

USING WAQF IN ISLAMIC SOCIAL FINANCE TO ENHANCE SME SUSTAINABILITY

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Abstract: This study explores the utilisation of Islamic social finance to promote the sustainability of Small and Medium Enterprises (SMEs) with a focus on the usage of *waqf*. The study examines the perspective of Islamic social finance, access to Islamic social finance, and the significance of the regulatory framework in facilitating the use of *waqf* in SMEs. Islamic social finance, which includes ideas like *sadaqah*, *zakat*, and *waqf*, is essential for advancing social welfare and economic growth in Islamic cultures. Small and medium-sized businesses, or SMEs foster innovation, job creation, and economic expansion, hence they are crucial to the economy. However, it can be difficult for SMEs to get the funding and resources they need to continue and grow their business. This study collected data in August 2024 through questionnaire survey focusing on respondents residing in Selangor. The study reveals that two independent variables, namely access to Islamic social finance and the significance of regulatory influences, demonstrate significant and positive relationships with the usage of *waqf* in SMEs. Conversely, the independent variable on the perspective of Islamic social finance shows no relationship with the usage of *waqf* in SMEs. The study foresees that regulators, policymakers, and other participants in the field of Islamic finance should be given useful information on how to better help SMEs by utilising cutting-edge financial tools.

Keywords: Islamic social finance, Islamic Finance, SME's, Sustainability, *Waqf*

1. Introduction

Based on the research conducted by INCIEF, 91 % of SME revenue dropped, and they were confronted with cash flow issue due to COVID-19, hence SME needed short-term financing obligations to recover from it. In this regard, the role of Islamic Banks become more important in integrating the Islamic social finance fund to support SME and micro small medium enterprises (MSME) (Malaysia International Islamic Finance Centre [MIFC], 2020). Islamic Social Finance comprising *zakat*, *sadaqah*, and *waqf* can be considered as the conventional Islamic financial system that represents formidable structures of social economics wealth distribution to reduce poverty in the society (Olanrewaju et al., 2020). Islamic social finance which includes a range of tools like *Qard al-Hasan*, *waqf*, and *zakat*, is essential to promoting sustainable economic growth, especially for SMEs. Scholars have been examining the effects of Islamic financing instruments such as *waqf* and *zakat* on the financial performance and overall development of SMEs across various nations.

Zakat plays an important role in the Islamic socio-economic system as a financial tool to alleviate poverty apart from microfinancing and microcredit (Nur Amirah Mohd Razin & Romzie Rosman, 2021). Hasan and Dridi (2017) investigated the impact of *zakat* on SMEs in Indonesia to expose the practical implications of this Islamic type of giving on corporate operations. Rahman et al. (2020) investigate the function of *waqf* in SMEs in Malaysia to promote the possibility of endowment-based funding in assisting small business expansion. Adnan et al. (2019) examined the use of *Qard al-Hasan* to finance SMEs in Pakistan to gather insights into the effect of this type of financing on financial performance. The literature also discusses the difficulties in utilising Islamic social funding to develop SMEs. In their case study, Wahyudi and Saefuddin (2019) emphasised the necessity for efficient implementation techniques and highlighted the challenges encountered using *zakat* for SME development in Indonesia.

Furthermore, Sulaeman and Sofyan (2019) investigate the connection between Indonesian SME performance and access to Islamic finance, offering insightful information about the dynamics of financial support and business outcomes. In addition, Hasan et al. (2020) address the effect of entrepreneurial abilities on SME success. By taking into account the impact of training and expertise on the performance of SMEs, these studies expand the scope and demonstrate the complex interplay of variables that contribute to SME sustainability. Islamic microfinancing may act as an alternative source for SMEs to get financing from financial institutions. Islamic microfinancing has become an effective tool to alleviate poverty by improving financial inclusion, especially for SMEs (Romzi Rosman et al., 2022). Therefore, this study aims to explore the utilisation of *waqf* in Islamic social finance as a source of funding for the sustainability of SMEs in Malaysia.

2. Literature review

2.1 *Waqf* Utilisation for SME sustainability

In Islam, *zakat* is one of the Islamic pillars and together with *sadaqah*, they are used as social tools to provide funding to address poverty. Redistributing wealth from the rich to the needy is the charity payout that has been practiced by most Muslims. All Muslims who meet specific requirements are obligated to pay *zakat*. A significant component of the Islamic socioeconomic system, *zakat* is seen as one of the financial instruments, along with microcredit and microfinance, to reduce poverty (Nur Amirah Mohd Razin & Romzie Rosman, 2021). However, people are unaware of the several products of the Islamic social finance such as *waqf*. Thus, recognising the potential impact of *waqf* in promoting economic development is crucial. The increased amount of literature on the perspective of employing *waqf* (Islamic endowment) for SME sustainability indicates that there is an increasing amount of interest in the functions of *waqf*. *Waqf* is based on the Islamic principles and has its historical origins in the period of the Prophet Muhammad SAW. It entails the eternal allocation of assets for charitable purposes. The usage of *waqf* in SMEs presents a compelling perspective that goes beyond merely financial support. From an economic viewpoint, *waqf* stands out as a promising avenue for SME sustainability.

In Malaysia, Rahman et al. (2020) study reveals how *waqf*'s unique endowment-based structure can offer SMEs a stable and perpetual source of capital, aligning seamlessly with

long-term economic sustainability goals. It is worth noting that *waqf* brings ethical considerations into the financial realm for SMEs. Ahmad and Karim (2019) underscore the social impact of *waqf* as an ethical financing option in Bangladesh, contributing not only to business growth but also to the broader goal of responsible and socially conscious business practices. However, according to Laila et al. (2022), knowledge and attitude also have a significant impact on the willingness of SME owners to engage in *waqf* initiatives. This suggests that increasing awareness and fostering positive attitudes towards *waqf* can enhance participation, leading to greater financial sustainability and social impact for SMEs.

Nevertheless, there are several challenges involved with the application of *waqf*. For instance, Haruna and Ibrahim (2021) shed light on the complexities of understanding *waqf* funding dynamics in Nigeria, emphasising the need for a more comprehensive understanding, and strategic approaches to overcome these challenges. Despite these hurdles, the perspective of using *waqf* in SMEs goes beyond local contexts. Its ethical and interest-free nature positions *waqf* as a potential player in the global arena, aligning with the current trends toward sustainable and responsible financing practices. In the evolving landscape of SME finance, considering *waqf* as a viable and impactful option brings forth exciting opportunities for both local and global SME development. Hasan and Wigati (2024) proposed the concept of Green *waqf* as a model for sustainable waste management, which indirectly benefits SMEs by creating a healthier environment, and promoting economic development. They suggest that integrating *waqf* with carbonisation technology can provide ongoing financial resources for sustainable waste management, supporting economic growth and the Sustainable Development Goals (SDGs) by creating employment opportunities and reducing environmental pollution.

2.2 Access to *Waqf* Funding

Romzi Rosman et al. (2022) examined the financial management practices of Malaysian SMEs and identified several challenges including limited access to financing, inadequate financial planning, and lack of financial literacy among SME owners. These factors impede SMEs' ability to secure necessary funding for expansion and operational needs. It also has impact on the development of the SME economic sector. Nur Sakinah Nabilah Nor Saera and Noor Suhaida Kasri (2016) studied the impact of *waqf* on the performance of SMEs in Malaysia. The study found that access to *waqf* financing had a positive impact on SME financial performance, specifically on their revenue growth and profitability. Furthermore, the study found that the frequency of funding received through *waqf* had a significant impact on SME performance, with more frequent funding positively correlating with higher revenue growth.

This study implies that *waqf* can be an alternative financial aid to SMEs to sustain their development in the industry. Saad et al. (2022) highlighted that SMEs often face significant challenges in accessing conventional financing due to stringent collateral requirements, and high interest rates. *Waqf*, with its charitable foundation, offers an alternative financing avenue that can provide SMEs with the necessary capital without the burdens associated with traditional loans. The research indicates that leveraging *waqf* for SME financing could lead to more frequent, and accessible funding opportunities, fostering SME growth and

development. Rahman et al. (2018) conducted a study on the impact of *waqf* on the performance of SMEs in Indonesia. The study found that access to *waqf* financing positively impacted SMEs' financial performance, specifically on their revenue growth and profitability. The study also found that the amount of funding received through *waqf* had a positive and significant effect on SME performance, with higher funding amounts leading to higher revenue growth.

Maesarach et al. (2022) discuss the implementation of *sukuk* (Islamic bonds) that are linked with *waqf* to support MSMEs. The study suggests that distributing *waqf* through *sukuk* can be an effective mechanism to channel funds to MSMEs, utilising various contract schemes. This approach can potentially increase both the amount and frequency of funding available to these enterprises, thereby contributing to their development and sustainability. Ahmad and Karim (2019) investigated the potential of *waqf*-based financing for supporting SMEs in Bangladesh. The study found that access to *waqf* financing had a positive impact on SME financial performance, specifically on their revenue growth and profitability. Furthermore, the study found that SMEs that received more frequent funding through *waqf* produced better financial performance compared to those that received less frequent funding.

Overall, the existing research suggests that access to *waqf* financing can positively impact SME financial performance, specifically on their revenue growth and profitability. Moreover, the frequency and amount of funding received through *waqf* have significant positive effects on SME performance. Thus, ensuring adequate and timely access to *waqf* financing can be crucial for SME growth and sustainability. However, further research is needed to explore the factors that influence the relationship between access to *waqf* and SME performance in different contexts especially for the Malaysian economic.

2.3 Function of Regulatory Framework and Policy on SME Sustainable Development of SMEs

Regulatory frameworks and policies are critical in creating a conducive environment for SME development. It also plays a significant role in generating the sustainability development of SMEs. Jaradat et al. (2018) studied the impact of government policies on SME performance in Jordan, and they found that supportive policies, such as tax incentives, financial support, and simplified bureaucratic procedures, had a positive impact on SME performance, specifically on their profitability, and growth. Shang-Ho et al. (2022) investigated the impact of government support policies on SME innovation and performance in Taiwan. They found that government support policies, such as financial subsidies, technology transfer, and international cooperation, had a significant positive impact on SME innovation and performance, specifically on their sales growth and profitability. This shows that the roles of regulatory frameworks have an impact on the development of SMEs.

Ahyani et al. (2024) researched Banjar City to evaluate the effectiveness of land registration programmes focusing on protecting *waqf* assets. The findings suggest that improved legal frameworks and increased regulatory awareness are crucial for optimising *waqf* assets. Such optimisation can lead to better resource allocation, potentially benefiting SMEs through enhanced access to funding and support for sustainable development

initiatives. Finally, Asgary et al. (2020) studied the impact of the regulatory framework on SME performance in Turkey. The study found that regulatory frameworks, such as intellectual property rights, and competition policies, had a significant positive impact on SME performance, specifically on their growth and profitability. Overall, the existing research suggests that regulatory frameworks and policies can significantly impact SME performance, specifically on their growth and profitability. Supportive policies, such as tax incentives and financial support, can help SMEs access funding and resources, while regulatory frameworks, such as intellectual property rights and competition policies, can help SMEs protect their innovations and compete in the market.

3. Research Objectives

The current discussion on SMEs illustrates the critical role that these businesses play in promoting sustainable, and economic development. It has been suggested that Islamic social finance systems, such as *Qard al-Hasan*, *waqf*, and *zakat* can be utilised in Islamic economies to assist SMEs with their financial needs. Nevertheless, a thorough grasp of these mechanisms' combined impact on SME sustainability is still elusive, despite an increasing amount of research examining their individual effects. The scope of study that has been done on the application of Islamic social finance to the viability of SMEs indicates several important gaps that prevent a thorough knowledge of the topic. Firstly, research on the effects of *zakat* in Indonesia by Hasan and Dridi (2017) and the role of *waqf* in Malaysia by Rahman et al. (2020) is insightful.

However, a comprehensive analysis in the literature involving data from various Islamic social finance instruments is absent. The lack of a comprehensive viewpoint makes it difficult to comprehend how systems like *waqf*, *Qard al-Hasan*, and *zakat* function together to support the sustainability of SMEs. Based on the literature, the present study examines the relationship between the perspective of Islamic social finance, the relationship between access to Islamic social finance, and the relationship between the significance of the regulatory framework on the utilisation of *waqf* in SMEs. The findings of this study will allow the regulatory body to improve the system and procedure of *waqf* as a funding source for SMEs, hence improving the socio-economic condition of the community.

4. Methodology

This study focuses on the perspective of Islamic social finance, access to Islamic social finance, and the significance of the regulatory framework. The quantitative approach of the present study is based on numerical scores hence data may be readily and rapidly examined. Data was collected using a survey questionnaire that was administered through WhatsApp groups, and telegram groups from respondents residing in Selangor specifically Shah Alam who run an MSE business. A total of 100 respondents answered the questionnaire. Descriptive (frequency) and inferential analysis in terms of correlation and multiple linear regression were conducted on the data and processed with the software IBM SPSS version 27.

Table 1. Survey Questionnaire

Information	Questions
Demographics	<ol style="list-style-type: none"> 1.) Age. 2.) Gender. 3.) Race. 4.) Marital status. 5.) Level of education.
Usage of <i>waqf</i> in SME's	<ol style="list-style-type: none"> 1.) I am familiar with the concept of <i>waqf</i>. 2.) I am currently using <i>waqf</i> as a fund for my SME. 3.) <i>Waqf</i> can serve as a practical and reliable source of funding for SMEs. 4.) The management of <i>waqf</i> funds in SMEs is transparent and accountable. 5.) I am aware of the specific advantages that <i>waqf</i> offers to SMEs in comparison to conventional funding methods.
Perspective of Islamic Social Finance	<ol style="list-style-type: none"> 1.) I have a strong understanding of the concept of <i>waqf</i> in the context of SME's. 2.) I believe that incorporating <i>waqf</i> principles can bring significant benefits to SMEs. 3.) There is a strong need for educational programs or resources to promote understanding of <i>waqf</i> in the SME sector. 4.) I strongly believe that <i>waqf</i> can positively impact the financial stability of SMEs. 5.) I foresee challenges in implementing <i>waqf</i> in SMEs.
Access to Islamic social finance	<ol style="list-style-type: none"> 1.) I know how to use <i>waqf</i>-based Islamic social finance. 2.) I know where to find info about getting <i>waqf</i>-based Islamic social finance. 3.) I am sure I can follow the steps to access <i>waqf</i>-based Islamic social finance. 4.) I've been looking online for help on how to get <i>waqf</i>-based Islamic social finance. 5.) I've been to workshops or talks about getting <i>waqf</i>-based Islamic social finance.
Significance of the Regulatory	<ol style="list-style-type: none"> 1.) I believe that clear regulations about <i>waqf</i> can make it easier for SMEs to access Islamic social finance. 2.) I think consistent regulatory guidelines can boost SMEs' confidence in using <i>waqf</i> for sustainable business growth. 3.) I believe regulatory uncertainties are a significant barrier for SMEs considering <i>waqf</i>-based financing. 4.) I think harmonizing <i>waqf</i> regulations across different regions would make it easier for SMEs to access Islamic social finance. 5.) I believe it is important for SMEs to have regulatory support when considering <i>waqf</i>-based financing options

The questionnaire consists of five sections: A, B, C, D, and E. Section A consists of demographic information of the respondents which includes gender, age, education level, race, and marital status. Questions in sections B, C, D, and E, are about the independent variable and dependent variable comprising the utilisation of *waqf* in SMEs, the perspective of Islamic social finance, access to Islamic social finance, and the significance of the regulatory framework. The questions were designed in the form of a Likert scale which measured from 1 to 5: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). Table 1 presents the Questionnaire.

4.1 Reliability Test

The Cronbach's Alpha coefficient is used to evaluate the instrument's dependability. The reliability coefficients for all identified variables ranged from 0.9 and above, as shown in Table 2. The Cronbach's Alpha in Table 3 indicates that all questionnaire items are reliable because the Alpha value is more than 0.8. Cronbach's Alpha is regarded as acceptable when it is greater than 0.8 (Uma Sekaran & Roger Bougie, 2016). The general guidelines as shown in Table 2 can be used to understand the size of Cronbach's Alpha coefficient (Uma Sekaran and Roger, 2016).

Less than 0.6	This indicates poor internal consistency reliability.
Between 0.6 and 0.7	This suggests acceptable internal consistency reliability, but it is still considered low.
Between 0.7 and 0.8	This indicates good internal consistency and reliability.
Between 0.8 and 0.9	This suggests very good internal consistency reliability.
0.9 or above	This indicates excellent internal consistency and reliability.

Variables	Cronbach's Alpha	Items
Usage of <i>waqf</i> in SMEs (U)	0.907	5
Perspective of Islamic Social Finance(P)	0.977	5
Access to Islamic social finance (A)	0.971	5
Significance of the Regulatory(S)	0.979	5

Based on Table 3, the overall Cronbach's Alpha stands higher than 0.7. The total statistic shows that Cronbach's Alpha which is based on the standardised item is 0.907 with 5 dependent variable items comprising Usage of *waqf* in SMEs, 5 items for independent variable; perspective of Islamic social finance, Access to Islamic social finance, and significance of the regulatory. Cronbach's Alpha for all independent variables was found to be above 0.70. In the independent variable 1 which is about benefits, there are 5 items in total statistics and no item was deleted because all items are accepted. The total Cronbach's Alpha for independent variable 1 is 0.977. For independent variable 2 which is about knowledge, there are 5 items in total statistics, and the total Cronbach's Alpha for independent variable 2 is 0.971. For independent variable 3 which is about charges, there are 5 items in total statistics and no item was deleted because all items are accepted in the research. The total Cronbach's Alpha for independent variable 3 is 0.979.

5. Result and Discussion

Based on the correlation in Table 4, Pearson product correlation on Perspective of Islamic Social Finance (P) and Usage of *waqf* in SMEs (U) was found to have a highly positive relationship and statistically significant ($r = 0.806$, $p < 0.01$, $n = 100$). Pearson product correlation of Access to Islamic social finance (A) and Usage of *waqf* in SMEs (U) was found to

have a moderately positive relationship, and statistically significant ($r = .780$, $p < 0.01$, $n = 100$). Pearson product correlation of significance on the regulatory framework, and Usage of *waqf* in SMEs (U) was found to be a highly positive relationship and statistically significant ($r = 0.822$, $p < 0.01$, $n = 100$).

Table 4. Correlations of Islamic Social Finance and Usage of *Waqf*

		Correlations			
		MeanU	MeanP	MeanA	MeanS
MeanU	Pearson Correlation	1	.806**	.785**	.822**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
MeanP	Pearson Correlation	.806**	1	.784**	.947**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
MeanA	Pearson Correlation	.785**	.784**	1	.777**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
MeanS	Pearson Correlation	.822**	.947**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

RO 1: To examine the relationship between the perspective of Islamic social finance and the usage of *waqf* in SMEs

Based on the coefficients in Table 5, there is no emerging relationship concerning the perspective of Islamic social finance in the context of *waqf* utilisation within SMEs. The examination of the connection between *waqf*'s support for SMEs and the perspective of Islamic social finance provides important new information about the Islamic financial principles that can be used to promote sustainability and economic development. Bakar et al.'s (2021) research in Bangladesh underscores the social impact of *waqf* as an ethical financing option, contributing not just to business growth but also to the broader goal of responsible and socially conscious business practices. In this case, the usage of *waqf* is not only limited to the development of SMEs but it is about the obligation and responsibility towards the community (*ummah*) for the sake of *ukhwah* and *ta'awun*. Alias et al. (2022) stated that *waqf* is significant, not only because it helps *Muslims* to expand their economies but to gain higher income to meet their necessities and fulfil the SDGs to eradicate poverty and promote economic growth.

RO 2: To examine the relationship between access to Islamic social finance and the usage of *waqf* in SMEs

Based on the coefficient, Table 5 reveals a positive relationship between the variable Access to Islamic Social Finance with the usage of *waqf* in SMEs. The positive coefficient for "Access to ISF" signifies that an augmentation in the accessibility of Islamic social finance is linked to an increase in the utilisation of *waqf* in SMEs. Hence, this study supports RO2 and it is aligned with Rahman et al. (2020) which studied the impact of *waqf* on the performance of SMEs in Indonesia. The study found that access to *waqf* financing positively impacted SME financial performance specifically on their revenue growth and profitability. Rindawati et al. (2023) proposed a concept of *wakafpreneur* direct financing to give smoother and direct access from *waqf* funds to small-scale entrepreneurs to develop and sustain their businesses. This concept can be used widely in other countries to help the sustainability development of SMEs.

RO 3: To examine the relationship between the significance of the regulatory framework and the usage of *waqf* in SMEs

Based on Table 5, there is a positive relationship between the perceived significance of the regulatory framework and the usage of *waqf* in SMEs. This implies that an increase in the perceived importance of the regulatory framework corresponds to a positive impact on the incorporation of *waqf* within SME financial practices.

Table 5. Coefficient
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.510	.173		2.952	.004
	MeanP	.082	.145	.096	.564	.574
	MeanA	.335	.081	.358	4.136	.000
	MeanS	.345	.127	.453	2.710	.008

a. Dependent Variable: MeanU Usage of *Waqf* in SMEs

There is a positive and significant relationship between the brand and purchasing behaviour. Hence, this study supports RO3, and it is aligned with one of the studies conducted by Jaradat et al. (2018) on the impact of government policies on SME performance in Jordan, which found that supportive policies, such as tax incentives, financial support, and simplified bureaucratic procedures, had a positive impact on SME performance, specifically on their profitability and growth. Mohd Izzat Amsyar Mohd Arif et al. (2023) stated that the *waqf* administration’s legal framework in doing *waqf* transactions is essential to ensure the smooth and sound transactions of *waqf* to boost the operations of businesses. Norlaila Mazura

Mohaiyadin et al. (2022) stated that monitoring legal framework and transparent governance are crucial to ensure efficient and ethical use of *waqf*.

6. Conclusion

The present study examines the perspectives of SMEs in Selangor on Islamic social finance, assesses their access to Islamic Social Finance, and evaluates the significance of regulatory factors influencing the usage of *waqf* in SMEs. The study reveals that two independent variables; Access to Islamic social finance, and the significance of regulatory influences demonstrate significant and positive relationships with the usage of *waqf* in SMEs. Conversely, the independent variable from the perspective of Islamic social finance shows no relationship with the usage of *waqf* in SMEs. These variables contribute high significance to the use of *waqf* in developing the SME industry.

Islamic studies highlight that Islamic endowment (*waqf*) is a significant act of devotion, enabling individuals to dedicate their property and wealth to Allah. It emphasises the importance of enhancing financial opportunities and empowering Muslims by applying the principles of *Maqasid Al-Shar'iah* as the framework and utilising the institution of *waqf* as a policy tool. *Waqf* provides enduring benefits to beneficiaries by addressing their needs through a permanent institutional mechanism rather than temporary solutions. Furthermore, *waqf* is a vital donation mechanism that fulfills essential societal needs. It is noted that *waqf* encompasses a wide range of areas that are aimed at supporting the underprivileged, including destitute individuals, orphans, widows, disabled persons, and other vulnerable groups. Additionally, *waqf* can be used to support educational initiatives, healthcare services, mosques, Quranic memorisation circles, the propagation of Islamic teachings, distribution of educational materials, assistance for scholars, wayfarers, *Jihad* for the sake of *Allah*, and other areas where individuals or organisations experience a lack of resources.

The social and economic impact of *waqf* benefits varies significantly across communities and regions, shaped by local governance structures and cultural practices. In Malaysia, for example, cash *waqf* has been instrumental in improving socio-economic conditions by funding public utilities and educational institutions, and directly addressing community needs. Comparatively, in the early era of Islamic economics, *waqf* played a pivotal historical role in urban development and the provision of essential services, such as education and healthcare, long before the establishment of modern states. Additionally, the concept of shared *waqf* in Malaysia demonstrates how corporate participation can enhance community welfare by improving infrastructure and creating job opportunities, reflecting a contemporary adaptation of traditional *waqf* practices. Overall, while *waqf* serves as a valuable tool for wealth redistribution and community support, its effectiveness and application vary greatly depending on regional governance and societal priorities. A close and robust mechanism needs to be established to help SMEs be aware of and use *waqf* product. A clear legal framework should be developed by the regulator to create a clear direction for the SMEs to use *waqf* services and at the same time may help them to survive in the industry.

For future research, there are several exciting avenues to explore. Firstly, reaching beyond the borders of Selangor could give the study a broader perspective. By distributing

the survey to different states, a more diverse range of opinions and experiences can be captured. While the study relied on IBM SPSS so far, trying out other software like R or Python might open up new possibilities. These tools could offer different ways of looking at the data, helping uncovering insights that might offer useful contributions. While numbers are great, adding some qualitative approaches could add depth to the understanding. Talking to people and hearing their stories might reveal nuances that numbers alone cannot capture.

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