

Islamic Residential Concept on Sharia Housing Consumers' Satisfaction

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Abstract— House and home has a different meaning, in terms of its psychological aspects, that includes convenience, security and privacy. When potential homebuyers want to own a home, they need not only just the building of the house itself, but also its comforts. House features could affect preferences in choosing a house. Currently, there are several housing estates that apply Islamic concepts to their buildings. They put attention to the Islamic principles of privacy, courtesy, and hospitality. This study discusses the application of Islamic concept to housing, and identifies its influence from the consumer's point of view. The research begins by conducting a literature review and previous research related to occupant satisfaction and the Islamic housing concept then obtaining data from the occupants. This study shows that community preferences and consumer satisfaction in Sharia housing estate, include security, beauty, cleanliness, and the worship facilities. The application of Islamic concepts is efficient in attracting consumer interest and has a significant effect; those are the environmental facilities and the Islamic housing characters.

Keywords— Islamic Residential, Consumers' Satisfaction, Sharia Housing.

I. INTRODUCTION

House (occupancy) and home have different concept of meanings. According to Ellsworth-Krebs et al (2015) House focuses more on the physical aspects of the building such as improvising design and technology. The home means more than just a dwelling, focusing more on social aspects such as comfort, identity, security and privacy. A house should be able to accommodate the occupant's activities and needs. But that is often met from the physical aspects. In recent times, housing development has grow rapidly and residential production has widely increased. However, this residential concept affects the mentality of the occupants because they often do not really consider the interests of the psychological factors of the occupants. (Alitajer et al. 2017). Home is an important place for family. It plays an important role in being a place that accommodates family needs. (Labibzadeh et al. 2015).

Consumer preference is a crucial factor that determines the success of housing development in the long term (Mulliner & Algrnas 2018). Preferences and choices are a dynamic entity that is based on human dynamism and home attributes. Behind preferences and choices, there is a motivation that makes everyone choose between several alternatives given. (Bako et al 2009). In several studies, characteristics and attributes have an important role in consumer preferences. Home attributes can be categorized into four categories, namely home

attributes, home environment attributes, social economy, and location (Louviere in Mulliner and Algrnas, 2018).

One of the factors that influence preferences is the attribute of the home environment. The application of the attributes of the home environment can be done by applying the theme to housing. One of the themes that has recently been applied is the concept of Islamic housing (Aini, 2015). This concept is to describe Islamic values (sharia) that can be applied implicitly (the value of existence, beauty, virtue, cleanliness, and harmony) and can be applied in the architectural arrangement as well as the provision of both supporting facilities and infrastructure (Djarot in Aini, 2015).

According to Othman, et al (2014) there are three Islamic values that become main principles in the application of the house. These principles are privacy, courtesy, and registration. According to Labibzadeh, et al. (2015) understanding of spatial organization in the house based on Islamic concepts has the importance and influence of design. The main idea of an Islamic house is the existence of visual boundaries, visual relationships, accessibility and space hierarchy between public, semi-private and private spaces.

II. METHODS

This study used literature review method in exploring data from previous studies, literature in Islamic housing estate and sharia housing consumer satisfaction. The purpose was to develop a theoretical model or framework for customer experience using integrative review. It summarizes past empirical or theoretical literature to provide comprehensive understanding (Broome, 1993). Results were carried out as theoretical frameworks needed to access community satisfaction to the Islamic housing from various theoretical frameworks. It is different from the previous architectural studies because it discussed specifically on sharia housing consumer's satisfaction in residential concept. Studies on Islamic Housing architecture in the last ten years can be seen in table 1.

III. RESULTS AND DISCUSSIONS

A. Islamic Residential Principles

Physical and non-physical housing character that is in line with the provisions of Islamic law in accordance with those contained in the Qur'an and Al-Hadith can be said to have an Islamic concept (Amalia, 2017). The principles of Islamic housing are determined by combining the propositions as a

benchmark for Islamic housing criteria. These components are:

Security

In accordance with the Hadith History of Tirmidhi which explains about getting a sense of security in the house, this sense of security is a reflection of security for oneself, family and society. This is also stated in the QS Saba 'verse 18 which is about feeling safe during the day and at night. Security in Islamic housing is also stated by Hwaish (2018), which is

about the protection of the family and all residents of the house. Another opinion is from Mulliner (2018) about consumers who also consider the quality and safety of their residential environment. The safer and more quality the environment, the higher the level of user satisfaction. To achieve security in the sharia residential environment, facilities in the form of security support infrastructure can be provided, namely security posts and public street lighting.

TABLE 1. Previous Studies of Islamic Residentials

Author, year	Journal	Theory	Method
David Jiboye, A. (2012)	Post-occupancy evaluation of residential satisfaction in Lagos, Nigeria: Feedback for residential improvement.	- The relationship between the variables that affect consumer satisfaction. customer satisfaction is the relationship between the quality obtained with consumer expectations.	- Post-Occupancy Evaluation - Quantitative, questionnaire
Huang, Z., & Du, X. (2015)	Assessment and determinants of residential satisfaction with public housing in Hangzhou, China..	- Factors that affect satisfaction with housing are the residential environment (house characteristics, environmental characteristics, public facilities, and social environment.	- Quantitative - Questionnaire
Li, P., Froese, T. M., & Brager, G. (2018)	Post-occupancy evaluation: State-of-the-art analysis and state-of-the-practice review.	- The purpose of using Post-Occupancy Evaluation is used to measure consumer satisfaction about visitors who are influenced by facilities, design, energy and IEQ.	- Literature Review - Content Analysis
Othman, Z, et al. 2015	Privacy, modesty, hospitality, and the design of Muslim homes: A literature review	- Values and principles in Islamic housing are the limitations of privacy and politeness.	- Qualitative - Literature Review
Hwaish, 2018.	Concept of Islamic House: A Case Study for Early Muslims Traditional House	- Characteristics of the Islamic residential concept	- Literature review
Mulliner, E & Mohammad, A. 2018	Preferences for housing attributes in Saudi Arabia: A comparison between consumers' and property practitioners' views	- Variables that affect the level of consumers are the quality of the building and materials, the home environment and its quality, temperature comfort and exterior finishing.	- Qualitative - Literature Review
Aulia, D. N., & Ismail, A. M. (2013)	Residential Satisfaction of Middle Income Population: Medan city	- The criteria for satisfaction in housing are divided into two, namely physical aspects and non-physical aspects.	- POE - Quatitative - Questionnaire

Therefore, to make the house safe, housing security facilities and systems can be provided such as a security post, one gated system and the availability of adequate public street lighting so that residents feel safe.

Beauty

One hadith reads "Verily Allah is beautiful and loves beauty." (HR. Tabrani). In addition, in Surah Al-Qaaf verse 7 also includes the beauty of the earth and it can be interpreted that this beauty is obtained from plants. Hwaish (2018) states that Islamic residences are equipped with green open spaces. Another theory states that the beauty or aesthetics of the environment affects consumer satisfaction (Mulliner, 2018). To achieve beauty in an Islamic housing environment, according to Perdana (2020) housing can be equipped with regional supporting vegetation.

Based on this description, it can be concluded that in an Islamic residential environment, the application of the concept of beauty in the form of the availability of green open space, both in the house and the residential environment.

Cleanliness

Islamic housing must also have a clean and healthy environment. This is in accordance with the Hadith narrated by Ahmad, Muslim and Tirmidhi about cleanliness is part of Iman. This is also supported by QS Al-Maidah verse 6 about cleansing the body. From the meaning of the verse, we are reminded to stay clean and holy is part of faith.

In accordance with Hwaish's opinion (2018), the house must be clean, both inside the house, on the street, in the living room, and in all service rooms. Another theory states that cleanliness in the environment affects environmental quality and can increase consumer satisfaction (Mulliner, 2018). In an Islamic residential environment, cleanliness can be achieved by good environmental and hygiene management methods and there are infrastructure supporting cleanliness.

After seeing the description above, it can be concluded that in Islamic housing, a clean environment can be achieved by the availability of a good waste management system and can be in the form of the availability of trash cans in each housing unit.

Worship Facilities

QS An-Nahl verse 81 which discusses so that humans surrender to Allah because humans have been given perfect favors in the form of shelter and clothing. The same thing is stated in QS Al-Bayyinah verse 98 which explains that humans must establish prayer and pay zakat. From these two arguments, in a residential environment with Islamic nuances, it is one that can support worship so that you always remember to be close to Allah.

According to Othman et. al (2014), Islamic housing is a settlement that applies Islamic values to its buildings with the aim of creating a religious environment and paying attention to facilities supporting worship. This is also supported by the findings from Perdana (2021) which states that Islamic

residences in the design of the area have facilities to support worship. Based on the arguments and the elaboration of some of the theories above, it can be identified that a good Islamic housing is one that has facilities to support worship such as the presence of a mosque in a residential environment.

From some of the explanations above, it can be seen that there are several variables that affect the residential environment. The variables are security, beauty, cleanliness and worship facilities.

B. Home Attributes

In addition to the principles of Islamic housing that are applied to the environment, there are also the principles of Islamic housing that are applied to the scale of the house. At the house scale, there are several components to conform to Islamic housing principles. The components of the house are:

Privacy

Privacy is divided into three parts, namely Visual, Acoustic, and Olfactory privacy (Othman, et. al). This supports each other in protecting businesses, especially for women. Visual Security, guaranteeing family members in the house in the aspect of view by way of the entrance not facing the road, the presence of visibility control limits, placing windows and building heights that support privacy. Acoustic security, controlling sound into the house by using thick walls as sound insulation. Olfactory secrets, controls odors and prevents fragrance from spreading.

This need for privacy is also in accordance with the Hadith narrated by Al-Bukhari which reads "If someone looks or looks into the house without your permission, then throws it with a pebble until his eye goes out, then there is no sin for you" (HR. Al-Bukhori and Muslims). According to Amalia (2017), and adapted to QS An-Nisa verse 36 regarding neighbors, we must do good, including to close neighbors and distant neighbors. One of these things can be done by respecting their privacy.

Another theory that explains the characteristics of the Islamic residential concept is the theory of Hwaish (2018) about the need of green space, home gardens related to the privacy of the home users (functioned as a divider) and the adjusted height of the building in Islamic housing to the surrounding buildings. Perdana (2021) also discussed about this adjusted height, so that nothing stands out more than its neighbors. In Islamic residences there is a front garden or courtyard to maintain air circulation and views, as well as barriers related to privacy.

Modesty

Modesty is related to the politeness of its inhabitants. As stated by Othman et. al (2014), politeness is divided into internal and external. Modesty internal relates to the function of the room with the application providing a prayer room and there is an internal area for educational activities. External fashion is related to the physical building with its application, namely physical simplicity in appearance, design that is not excessive and the use of local materials that are not conspicuous..

The simplicity of this building is also in accordance with QS Al-Isra verses 26-27 concerning the prohibition to waste wealth in a wasteful manner. According to Amalia (2017) the simplicity of the building can be achieved by not building a house with the intention of boasting of wealth and power. According to Hwaish (2018), Islamic buildings apply the principles of aesthetics, cleanliness and simplicity. Beauty is also a component in the Islamic house. This is in accordance with what is stated in the hadith which reads "Verily Allah is beautiful and loves beauty." (HR. Thabrani). Perdana (2021) also stated that in the design of the Islamic house building unit, there are ornaments with Islamic geometric patterns in the form of plants and flowers.

The principle of modesty in Islamic homes can be achieved by building aesthetics and building simplicity. The aesthetics of the building in question is that there are elements of Islamic art in the form of plant or flower motifs on the building. For the simplicity of the building, what is meant is that the front view of the building is orderly, not much different from its neighbors so as not to cause gaps.

Hospitality

Hospitality is related to friendliness towards neighbors and society (Othman et. al), as well as acceptance of others who play an important role in society. as also explained in QS An-nur verses 30-31, namely both men and women must take care of themselves with non-mahram fellow. In addition, in accordance with QS An-nur verses 58-59 regarding the privacy limitations of a child and parents and requiring the child to knock on the door when entering the parent's room, it is necessary to have sufficient rooms for family members, namely the children's room and the parents' room separately. . Hwaish (2018) also mentions that the characteristics of Islamic housing are that there is a bedroom that separates parents, boys and girls and has guaranteed privacy.

Another aspect found in Islamic houses is the ventilation. According to Hwaish (2018) and Perdana (2021) houses need lighting and ventilation in the room to reach every room in it. Islamic houses also require a hierarchy of space as said by Amalia (2017), Islamic house needs to protect the privacy of residents with a hierarchy of public, semi-private spaces. In accordance with the theoretical reviews above, it can be said that the principles of hospitality in Islamic homes can be applied to the function of space, ventilation, and also the hierarchy of space.

Privacy, Modesty and Hospitality are several variables that affect the Islamic house building. Theories are grouped and showed same indicators, so that they produced variables, sub-variables and indicators as a reference for making research questionnaires. This variable is also adjusted to aspects that determine satisfaction that have been determined previously, namely aspects of environmental facilities and aspects of house building characteristics. The relationship between aspects, variables, sub-variables, indicators and basic theories about the concept of Islamic housing can be seen in the table 2.

TABLE 2. Basic Theory and Theorems of Building Variables

Aspect	Variables	Sub Variables	Indicators	Theory
Housing Characteristics	Privacy	Adjusted height between neighbourhoods	The inner spaces in the neighbourhoods are not visible	Hwaish, 2018 Othman, et al. 2014 Perdana, A., 2020 Amalia, 2017
		Inner space is not visible from the outside	The existance of a house garden as a barrier from the road	Hwaish, 2018 Othman, et al. 2014 Perdana, A., 2020 Amalia, 2017
	Modesty	Building Aesthetics	Islamic motifs in the form of plant or flower on the building	Hwaish, 2018 Othman, et al. 2014 Perdana, A., 2020
		Simplicity	Building's front view in the neighborhood are all looked alike , to keep social equality	Othman, et al. 2014 Perdana, A., 2020 Amalia, 2017 Hwaish, 2018
	Hospitality	Functions	Availability of space to accommodate daily activities (living room, family room, kitchen, bathroom and bedroom)	Othman, et al. 2014 Amalia, 2017
			Sufficient room for family members (separate children and parents)	
		Ventilations	Sufficient space for family members (separate children and parents)	Hwaish, 2018 Othman, et al. 2014 Perdana, A., 2020 Li, et al. 2018
	Space Hierarchy		Building arrangement starts from the public part at the front of the house (living room), the middle part is for transition (living room) and the back is for private space (kitchen and bedroom).	Hwaish, 2018 Othman, et al. 2014 Perdana, A., 2020 Amalia, 2017

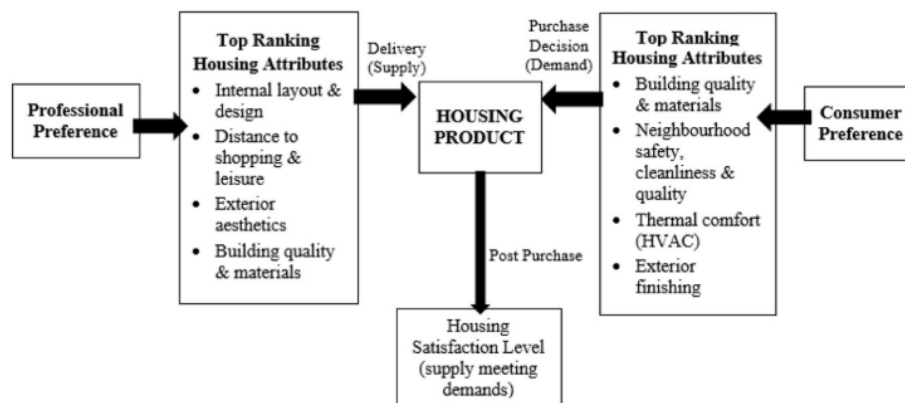


Fig. 1. Housing Satisfaction Level

Source: Mulliner (2018)

A. Consumers' Satisfaction

Consumer's Satisfaction is a reflection of user's feeling while they tried to fulfill their needs. Therefore, consumer satisfaction is the evaluation of each individual regarding the ongoing conditions (David Jiboye, 2012). Things that affect consumer satisfaction is a match between the quality received and consumer expectations. The characteristics of housing demand are needed to create residential marketing interest (Aulia, 20013), because housing demand is directly proportional to the increase in human population. According to Huang (2015), satisfaction criteria are determined by (1) environmental factors; (2) occupant characteristics; (3) comparisons; and (4) housing allocation schemes. In the housing environment criteria, which affect consumer

satisfaction are the characteristics of the house, public facilities and social environment.

One of the methods used to determine customer satisfaction is to use Post Occupancy Evaluation (POE). POE is the process of building performance after being occupied for a certain period of time. Li (2018) said that POE can be used for many purposes, including seeking direct or indirect goals. Evaluating design, evaluating occupants, energy performance, IEQ and IEQ evaluation are included in the direct objectives of POE. For indirect purposes, POE can be used to identify issues, look for future projects, improve methods and criteria, evaluate technology, and validate models.

Mulliner (2018) describes all factors affecting the level of consumer satisfaction at home, which are:

1. Building Quality and Materials
2. Neighbourhood Safety and Quality
3. Thermal Comfor
4. Exterior Finishing

According to Aulia (2013), occupancy satisfaction criteria are influenced by physical and non-physical aspects. These aspects apply at the neighborhood scale, urban spatial and urban scale. The physical aspect on the neighborhood scale is related to the facilities, the quality of the house, and the layout of the house. Non-physical aspects at the neighborhood scale are related to security and investment programs.

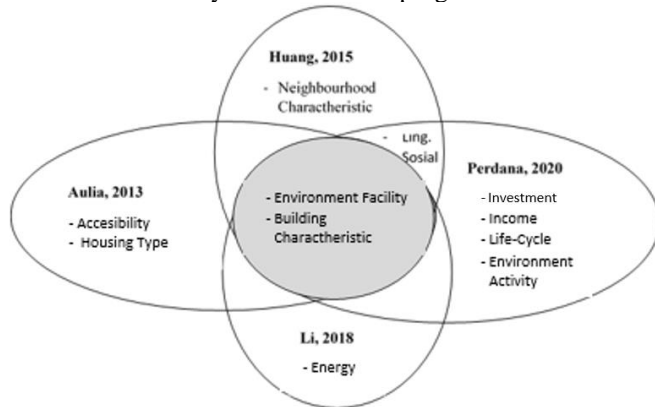


Fig. 2. Occupancy Satisfaction Chart

Source: Author's result (2021)

IV. CONCLUSION

Based on the theories that have been described previously, several conclusions can be drawn, namely about occupancy satisfaction that can be achieved through several aspects. According to Huang (2015) occupancy satisfaction can be achieved through neighbourhood characteristics, social environment, facilities, and housing characteristics. Another theory states that several aspects that affect occupancy satisfaction are through physical and non-physical aspects. The physical aspect in question includes housing facilities and the quality of house construction. The non-physical aspects that affect are investment, income, life-cycle, social interaction, and environmental management (Perdana, 2020). In addition, according to Aulia (2013) occupancy satisfaction can also be influenced by accessibility, type of house, housing facilities, and quality of the house. Another theory states that occupancy satisfaction is influenced by energy, facilities and building characteristics.

From some of these theories, it can be drawn some similarities in aspects that affect occupancy satisfaction. Both theories state that occupancy satisfaction can be influenced by environmental facilities and the characteristics of the house building.

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