

Philanthropic Commitment Traits for Waqf in Higher Education

Siti Khadijah, A. M. (Corresponding Author)
Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA Selangor, 40450 Shah Alam Selangor
Tel: +6019-2852275 Email: ctkhadijah48@gmail.com

Muhammad Sabki, S.
Arshad Ayub Graduate Business School, AAGBS UiTM,
40450 Shah Alam, Selangor, Malaysia
Tel: +6 017-3305540 E-mail: muhdsabki@yahoo.com

Ismail, A.
Arshad Ayub Graduate Business School, AAGBS UiTM,
40450 Shah Alam, Selangor, Malaysia
Tel: +6019-3817315 E-Mail:drismailphd990@gmail.com

Abstract

Philanthropic commitment in the form of waqf is important particularly among younger working adults in ensuring sustainable flow of funds for charitable purposes. One of the vital usages of such funds is funding for higher education. A question is raised on the commitment of younger adults in such giving. This study examines waqf commitment traits among waqif (waqf contributors) for higher education funding. The specific objective of this study is to measure the factors that influence the waqif to contribute their property or income into waqf for higher education fund. For the purpose of this study, 400 questionnaires have been distributed to working young adult respondents in the Klang Valley area. Waqf commitment attributes comprising of Religiosity, Trust, Altruism, Personal Characteristics, Self-Image, Psychological Benefits, Social Norms and Personal Satisfaction are examined. The findings reveal that Religiosity, Altruism, Personal Satisfaction and Commitment are significant attributes in explaining waqf commitment. However, Trust and Social Norm are not significant.

Keywords: Commitment attributes; Charity; Philanthropy; *Waqf*; *Waqif*

References

Ahmad, F. S., Jamil, H., Wan Sabri, W. Y., Anas, Y., Saadiah, M., Afrah Munirah, Y., Nur Hidayah, Z., Hanita, H., & Izham Zainal, A. (2015). A Conceptual Model for Inter-State Corporate Waqf Financing for Higher Learning. *Global Journal Al-Thaqafah*. 5 (1), 51-58

Amirul Faiz, O., Sheila, N. N. H., & Mustafa Omar, M. (2012). Determinants of cash waqf giving in Malaysia: Survey of selected works. In In: Workshop Antarbangsa Pembangunan Berteraskan Islam V (WAPI-5), 10 Apr 2012, Medan, Indonesia, 186– 243, 2012. Retrieved from <http://irep.iium.edu.my/28284/>.

Azman, A. R., Mohammad, A., & Syed Mohd Najib, S. O. (2012). Zakat Institution in Malaysia: Problems and Issues. *Global Journal Al-Thaqafah*. 2 (1), 35-41

- Catherine, C. E., & Philip, J. G. (2004). Giving to Secular Causes by the Religious and Nonreligious: An Experimental Test of the Responsiveness of Giving to Subsidies. *Non-profit and Voluntary Sector Quarterly*, 33 (2), 271-289
- Croson, R., Handy, F., & Shang, J. (2009). Keeping Up with the Joneses: The Relationship between Norms, Social Information and Subsequent Charitable Giving, *Nonprofit Management and Leadership*, 19 (Summer): 467–489.
- Dana, J., Roberto, A. Weber, J., & X. K. (2007). Exploiting moral wiggle room: experiments demonstrating an illusory preference for fairness. *Economic Theory*, 33, 67–80
- Eikenberry, A. M. (2005). Fundraising or promoting philanthropy? A qualitative study of the Massachusetts Catalogue for Philanthropy. *Int. J. Nonprofit Volunt. Sect. Mark.* 10, 137–149
- Handy, F. (2000). How we beg: The analysis of direct mail appeals. *Nonprofit and Voluntary Sector Quarterly*, 29 (3), 439-454
- Ibrahim, M. B. (2008). Pelaksanaan Skim Wakaf Tunai oleh Yayasan Waqaf Malaysia, *Jurnal Pengurusan Jawhar*, Vol. 2, No. 1.
- Isen Alice, M., & Noonberg, A. (1979). The Effect of Photographs of the Handicapped on Donation to Charity: When a Thousand Words May be too Much. *Journal of Applied Social Psychology*, 9 (5), 426–431
- Kahf, M. (1998) Financing the Development of Awqaf Property, Paper presented at the Seminar on Development of Awqaf organized by Islamic Research and Training Institute (IRTI), Kuala Lumpur.
- Mayo, J. W., & Tinsley, C. H. (2006). Warm glow and charitable giving: Why the wealthy do not give more to charity? *Journal of Economic Psychology*, 30 (3), 490–499
- Martin, M. W. (1994). *Virtuous Giving: Philanthropy, Voluntary Service, and Caring*. USA: Indiana University Press.
- Opoku, R. A. (2013). Examining the motivational factors behind charitable giving among young people in a prominent Islamic country, *International Journal of Non-profit and Voluntary Sector Marketing*, 18, 172–186
- Sargeant A., & Woodliffe, L.(2007) Building Donor Loyalty: The Antecedents and Role of Commitment in the Context of Charity Giving. *Journal of Non-profit & Public Sector Marketing*, 18(2), 1-33.
- Sekaran, U. (2003). *Research method for business: A skill building approach*. USA: John Wiley and Sons, Inc.
- Stern P. C., Dietz T., Abel T., Guagnano G.A., & Kalof, L. (1999). A value-belief-norm theory of support for social movements: The case of environmentalism. *Human Ecology Review*, 6, 81–97.

Water, R. D. (2010). Increasing Fundraising Efficiency through Evaluation: Applying Communication Theory to the Non-profit Organization–Donor Relationship. *Non-profit and Voluntary Sector Quarterly* XX(X) 1–18

Weele, V. D., Joël, J., & Von, S. F. (2014). Bracelets of Pride and Guilt? An Experimental Test of Self-Signaling in Charitable Giving CESifo Working Paper, No. 4674

