



## ISLAMIC PERCEPTION OF SHOPPING MALL THROUGH THE DIMENSION OF FACILITY MANAGEMENT

| Received January 30<sup>th</sup> 2023 | Accepted May 23<sup>th</sup> 2023 | Available online June 20<sup>th</sup> 2023 |  
| DOI <http://dx.doi.org/10.18860/jia.v7i3.19960> |

### Yang Haziqah Musa

Faculty of Social Sciences and Humanities,  
Universiti Malaysia Sarawak, Kota Samarahan,  
Sarawak, Malaysia.  
[yang.haziqah@gmail.com](mailto:yang.haziqah@gmail.com)

### Adibah Yusuf

Faculty of Social Sciences and Humanities,  
Universiti Malaysia Sarawak, Kota Samarahan,  
Sarawak, Malaysia.  
[yadibah@unimas.my](mailto:yadibah@unimas.my)

### Nangkula Utaberta

School of Architecture and Built Environment,  
Faculty of Engineering, Technology and Built  
Environment, UCSI University, Kuala Lumpur,  
Malaysia.  
[nangkula@ucsiuniversity.edu.my](mailto:nangkula@ucsiuniversity.edu.my)

### Ismar M. S. Usman

Architecture Department, Faculty of  
Engineering and Built Environment, Universiti  
Kebangsaan Malaysia, Bangi, Malaysia

### Mahendra Wardhana

Interior Design Department, Institut Teknologi  
Sepuluh Nopember, Indonesia

### Corresponding Author:

[yadibah@unimas.my](mailto:yadibah@unimas.my) and  
[nangkula@ucsiuniversity.edu.my](mailto:nangkula@ucsiuniversity.edu.my)

### ABSTRACT

A shopping mall refers to a structure with several retail establishments managed as a single property that offers various products and services. It has become essential to the functioning of contemporary society, particularly for residents of urban and suburban areas. However, concerns or issues regarding facilities and services in shopping malls continue to surface even today. Past studies have suggested that facility management is a best practice for overcoming management and operation issues. It also aligns with the Islamic principle as it is beneficial knowledge relevant to the modern management approach. Therefore, this paper seeks to comprehend the potential facility management approach to shopping mall management. The main objective of this study is to emphasize the importance of facility management in shopping malls by evaluating consumer satisfaction. A survey is conducted with a total sample of 200 respondents based on three facility management maintenance characteristics: functional, technical, and image. One of the reputable shopping malls in Johor Bahru is selected for this study because it attracts numerous visitors from throughout Johor Bahru. The results show that most of the visitors are pleased and satisfied with all three aspects from the dimension of facility management.

### KEYWORDS:

Facility management, Shopping mall, Consumer, Perception, Satisfaction

## INTRODUCTION

Retailing services today are getting a more competitive market contributing to the economy. The number of establishments for the wholesale and retail trade sector in Malaysia for 2018 is 469,024 compared to 370,725 establishments in 2013, with a yearly growth of 4.8 percent [1]. Consequently, the importance of selling services in retail has attracted attention, particularly in marketing. Islamic marketing can be described as the method and strategy (*Hikmah*) of satisfying needs through *Halal (Tayyibat)* goods and services with the mutual consent and welfare (*Falah*) of both parties (buyers and sellers), to achieve material

and spiritual well-being in this world and the hereafter [2].

In the context of Islam, marketing ethics strongly emphasize the values of justice, equity, and maximization for the benefit of society. The standards of customer behavior are raised significantly because of these principles. This brilliant marketing strategy can help a shopping mall to be a better provider to consumers. Customer pleasure, loyalty, and intention to suggest are all influenced by the service and shopping experiences [3]. A bad shopping mall or store experience could impact people's interest in visiting the location. It could also harm the merchant's reputation in the marketplace. Hence, a practical