fill the existed gap in the literature of Islamic house financing in term of a quantitative approach. The research model for this study uses four dimensions to examine its influence on the customer's intention to use Islamic house financing.

The Theory of Reasoned Action (TRA) was employed to state the factors that have an impact on the customer's intention to use the system. The result states that social behaviors and religious obligation are the main factors that motivate the customers to make use the system. Hence, the outcome of this study suggests the Islamic financial institution and Islamic house financing emphasize on the religious aspects. Moreover, the result of this study provides a number of major implication for the Islamic financial institutions.

5.3 Limitations of the study

Regarding the limitations of this study, it is obviously clear that all studies have limitations. This study has several limitations, the first limitation is that this study employed non-probability sampling; the selection of elements for the sample is not necessarily made with the aim of being statistically representative of the population.

Rather, the researcher based the sample on the objective methods such as personal experience, convenience, expert judgment and so on to select the element in the sample (Mark *et al*, 2009). Therefore, this implies a lack of generalizability of respondents towards whole respondents. In addition to this, the researcher only focuses on the specific participants in certain locations to collect the data. This is because the data was only confined to academic staffs of University

Malaysia Perlis (UniMAP). In addition to that there is there is another limitation of the transportation because the area that was collected from the data was quite far.

5.4 Contribution of the study

In this study, it provides desired and much needed empirical finding and analysis regarding the important of selection Islamic house financing. Furthermore, knowledge is one of the most importance contributions of this research as this study attempts to fill the research gap, and add to the literature of Islamic house financing.

Therefore, the study on Islamic house financing has various potentials to be further explored. The independent variables such as attitude, religious obligation, social behaviors and pricing system can be extended to cover the dependent variable that intention of UniMAP academic staffs to use Islamic house financing. As this research only investigates the UniMAP academic staff.

In this research, the result shows that attitude is the main factor that influences the individual customer to select Islamic house financing. Meanwhile, the religious obligation is the second variable that important in the choice the system because of the influence of customers ofUniMAP academic staff to choose Islamic house financing. However, social behaviors is the third variable that has an affecting the customer's intention to use Islamic house financing. Lastly, pricing system is the fourth variable that has the lowest influence on customer's intention to use Islamic house financing towards academic staff of the Universiti Malaysia Perlis (UniMAP).

5.5 Conclusion

This study was undertaken to identify the factors that influence customer's intention to use Islamic house financing. There were three research objectives of this research were developed for the purpose of this study. Hence, all the objectives of this research were achieved in a successful manner. The result of this study indicated that attitude, religious obligation, and social behaviors are the most factors that influence that customer's intention to use Islamic house financing.

The findings of the research were presented in the fourth chapter of the study in a detailed and interesting manner. This was followed by an extensive discussion of their findings while relating it to the research objectives. Further, this study has as well highlighted the implication of the study. The study suggested for future researchers by describing new dimensions that were not undertaken in this research.

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Appendix A

Pusat Pengajian Perniagaan Islam
ISLAMIC BUSINESS SCHOOL
كلية إدارة الأعمال الإسلامية
Universiti Utara Malaysia

FUCTORS INFLUENCING CUSTOMER'S INTENTION TO USE ISLAMIC HOUSE FINANCING AMONG UNIVERSITI MALAYSIA PERLIS ACADEMIC STAFF

Dear Respondents,

I am Sayidali Abdi Qodah, student of Master in Islamic Finance and Banking (MIFB) at present conducting a research on "**Factors Influencing customer's intention to use Islamic house financing among Universiti Malaysia Perlis academic staff**". This questionnaire is divided into TWO (2) sections, namely:

SECTION A: Respondent's Background

SECTION B: variables

All of the information and respondents identity will be kept strictly confidential and will be used for academic purpose only. Thank you very much for your time and cooperation.

SECTION A Demographic

Please CIRCLE the one that applies:

1. **Gender:** ☐.Male ☐.Female

2. **Etnic:** ☐Malay ☐ Chinese ☐ Indian ☐ Others

3. **Age**: ☐ 20years and below ☐ 21–30years ☐ 31–40years ☐. 40years and above

4. **Education level :** ☐ Bachelor Degree and Below. ☐ . Master Degree ☐ . PHD Degree ☐ Others ________

5. **Marital Status:** ☐ Single ☐ Married

6. **Academic position** ☐ Lecture ☐ Senior lecture

7. **Income:** ☐ Less than RM1,000 ☐ RM1,000–RM3,000

☐ RM3, 000–RM5, 000 ☐ RM5, 000–RM10, 000 ☐ RM10, 000 and above

☐

SECTION B

Instructions: Please read each question carefully and respond to all questions to the best of your ability by circling one number according to the following 5-point Linker scale:

No.	INTENTION TO USE ISLAMIC HOUSE FINANCING.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I intend to use Islamic house financing in the future.	1	2	3	4	5
2.	I will use Islamic house financing someday.	1	2	3	4	5
3.	I will spend more time to pay attention on Islamic house financing service.	1	2	3	4	5
4.	I will definitely recommend Islamic house financing to others.	1	2	3	4	5

No.	ATTITUDE	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

1.	Islamic house financing is one of the best Islamic banking products.	1	2	3	4	5
2.	I feel choosing Islamic house financing is good idea.	1	2	3	4	5
3.	I like to choose Islamic house financing.	1	2	3	4	5
4.	I feel choosing islamic house financing is beneficial.	1	2	3	4	5

No.	**RELIGIOUS OBLIGATION**	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1.	Islamic house financing is based on Islamic law.	1	2	3	4	5
2.	Islamic house financing is based on Islamic principle business implementation.	1	2	3	4	5
3.	An introduction of Islamic house financing is based on al-Quran and Hadith.	1	2	3	4	5
4.	Islamic house financing is transparency and unambiguous in their transaction.	1	2	3	4	5
5.	Islamic house financing is free from interest.	I	2	3	4	5
6.	Islamic house financing is free from fraud.	1	2	3	4	5

No.	**SOCIAL BEHAVIOUR**	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1.	Most people who are important to me have been supportive in the use of Islamic house financing.	I	2	3	4	5
2.	Most people who influence my behaviour think that I should use Islamic house financing.	1	2	3	4	5
3.	Most people who are important to me think that I should use Islamic house financing.	1	2	3	4	5
4.	In general, the university has supported the use of Islamic house financing.	1	2	3	4	5

No.	PRICING SYSTEM	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Service charge for Islamic house financing are higher.	1	2	3	4	5
2.	Islamic house financing offered by Islamic bank is lower.	1	2	3	4	5
3.	Penalty for Islamic house financing is higher.	1	2	3	4	5
4.	Islamic house financing not offer full financing for Islamic house financing.	1	2	3	4	5
5	Monthly payments for Islamic house financing are higher.	1	2	3	4	5
6.	Overall, Islamic house financing is higher.	1	2	3	4	5

Appendix B

Case Processing Summary

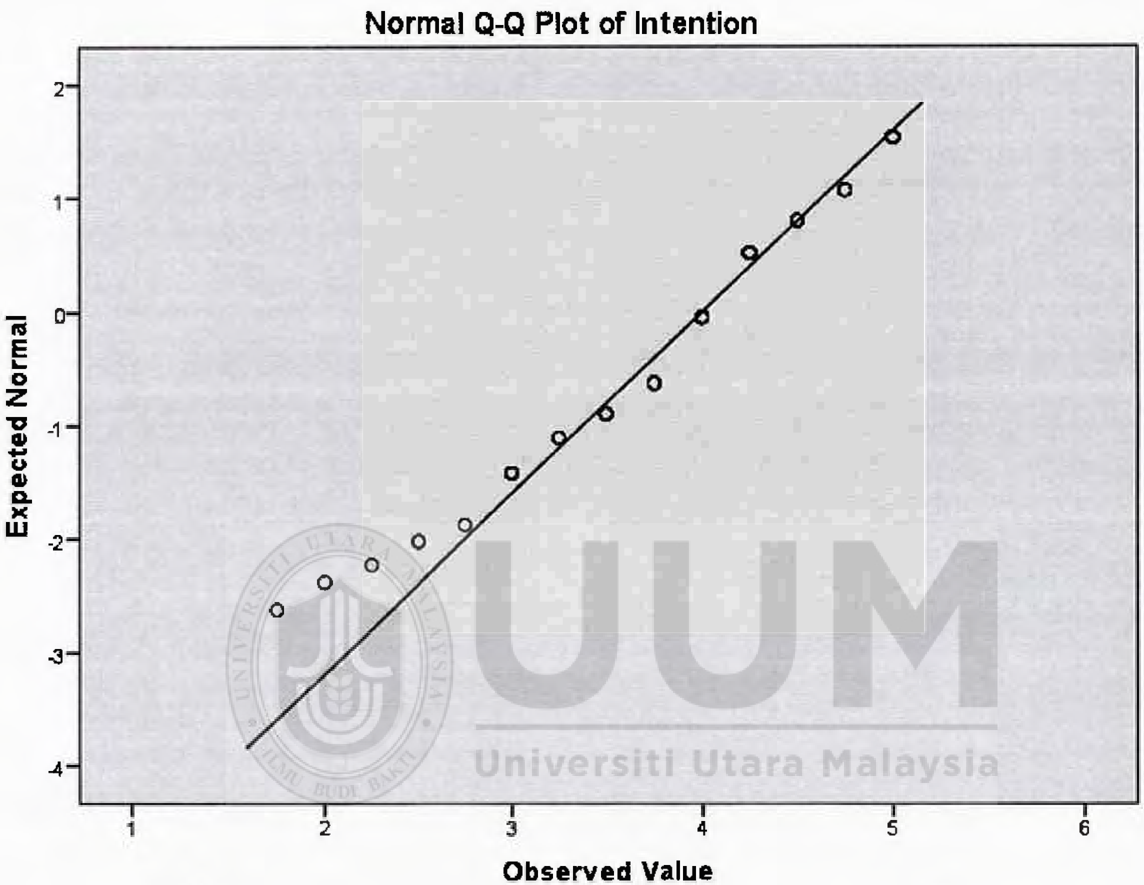
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Intention	230	100.0%	0	0.0%	230	100.0%
Attitude	230	100.0%	0	0.0%	230	100.0%
Rel_obligation	230	100.0%	0	0.0%	230	100.0%
Social_infl	230	100.0%	0	0.0%	230	100.0%
Pricing_systm	230	100.0%	0	0.0%	230	100.0%

Descriptives

			Statistic	Std. Error
Intention	Mean		4.0022	.04137
	95% Confidence Interval for Mean	Lower Bound	3.9207	
		UpperBound	4.0837	
	5% Trimmed Mean		4.0254	
	Median		4.0000	
	Variance		.394	
	Std. Deviation		.62734	
	Minimum		1.75	
	Maximum		5.00	
	Range		3.25	
	Interquartile Range		.75	
	Skewness		-.503	.160
	Kurtosis		.580	.320
Attitude	Mean		4.2402	.03359
	95% Confidence Interval for Mean	Lower Bound	4.1740	
		Upper Bound	4.3064	
	5% Trimmed Mean		4.2615	
	Median		4.1250	
	Variance		.259	
	Std. Deviation		.50937	
	Minimum		3.00	
	Maximum		5.00	
	Range		2.00	
	Interquartile Range		.50	
	Skewness		-.175	.160
	Kurtosis		-.333	.320
Rel_obligation	Mean		4.4152	.02848
	95% Confidence Interval for Mean	Lower Bound	4.3591	
		Upper Bound	4.4713	
	5% Trimmed Mean		4.4380	
	Median		4.5000	
	Variance		.186	
	Std. Deviation		.43185	
	Minimum		3.00	
	Maximum		5.00	

	Range		2.00	
	Interquartile Range		.71	
	Skewness		-.491	.160
	Kurtosis		-.028	.320
Social_infl	Mean		4.1250	.03948
	95% Confidence Interval for Mean	Lower Bound	4.0472	
		Upper Bound	4.2028	
	5% Trimmed Mean		4.1473	
	Median		4.0000	
	Variance		.358	
	Std. Deviation		.59874	
	Minimum		2.25	
	Maximum		5.00	
	Range		2.75	
	Interquartile Range		.75	
	Skewness		-.419	.160
	Kurtosis		-.236	.320
Pricing_systm	Mean		4.0000	.04598
	95% Confidence Interval for Mean	Lower Bound	3.9094	
		Upper Bound	4.0906	
	5% Trimmed Mean		4.0346	
	Median		4.0000	
	Variance		.486	
	Std. Deviation		.69726	
	Minimum		2.00	
	Maximum		5.00	
	Range		3.00	
	Interquartile Range		1.00	
	Skewness		-.533	.160
	Kurtosis		-.264	.320

Intention



Appendix C

RELIABILITY TEST

INTENTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.882	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intention1	12.0652	3.572	.784	.676	.834
Intention2	12.0391	3.575	.799	.668	.828
Intention3	11.9913	3.659	.745	.574	.849
Intention4	11.9304	3.917	.654	.457	.883

ATTITUDE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.837	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

Attitude1	12.8000	2.423	.678	.514	.791
Attitude2	12.7435	2.288	.719	.541	.772
Attitude3	12.7304	2.538	.666	.477	.796
Attitude4	12.6087	2.597	.617	.435	.817

RELIGIOUS OBLIGATION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.803	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Rel_obligation1	22.0609	4.896	.530	.458	.775
Rel_obligation2	22.0696	4.834	.568	.459	.767
Rel_obligation3	22.0261	4.916	.613	.456	.758
Rel_obligation4	22.0304	4.798	.588	.396	.762
Rel_obligation5	22.1130	4.843	.535	.411	.774
Rel_obligation6	22.1565	4.805	.511	.384	.781

SOCIAL INFLUENCE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.846	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Social_infl1	12.3435	3.598	.603	.403	.838
Social_infl2	12.4174	3.135	.747	.563	.776
Social_infl3	12.3739	3.353	.713	.517	.792
Social_infl4	12.3652	3.482	.672	.509	.809

PRICING SYSTEM

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.907	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Pricing_systm1	19.9826	12.270	.750	.659	.890
Pricing_systm2	20.0000	12.541	.702	.571	.897
Pricing_systm3	19.9870	11.899	.815	.742	.880
Pricing_systm4	20.0174	12.157	.785	.682	.885
Pricing_systm5	20.0000	12.690	.727	.606	.893
Pricing_systm6	20.0130	12.720	.682	.538	.899

Appendix D

DESCRIPTIVE TEST

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	126	54.8	54.8	54.8
	Female	104	45.2	45.2	100.0
	Total	230	100.0	100.0	

Ethnic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	158	68.7	68.7	68.7
	Chinese	52	22.6	22.6	91.3
	Indian	16	7.0	7.0	98.3
	Others	4	1.7	1.7	100.0
	Total	230	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years and below	1	.4	.4	.4
	21-30 years	16	7.0	7.0	7.4
	31-40 years	154	67.0	67.0	74.3
	40 years and above	59	25.7	25.7	100.0
	Total	230	100.0	100.0	

Mariage_stts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	44	19.1	19.1	19.1
	Married	186	80.9	80.9	100.0
	Total	230	100.0	100.0	

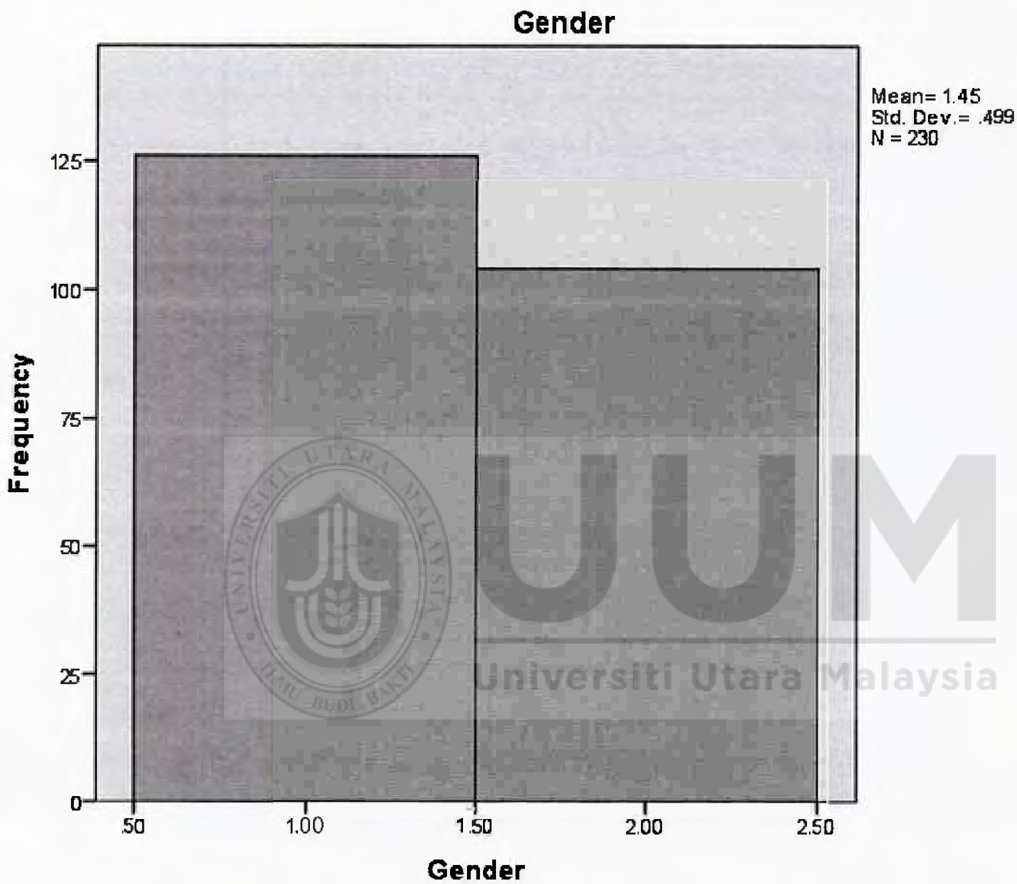
Acad_position

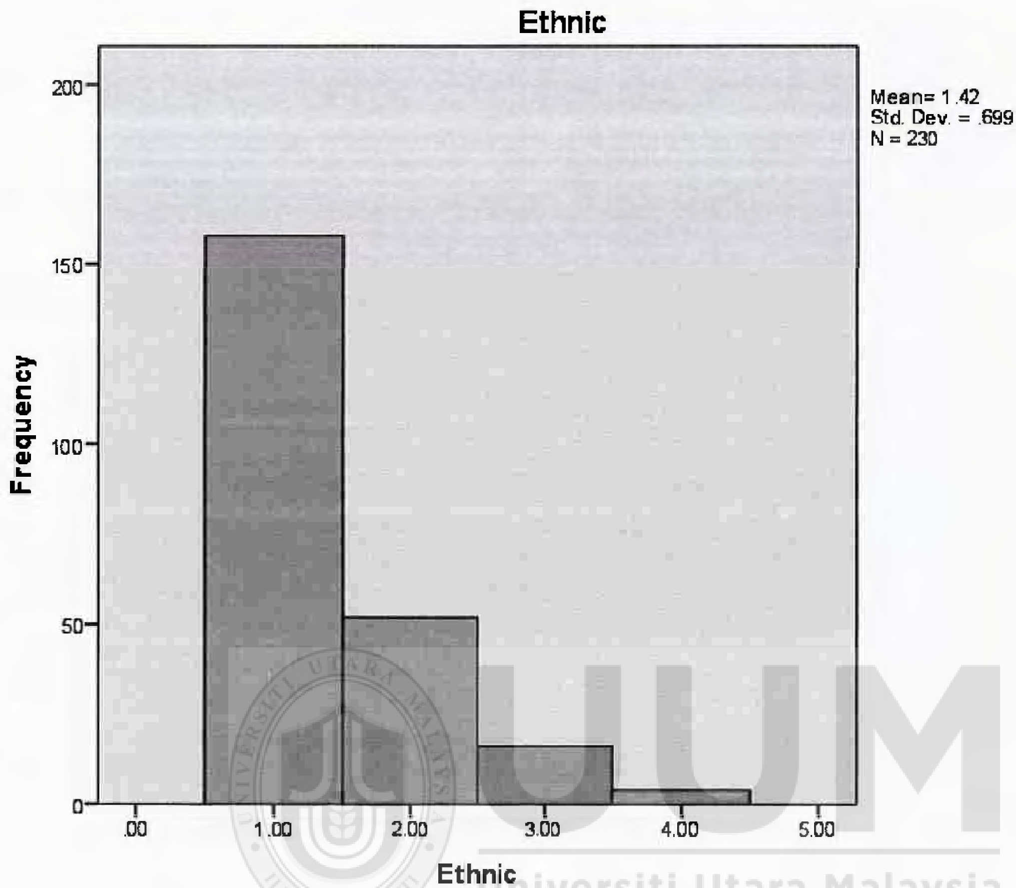
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lecture	85	37.0	37.0	37.0
	Senior lecture	145	63.0	63.0	100.0
	Total	230	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1,000-RM3,000	2	.9	.9	.9
	RM3,000-RM5,000	35	15.2	15.2	16.1
	RM5,000-RM10,000	156	67.8	67.8	83.9

RM10,000 and above	37	16.1	16.1	100.0
Total	230	100.0	100.0	

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.00
1.00
2.00
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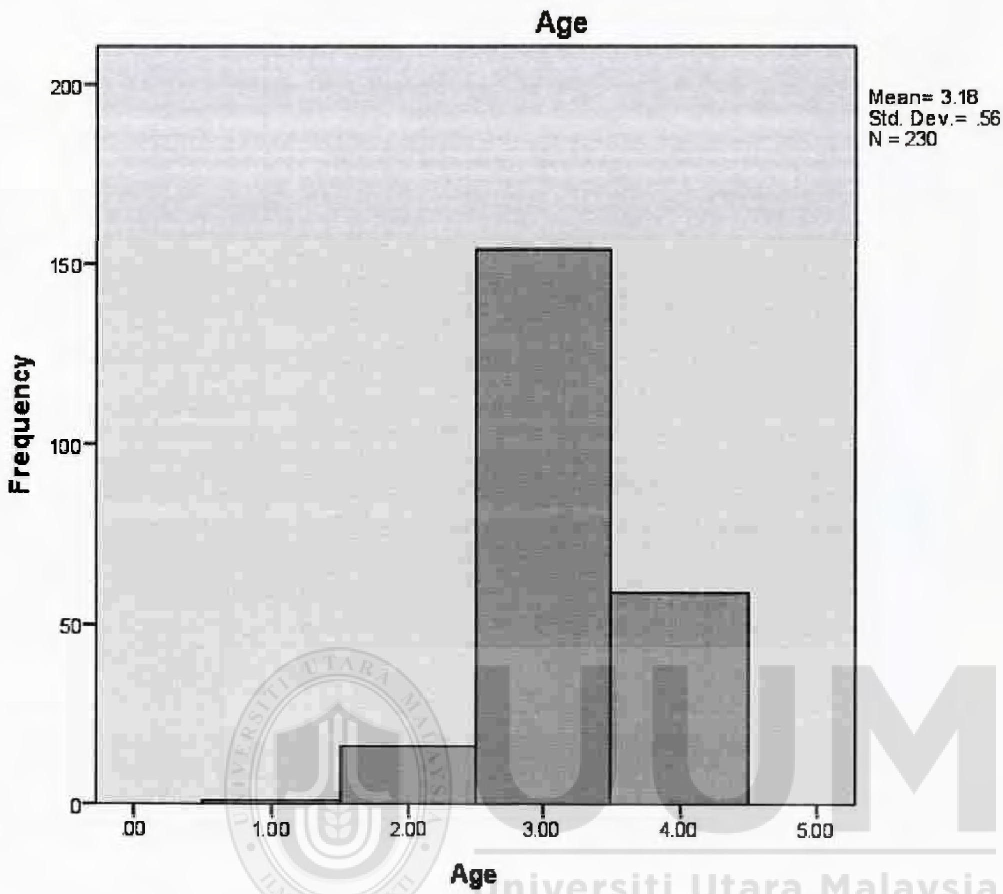
4.00
5.00
Ethnic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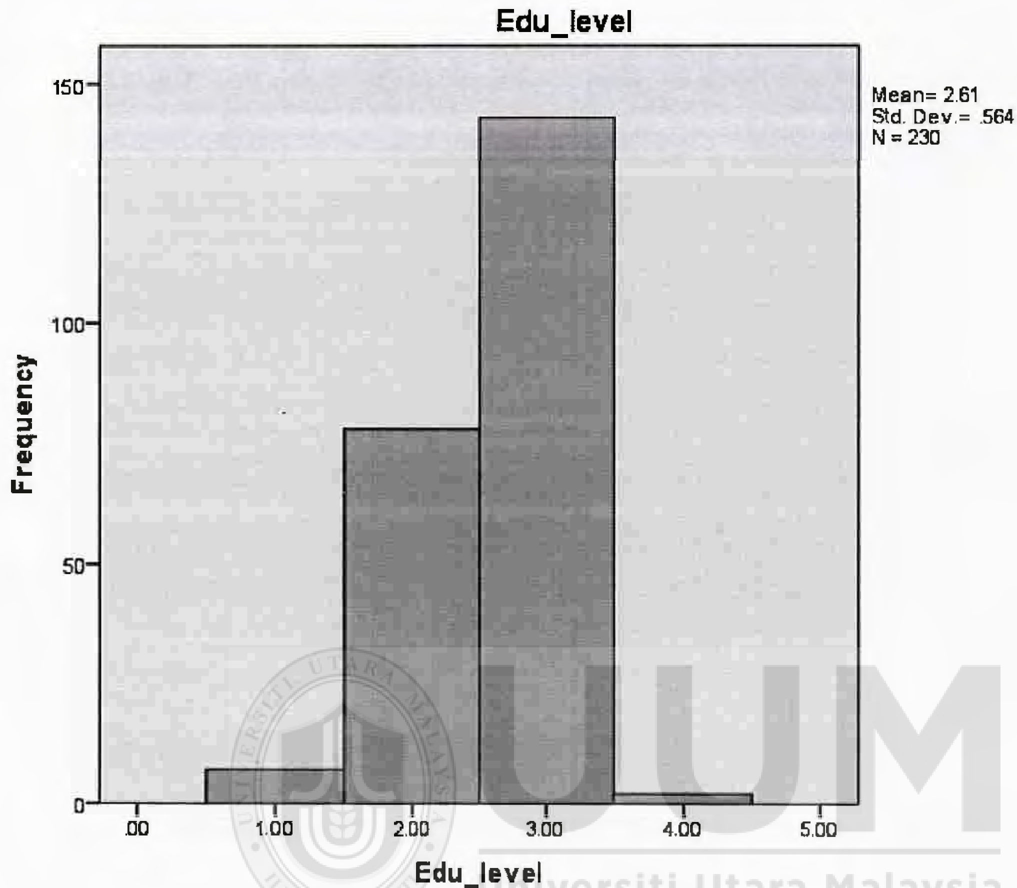
Age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Std. Dev.= .564
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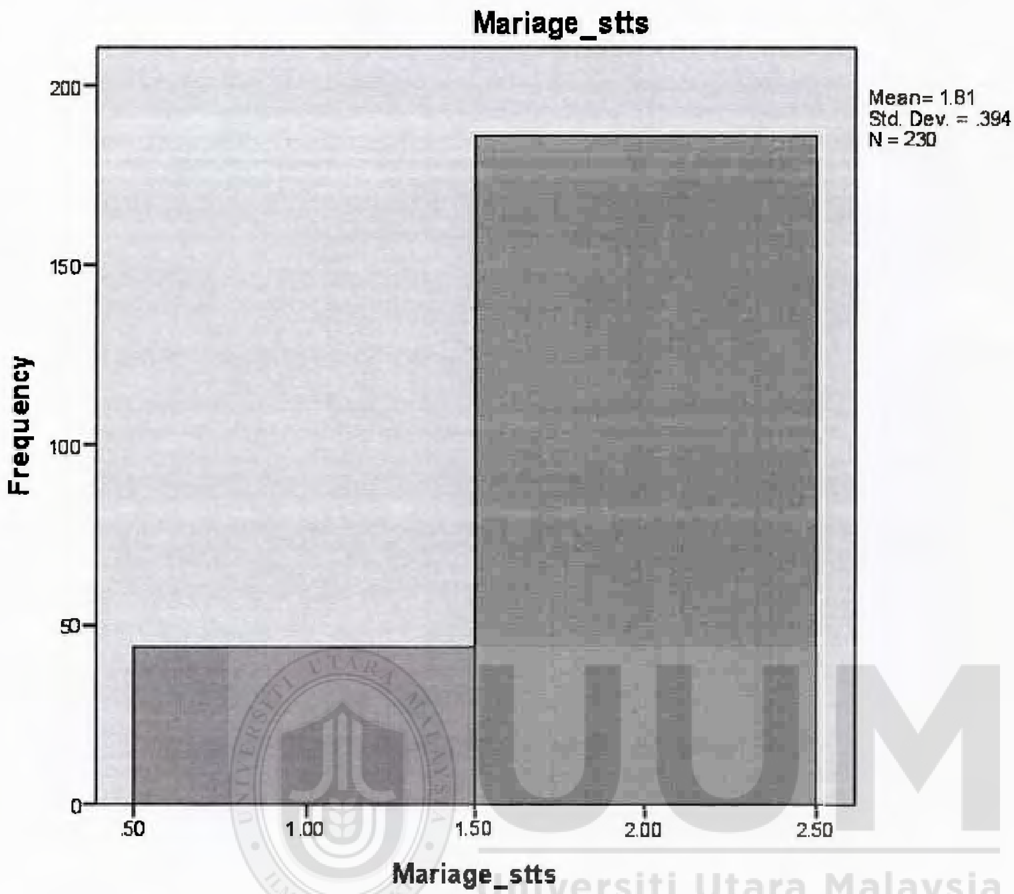
4.00
5.00
Edu_level


Mariage_stts
Mean= 1.81
Std. Dev. = .394
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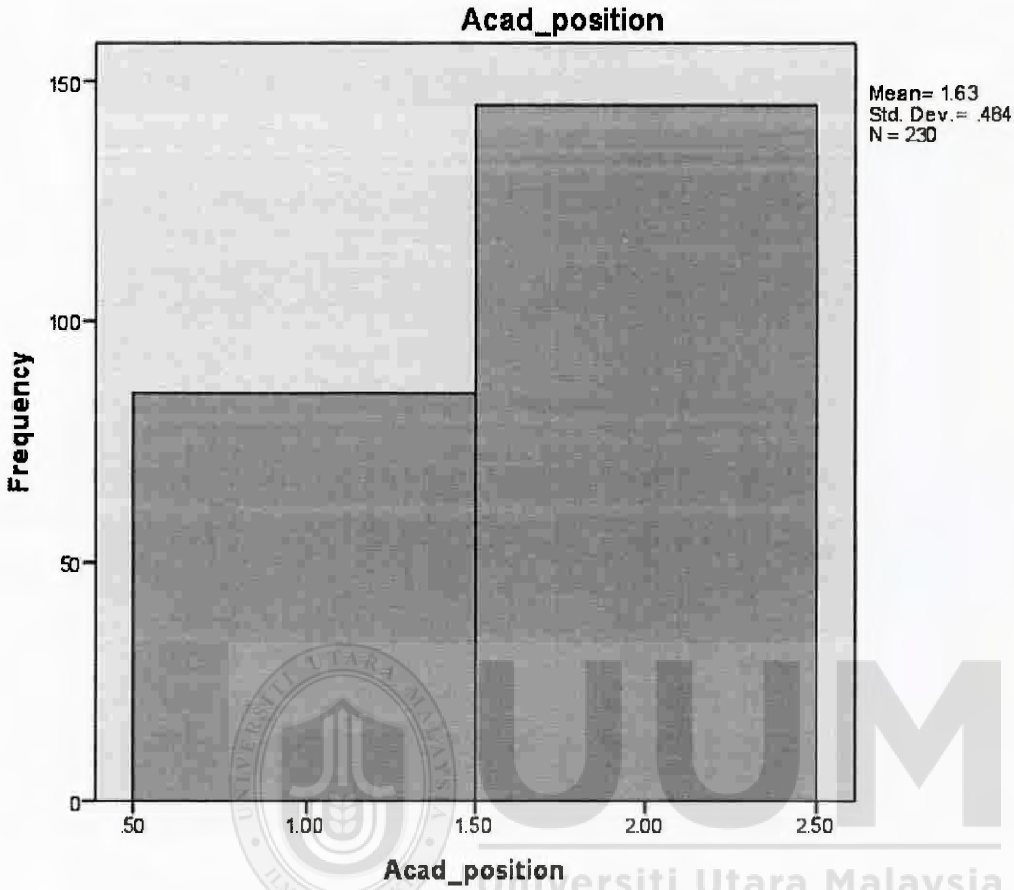
2.00
2.50
Mariage_stts


Acad_position
Mean= 1.63
Std. Dev.= .484
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Frequency
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1.00
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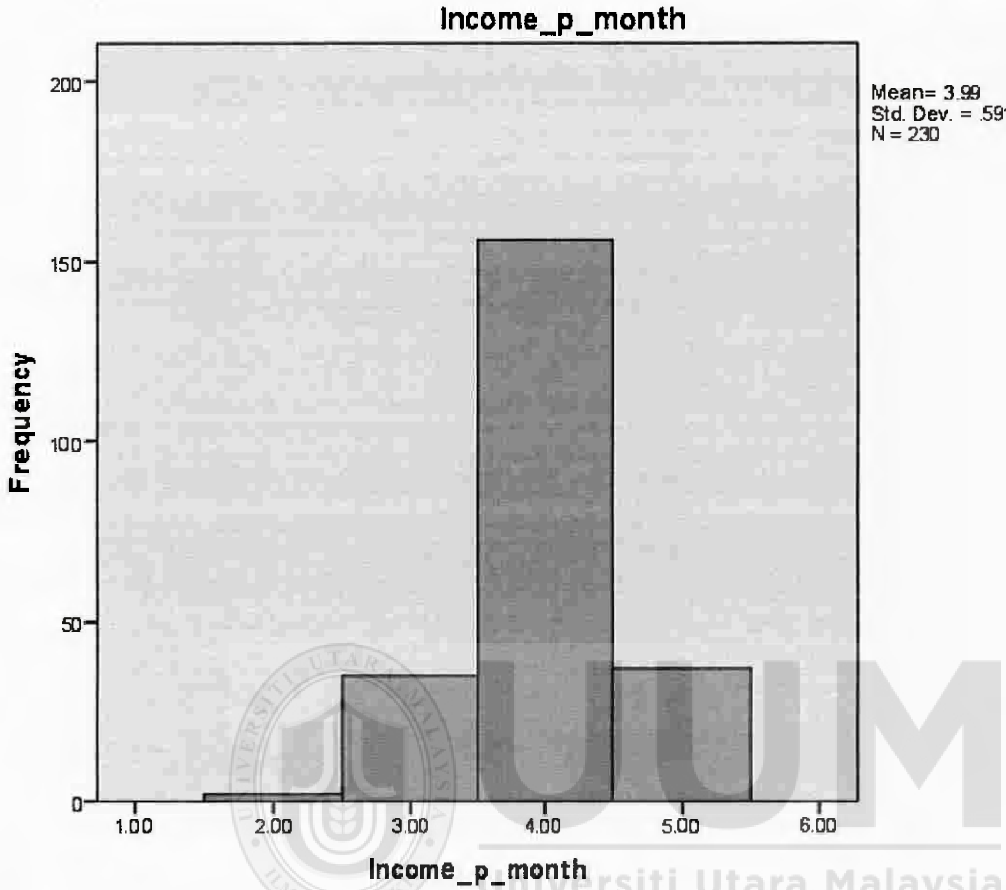
Acad_position



Appendix E

T-TEST AND ONE WAY ANOVA

GENDER

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Intention	Male	126	16.4921	2.29694	.20463
	Female	104	15.4231	2.63911	.25879

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Intention	Equal variances assumed	.791	.375	3.283	228	.001	1.06899	.32557
	Equal variances not assumed			3.240	205.779	.001	1.06899	.32991

MARITAL STATUS

Group Statistics

	Marital_stts	N	Mean	Std. Deviation	Std. Error Mean
Intention	Single	44	15.0000	2.71944	.40997
	Married	186	16.2473	2.40340	.17623

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Intention	Equal variances assumed	2.568	.110	-3.017	228	.003	-1.24731	.41342	-2.06193	-.43270
	Equal variances not assumed			-2.795	59.883	.007	-1.24731	.44624	-2.13996	-.35466

ACADEMIC STAFF

Group Statistics

	Acad_position	N	Mean	Std. Deviation	Std. Error Mean
Intention	Lecture	85	15.2118	2.61904	.28408
	Senior lecture	145	16.4759	2.32762	.19330

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Intention	Equal variances assumed	1.627	.203	-3.794	228	.000	-.31602	.08330	-.48015	-.15189
	Equal variances not assumed			-3.679	159.809	.000	-.31602	.08590	-.48567	-.14638

ANOVA

Intention

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.617	3	3.539	10.060	.000
Within Groups	79.507	226	.352		
Total	90.124	229			

Multiple Comparisons

Dependent Variable: Intention

Tukey HSD

(I) Ethnic	(J) Ethnic	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Malay	Chinese	.30447*	.09483	.008	.0590	.5499
	Indian	.51721*	.15561	.006	.1145	.9200

	Others	1.12658*	.30029	.001	.3493	1.9038
Chinese	Malay	-.30447*	.09483	.008	-.5499	-.0590
	Indian	.21274	.16957	.593	-.2261	.6516
	Others	.82212*	.30776	.040	.0256	1.6187
Indian	Malay	-.51721*	.15561	.006	-.9200	-.1145
	Chinese	-.21274	.16957	.593	-.6516	.2261
	Others	.60938	.33157	.258	-.2488	1.4676
Others	Malay	-1.12658*	.30029	.001	-1.9038	-.3493
	Chinese	-.82212*	.30776	.040	-1.6187	-.0256
	Indian	-.60938	.33157	.258	-1.4676	.2488

*. The mean difference is significant at the 0.05 level.

ANOVA

Intention

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.129	3	1.043	2.709	.046
Within Groups	86.995	226	.385		
Total	90.124	229			

Descriptives

Intention

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
20 years and below	1	4.0000	.	.	.	.	4.00	4.00
21-30 years	16	3.9844	.76632	.19158	3.5760	4.3927	1.75	5.00
31-40 years	154	3.9286	.63382	.05107	3.8277	4.0295	2.00	5.00

40 years and above	59	4.1992	.53695	.06991	4.0592	4.3391	3.00	5.00
Total	230	4.0022	.62734	.04137	3.9207	4.0837	1.75	5.00

ANOVA

Intention

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.801	3	.600	1.536	.206
Within Groups	88.323	226	.391		
Total	90.124	229			

Multiple Comparisons

Dependent Variable: Intention

Tukey HSD

(I) Edu_level	(J) Edu_level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Bachelor degree and below	Master degree	-.21520	.24666	.819	-.8536	.4232
	BhD degree	-.33467	.24200	.511	-.9610	.2917
	Others	-.78571	.50123	.399	-2.0830	.5116
Master degree	Bachelor degree and below	.21520	.24666	.819	-.4232	.8536
	BhD degree	-.11946	.08800	.527	-.3472	.1083
	Others	-.57051	.44768	.580	-1.7292	.5882
BhD degree	Bachelor degree and below	.33467	.24200	.511	-.2917	.9610
	Master degree	.11946	.08800	.527	-.1083	.3472
	Others	-.45105	.44513	.742	-1.6031	.7010
Others	Bachelor degree and below	.78571	.50123	.399	-.5116	2.0830
	Master degree	.57051	.44768	.580	-.5882	1.7292

BhD degree	.45105	.44513	.742	-.7010	1.6031

ANOVA

Intention

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.569	3	2.856	7.915	.000
Within Groups	81.555	226	.361		
Total	90.124	229			

Multiple Comparisons

Dependent Variable: Intention

Tukey HSD

(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
RM1,000-RM3,000	RM3,000-RM5,000	.00000	.43674	1.000	-1.1304	1.1304
	RM5,000-RM10,000	-.21635	.42749	.958	-1.3228	.8901
	RM10,000 and above	-.65541	.43610	.437	-1.7841	.4733
RM3,000-RM5,000	RM1,000-RM3,000	.00000	.43674	1.000	-1.1304	1.1304
	RM5,000-RM10,000	-.21635	.11235	.220	-.5071	.0745
	RM10,000 and above	-.65541*	.14165	.000	-1.0220	-.2888
RM5,000-RM10,000	RM1,000-RM3,000	.21635	.42749	.958	-.8901	1.3228
	RM3,000-RM5,000	.21635	.11235	.220	-.0745	.5071
	RM10,000 and above	-.43906*	.10985	.001	-.7234	-.1547
RM10,000 and above	RM1,000-RM3,000	.65541	.43610	.437	-.4733	1.7841
	RM3,000-RM5,000	.65541*	.14165	.000	.2888	1.0220
	RM5,000-RM10,000	.43906*	.10985	.001	.1547	.7234

*. The mean difference is significant at the 0.05 level.

Appendix F

CORRELATION

Correlations

		Intention	Attitude	Rel_obligation
Intention	Pearson Correlation	1	.460**	.246**
	Sig. (2-tailed)		.000	.000
	Sum of Squares and Cross-products	1441.983	539.078	367.017
	Covariance	6.297	2.354	1.603
	N	230	230	230
Attitude	Pearson Correlation	.460**	1	.617**
	Sig. (2-tailed)	.000		.000
	Sum of Squares and Cross-products	539.078	950.648	745.422
	Covariance	2.354	4.151	3.255
	N	230	230	230
Rel_obligation	Pearson Correlation	.246**	.617**	1
	Sig. (2-tailed)	.000	.000	
	Sum of Squares and Cross-products	367.017	745.422	1537.483
	Covariance	1.603	3.255	6.714
	N	230	230	230

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

Appendix G

MULTIPPLE REGRESSION TEST

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524[a]	.274	.268	2.14681

a. Predictors: (Constant), Pricing_systm, Social_infl

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	395.783	2	197.892	42.938	.000[b]
	Residual	1046.200	227	4.609		
	Total	1441.983	229			

a. Dependent Variable: Intention

b. Predictors: (Constant), Pricing_systm, Social_infl

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.967	1.023		6.807	.000
	Social_infl	.552	.075	.526	7.333	.000
	Pricing_systm	-.002	.043	-.004	-.058	.954

a. Dependent Variable: Intention