

HALAL **MARKETPLACE** DIGITAL **IN MALAYSIA**

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TABLE OF CONTENTS



Foreword	ix
Preface.....	xi
Chapter 1: Digital Marketplace Concept	1
Introduction to Digital Marketplace.....	1
The Halal Digital Marketplace	2
The Conditions for Establishing a Valid Halal Digital Marketplace ..	3
The Characteristics of Halal Digital Marketplace	4
The Conventional Digital Marketplace.....	5
Rationalisation of Halal Digital Marketplace.....	7
Definition of Key Terms	8
Chapter 2: Digital Marketplace Theories and Approaches.....	11
Technology Adoption Models and Theories.....	11
Unified Theory of Acceptance and use of Technology:	
Foundations and Applications	15
Roles of Religiosity in Digital Marketplace Theory	16
Religiosity and Behavioural Intention	18
Millennials as Data Sample	21

Developing the Theoretical Foundations: Frameworks for Understanding Constructs.....	23
Religiosity as a Moderating Variable	26
Correlation Between Social and Performance Towards Religiosity.....	27
Rationalisation Religiosity as Moderating Determinant.....	30
Factor Analysis of Halal Digital Marketplace.....	32
Data Preparation and Assumption Testing.....	33
Data Screening and Refinement: Ensuring Quality in Pilot Research	34
Managing Outliers: Ensuring Data Integrity in Analysis	35
Evaluating Data Distribution	37
Identifying Redundancy in Variables	39
Exploratory Factor Analysis Procedure and Result for Performance Expectancy.....	40
EFA Result for Effort Expectancy	44
EFA Result for Social Influence.....	48
EFA Result for Facilitating Condition.....	51
EFA Result for Religiosity.....	54
EFA Result for Behavioural Intention	58
Evaluating Sampling Adequacy: Kaiser-Meyer-Olkin and Bartlett's Test.....	61
KMO for Performance Expectancy Construct.....	61
KMO for Effort Expectancy Construct	62
KMO for Social Influence Construct	62
KMO for Facilitating Condition Construct	63
KMO for Religiosity Construct	64
KMO for Behavioural Intention Construct	64
Reliability Analysis Post EFA Process.....	65
Chapter 3: Halal Digital Marketplace Model	69
Demographic	69
Confirmatory Factor Analysis (CFA) Model	70
Structural Equation Modelling	71

Religiosity Effect on Performance Expectancy and Social Influence Towards Behavioural Intention.....	75
Structural Equation Modelling	84
Conclusion	89
Moderating Analysis (Religiosity).....	91
Chapter 4: Halal Digital Marketplace: Way Forward	93
Halal Digital Marketplace: Way Forward.....	93
Introduction	94
Islamic Payment Gateway Adoption	94
Conceptual Model for System Providers in Malaysia	102
Exploring Interrelationship among Key Research Constructs	104
Key Determinants in the Halal Digital Marketplace Procedure	106
Policy Implications	107
Suggestion for Enhancing usage of Halal Digital Marketplace in Malaysia	107
Glossary of Terms.....	109
References	113
Index	135

HALAL DIGITAL MARKETPLACE IN MALAYSIA

This book explores the rise in e-commerce usage and the emergence of halal digital platforms. From an Islamic perspective, major concerns in internet trade include riba, gharar and maisir. This book aims to introduce a new Halal Digital Marketplace model and analyse its acceptance among Malaysians. It focuses on developing this model using data from users of conventional digital marketplaces in Malaysia. The book examines constructs such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Behavioural Intention, with Religiosity as a moderating factor. These factors are analysed to understand what encourages Malaysians to adopt the Halal Digital Marketplace nationwide. This work addresses a significant gap in existing digital marketplace literature by assessing the role of Religiosity as a moderating factor. The book is intended to serve as a model and guideline for enhancing the Halal Digital Marketplace both nationally and internationally. Key Performance Indicators (KPIs) such as reducing online sales and purchase fraud and increasing awareness of Islamic principles in fraud prevention, are used to measure its impact. Ultimately, this book aims to assist the government in boosting the economy through digital purchasing and growing buying power among Malaysian millennial consumers, while addressing the rise in fraud reports.



AHMAD MUJAHID MAT RASID is a dedicated scholar and experienced professional with a strong background in actuarial science, technology management, and digital entrepreneurship. He holds a Bachelor of Science in Actuarial Science and Risk Management from Universiti Sains Islam Malaysia (USIM) and a Master of Science in Technology Management from Universiti Teknikal Malaysia Melaka (UTeM). With nearly a decade of experience in the digital marketplace, Mr. Ahmad Mujahid has served in various roles, including analyst, marketing manager, and entrepreneur. His professional journey began at HSBC, where he worked as an executive, followed by a role as a statistician and quality engineer, where he developed deep expertise in data analysis and quality control. His comprehensive knowledge is further underscored by his successful completion of the Takaful Basic Exam by IBFIM, the Pre-Contract Exam for Insurance Agents by Mil, and the CUTE Exam by FMUTM. Mr. Ahmad Mujahid's research expertise is centred on advanced quantitative methods, particularly Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM), and the Unified Theory of Acceptance and Use of Technology (UTAUT). His work has been widely recognised, with several Scopus-indexed publications, including "Overview of Acceptance of Islamic Payment Gateway System in Malaysia: A Conceptual Framework" contributing to the fields of FinTech and technology adoption models. Currently, Mr. Ahmad Mujahid is an independent writer, PhD researcher, entrepreneur, and tutor. His research interests include Islamic FinTech, finance, actuarial science, projection, and risk assessment. His latest work focuses on developing a Halal Digital Marketplace model that complies with Islamic *muamalat*. This book stands out for its innovative use of the UTAUT model, incorporating Religiosity as a moderating variable, a unique approach in structural equation modelling.



MOHAMMED HARIRI BAKRI obtained his PhD in Finance from Anshad Ayub Graduate Business School, UiTM, in 2015; an MBA from Universiti Teknologi MARA in 2003; and a BBA from Universiti Teknologi MARA in 2000. Since joining Universiti Teknikal Malaysia Melaka (UTeM) in 2015, he has produced approximately 78 academic works and is a well-known figure in the areas of Finance, Islamic banking and Islamic FinTech. He has been entrusted with teaching several courses, including Principles of Finance, Managerial Finance, Principles of Economics and Research Projects. He has supervised six Master's and 18 PhD theses. Dr. Bakri has authored articles such as "Conceptualisation of Spiritual Intelligence Quotient (SQ) in Islamic FinTech Adoption," published by UKM Press, and "FinTech and Shari'ah Principles in Smart Contracts," published by IGI Global. He served as an Islamic Finance Visiting Research Fellow at the Oxford Centre for Islamic Studies, Oxford, UK, from January to December 2019. He has been awarded the Fundamental Research Grant Scheme (FRGS) for his project titled "New Model Islamic FinTech Adoption" under the Ministry of Higher Education. He is a member of the Chartered Institute of Islamic Finance Professionals and the Islamic Banking and Finance Institute Malaysia. Currently, he is an Associate Professor at the Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka.



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