

Developing Islamic Mall Index based on Maqasid Framework

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This research aims to analyze and try to build a maqasid sharia-based mall index. This research uses Simple Additive Weighting (SAW) method to assess the extent to which maqashid syariah index is achieved. The results show that Aeon Mall has a lower weight compared to Cibinong City Mall. The difference in the empowerment index of the two malls lies in the indicators of *hifzunnafs*, *hifzuaql*, and *hifzubah*. Aeon Mall excels in the *hifzuaql* indicator, while Cibinong City Mall excels in the *hifzunnafs* and *hifzubah* indicators. Based on the results of this study, it can be concluded that to find out that a mall can be said to be sharia compliant not only seen from one factor, but seen from several Maqasid Syariah indicators. This indexation can be considered in the future for measurements/calculation of the same object.

Keywords: Islamic mall, Islamic market, Maqasid shariah, SAW

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INTRODUCTION

In the life of modern urban communities in Indonesia, shopping centers or malls have become an unavoidable urban symbol. Malls are not just places to make pre-planned purchases from home, but have evolved into activity centers that offer more than just basic necessities. Mall functions have gone beyond planned shopping transactions, it is now also a destination for a variety of practical shopping and entertainment activities. The concept of shopping and entertainment become inseparable in one place, creating an all-round experience for visitors. The growth of shopping centers in Indonesia continues to grow rapidly, data from the Indonesian Central Bureau of Statistics shows that by 2020, around 659 shopping centers have been established throughout Indonesia. This reflects the evolution of urban lifestyles that are increasingly adopting a broader and more integrated shopping concept, where they seek not only necessities, but also experiences and entertainment in one convenient and complete location.

According to data obtained from the Ministry of Religious Affairs in 2020, 229.62 million people or around 87.2% of Indonesia's total population of 269.6 million people are Muslims. (KEMENAG RI, 2020). The presence of a mall that accommodates values in accordance with sharia principles is an increasingly important need in a society dominated by a large number of Muslims. In this context, it is important for shopping centers or malls to consider sharia-compliant values in their activities and services. The adoption of sharia values such as transactions that are in accordance with Islamic law (Halal), compliance with the principles of justice, and awareness of social responsibility are important aspects in the development of malls or also called super-market.

An Islamic mall, often referred to as an Islamic shopping center or a mall adhering to Islamic principles, is a commercial establishment that aligns its operations, services, and offerings with Islamic values and guidelines. These malls are designed to cater to the needs of Muslim consumers while complying with Islamic law (Shariah). Here are some key aspects: Product and services, ethical standards, family-friendly environment, Islamic design, community integration and halal certification.

Products and Services: Islamic malls aim to offer products and services that adhere to Islamic principles. This might include halal food options, modest clothing, Islamic literature and media, prayer

rooms, and facilities that cater to Islamic rituals and practices.

Ethical Standards: Islamic malls often prioritize ethical business practices in line with Islamic teachings. This might involve fair trade, avoiding the sale of certain products such as alcohol or pork, and ensuring transactions are free from *riba* (interest) as defined by Islamic finance principles (Marlina et al., 2023; Hamid, 2015).

Family-Friendly Environment: These malls often focus on providing a family-friendly atmosphere, with spaces for families to gather, socialize, and shop comfortably. **Islamic Architecture and Design:** Some Islamic malls incorporate architectural elements inspired by Islamic art and architecture. This might include domes, arches, calligraphy, and geometric patterns or other kind of architectural design that reflect Islamic aesthetics.

Community Integration: Islamic malls may also serve as community hubs, hosting events, seminars, or activities that promote Islamic culture, education, or social causes. **Halal Certification:** Many products sold in Islamic malls are certified as halal, indicating they meet Islamic dietary laws and are permissible for consumption by Muslims (Hakim et al., 2022; Ruhana, 2021; Rusydiana & Marlina, 2020; Maliha & Devi, 2023; Syahrizal et al., 2023; and also Hanzae & Ramezani, 2011).

These malls cater to the specific needs of Muslim consumers and aim to create an environment that aligns with Islamic values or shariah principles and practices. They vary in scale, offerings, and strictness in adhering to Islamic principles based on their location and target audience.

Malls that apply Islamic principles can be recognized through the application of the Maqasid Syariah Index. Maqasid Syariah refers to the objectives set by sharia to improve the welfare of the people, as affirmed by Ar Raisuni (Sarwat, 2019). Therefore, the main objective of this paper is to develop an index that complies with Maqasid Shariah principles, which is able to evaluate the extent to which shopping centers or malls in Indonesia comply with these principles. This index is expected to be an effective tool in assessing the extent to which shopping centers have complied with the desired standard of Islamic values in accordance with Maqasid Shariah, as well as providing a clear picture of whether they have achieved the expected compliance or still require improvement to be more in line with these principles.

LITERATURE REVIEW

Shopping center, according to (Lynda & Wing, 2005), is a collection of retail and other commercial businesses that are planned, developed, owned, and managed in a single property. Mall Shopping Center is defined as a linear movement area in the city's central business district (downtown business area) that is preferred by pedestrians, with a combination of plazas and interactional spaces. Typical shopping centers can be divided into two categories: strip centers and malls. Strip centers take the form of outlets that are lined up and united for retail business. Store fronts are usually equipped with canopies. Malls are usually built in the form of regional or super regional shopping centers, although they are enclosed buildings with climate control and corridors with facing stores.

According to (Gavilan, et al., 2013) some environmental elements include music played in the mall, cleanliness, attractive mall architecture, decoration, general design, and mall layout that makes it easy for visitors to pass through. The environmental factors of a mall should ensure that they provide entertainment to customers. For example, a shopping center must provide interesting entertainment, not boring in the sense that it does not innovate, stimulate visitors to shop by providing discounts, not monotonous or in other words, it must provide a different approach from time to time, attractive to visit because of its strategic location, and sufficient facilities. The mall's unique atmosphere, air conditioning facilities, window shopping spaces, food courts, and entertainment centers such as cinemas and play areas are some of the environmental factors that attract customers. Malls are places where consumers can spend time socializing, enjoying, and buying the goods and services they need. Shopping centers and malls offer customers a "one stop shopping" concept that they cannot have when shopping online. (Narahari & Kuvad, 2017)

The nature and atmosphere of a mall will greatly affect the decision of visitors to go to the mall. Experts say that the atmosphere of the store directly affects visitors' preferences for the mall environment, which has an impact on the mood of visitors. Mall design is very important, according to Bitner and Wikstrom in (Gunawan, et al., 2009) because the design will affect customer behavior. Environmental factors that influence consumer emotions are mall attributes that support shopping activities, such as music, colors, furniture, room layout, and small supporting elements. Bandung City students will choose mall attributes related

to entertainment and can accommodate social activities and activities. (Sari, et al., 2011) However, if the mall is unable to facilitate customer activities and activities, then the mall will produce a boring response for customers, which in turn will eliminate the customer's sense of loyalty to the mall. Differences in age and shopping motivations, in addition to the mall environment and features, affect consumer behavior in performing activities and their perceptions of shopping malls/market.

A modern mall refers to a contemporary shopping complex or center that typically features a wide array of stores, entertainment options, dining facilities, and various amenities under one roof. Modern malls have evolved significantly over time, adapting to changing consumer preferences and technological advances.

Modern malls aim to create a convenient, entertaining, and engaging shopping experience for consumers, often integrating various elements beyond just retail to attract and retain visitors in an increasingly competitive market. The specific features and offerings can vary widely based on the location, size, and target demographic of the mall

To choose the best mall, there are several criteria used. They include cleanliness inside and outside the mall, such as the lobby, restrooms, and dining areas. Security inside and outside the mall, such as security posts. Parking lots inside and outside the mall. Tenant amenities including food and beverage, entertainment (karaoke, time zone), fashion, health, and beauty. Strategic location that is easily accessible for public transportation, healthcare facilities, and other public facilities.

Since "modernization" is often regarded as the cause of religious decline in secular environments, the presence of prayer spaces in "modern" public buildings such as malls can help balance religious elements and secularism. As a result, it is considered that those participating in the design of the building are responsible for showing the public that the process of "modernization" will not lead them away from religious principles. This can be achieved through design improvements or "modernization" of the design to suit Islamic values (shariah principles) in the prayer room located in the shopping mall building. The prayer room functions as a place to perform every time prayers. However, users do other things in this place (Ifani & Andriana, 2019).

Table 1 Islamic Mall index based on maqasid shariah

NO	INDEX	INDICATORS	NOTES	SOURCE
1	HIFZUDIN	MUSHOLA	WITH THE MUSHOLA VISITORS CAN CARRY OUT PRAYERS COMFORTABLY	(Shahrin, 2022)
		PRAYER TIMER	PRAYER TIME MARKERS ARE INTENDED SO THAT VISITORS CAN KNOW THAT PRAYER TIME HAS ENTERED.	(Abdurrahman, 2023)
		ISLAMIC MUSIC	WITH THE EXISTENCE OF ISLAMIC MUSIC CAN MAINTAIN ONE'S ISLAMIC VALUES	(Rozaq, 2019)
2	HIFZUNNAFS	DISABILITY FRIENDLY	DISABILITY-FRIENDLY FACILITIES ARE NEEDED AT THE MALL TO FACILITATE AND ALSO TAKE CARE OF PEOPLE WITH DISABILITIES WHEN VISITING THE MALL.	(Huda, 2022)
		SECURITY	WITH THE SUPPORT OF ADEQUATE SECURITY FACILITIES, THE SAFETY OF THE LIVES OF MALL VISITORS WILL BE BETTER PROTECTED FROM UNWANTED CRIMES.	(Alyani, 2022)
		HEALTH SERVICES	WITH THE EXISTENCE OF A HEALTH SERVICE, THE SAFETY OF VISITORS' LIVES CAN BE MAINTAINED IN THE EVENT OF MEDICAL MATTERS.	(Nurnaeni, 2021)
3	HIFZUAQL	EDUCATION EVENTS	THIS EVENT CAN PROVIDE NEW KNOWLEDGE AND EXPAND THE KNOWLEDGE OF VISITORS	(Haryono, 2010)
		EMPLOYEE TRAINING	EMPLOYEE TRAINING IS NEEDED TO IMPROVE AN EMPLOYEE'S SKILLS AT WORK	(Setiawan, 2014)
		BOOK SHOP	THE EXISTENCE OF A BOOKSTORE CAN MAKE IT EASIER FOR CUSTOMERS TO FIND BOOKS OF INTEREST AND FOSTER INTEREST IN READING.	(Bahari, 2021)
4	HIFZUNASL	CHILDREN'S GAMES	WITH A CHILDREN'S PLAYGROUND, THERE IS A SAFE PLACE FOR CHILDREN WHO VISIT THE MALL.	(Pomazan, 2016)
		MALL MANAGEMENT	WITH GOOD MANAGEMENT IN A MALL, IT WILL GUARANTEE THE MALL'S SNEBEL SO THAT THE SUSTAINABILITY OF THE MALL WILL BE MAINTAINED.	(Musa, 2023)
		18+ AREA SURVEILLANCE	WITH SUPERVISION IN THE AREA IS EXPECTED TO BE FREE FROM MINORS	
5	HIFZULMAL	ISLAMIC BANK ACCOUNT	THE AVAILABILITY OF SHARIA ATM AT THE MALL TO FACILITATE NON-USURY TRANSACTIONS AT THE MALL	(Marpaung, 2021)
		LUGGAGE STORAGE	THE NEED FOR A LUGGAGE STORAGE PLACE IN A MALL IS TO KEEP CONSUMER GOODS	(Suryahartati, 2019)
		PARKING MANAGEMENT	PARKING MANAGEMENT IN A MALL IS NEEDED SUCH AS THE EXISTENCE OF PARKING PORTALS IN THE MALL, IT WILL ENSURE THE SAFETY OF CONSUMER VEHICLES.	(Limantara, 2017)
6	HIFZULBIAH	CLEANING SERVICE	CLEANING SERVICES ARE NEEDED AT THE MALL TO KEEP THE MALL ENVIRONMENT CLEAN AND NOT DAMAGE THE ENVIRONMENT.	(Efendi, 2019)
		NO GREENHOUSE EFFECT	GREENHOUSE GASES CAN INCREASE GLOBAL WARMING	
		WASTE PLACE	EASILY ACCESSING TRASH CANS WILL HELP TO KEEP THE ENVIRONMENT FREE OF WASTE	(Maharani, 2021)

RESEARCH METHOD

This paper uses a methodology using the Simple Additive Weighting Method, the Simple Additive Weighting Method is used to assess the extent to which the maqashid sharia index is achieved by calculating each ratio that has been given a special weighted value that has been determined by sharia experts around the world. The Simple Additive Weighting (SAW) method is one of the methods used in the decision-making process. The basic concept of the SAW method is to find the weighted sum of the performance ratings on each alternative on all attributes.

The SAW method is part of Multi-Criteria Decision Making (MCDM). MCDM methods are regarded as the main decision-making methods that consider more than one criterion in the decision-making

process. This entry aims to discuss the important concepts, applications, and types of MCDM methods. MCDMs are used in different fields and are one of the most common decision-making methods.

RESULTS AND ANALYSIS

In this research, we measure a mall in Sentul with the Maqasid Syariah index, assuming whether the mall we surveyed has fulfilled the indicators in Maqasid Syariah. We also use six indicators in this study, namely Religion, Soul, Intellect, Descent, Property, and Environment. We took two malls to compare whether there is a mall that is closest to the Maqasid Syariah indicators.

Based on the results of the research we have done, we get the results as shown in the table below:

Table 2 Calculation of the object

Criteria	Criteria Weight	Indicator	Indicator Weight	Aeon Mall (0,33*0,166)	Cibinong City Mall (0,33*0,166)
Hifzuddin	0,166666667	Mushola	0,333	0,333	0,333
		Prayer Time Marker	0,333	0	0
		Islamic Music	0,333	0	0
Hifzunnafs	0,166666667	Disability Friendly	0,333	0,333	0,333
		Security	0,333	0,333	0,333
		Health Service	0,333	0	0,333
Hifzuaql	0,166666667	Education Event	0,333	0,333	0
		Employee Training	0,333	0,333	0,333
		Bookstore	0,333	0,333	0,333
Hifzunasl	0,166666667	Children's Games	0,333	0,333	0,333
		Mall Management	0,333	0,333	0,333
		18+ Area Supervision	0,333	0	0
Hifzumal	0,166666667	Islamic Bank Account	0,333	0	0
		Custody Center	0,333	0,333	0,333
		Parking Management	0,333	0,333	0,333
hifzulbiah	0,166666667	Cleaning Service	0,333	0,333	0,333
		No Greenhouse Effect	0,333	0	0,333
		Trash Can	0,333	0,333	0,333
Total	1			0,666	0,715

From the results of the research that has been done, we can see that Aeon Mall and Cibinong City Mall do not have too much difference in the maqasid syariah index. Aeon Mall scored 0.66 out of 1 and 0.715 out of

1 for Cibinong City Mall. For Aeon Mall, it has advantages over Cibinong City Mall, namely in terms of indicators of protecting the mind (hifzuaql), namely having educational events which Cibinong City Mall

does not have. As held by Aeon Mall, namely performances and art exhibitions.

Meanwhile, Cibinong City Mall has advantages over Aeon Mall, namely in terms of indicators of protecting the soul (hifzunnafs), namely having a health service which Aeon Mall does not have. Like the existence of a booth where medicines for injured or sick people/person.

And besides that, it has advantages in terms of indicators of protecting the environment (hifzubah), namely not having a greenhouse effect which Aeon Mall has which causes global warming so that it causes damage to the atmosphere.

The difference between the two malls lies in the hifzunnafs criteria on the Health service indicator where Aeon Mall gets point 0 while Cibinong City Mall gets point 0.333. Then on the hifzuqul criteria on the Education event indicator where Aeon Mall gets point 0.333 while Cibinong City Mall gets point 0. And the last difference is in the hifzubah criteria on the indicator of no greenhouse effect where Aeon Mall gets point 0 while Cibinong City Mall 0.333.

From the aspect of protecting religion (hifzuddin) these two malls have in common the existence of a place of prayer or musholla provided by the two malls. In terms of protecting the soul (hifzunafs) these two malls have in common that they are disability friendly such as the existence of an elevator to make things easier and there is security or security to protect the goods in the two malls.

In terms of protecting the mind (hifzuqul) these two malls have in common the existence of employee training to guide and provide material to existing employees besides that these two malls have bookstores to add insight to the people who come to the two malls. In terms of protecting offspring (hifzunasl) these two malls have in common the existence of children's games, this is very important seeing when children will feel bored, then these two malls can provide solutions with children's games. In addition, the two malls also have very good mall management to maintain the sustainability of these two malls.

From the aspect of safeguarding property (hifzulmal) these two malls have in common the existence of luggage storage and excellent parking management. In terms of protecting the environment (hifzubah) these two malls have in common the existence of cleaning services and trash bins to reduce the number of garbage in the two malls.

The development of Islamic malls has evolved in response to the growing demand for retail spaces that

adhere to Islamic principles and cater to Muslim consumers' needs. Islamic malls often adopt a community-centric approach by hosting events, workshops, and activities that promote Islamic culture, education, and community engagement. These events contribute to fostering a sense of belonging and unity within the Muslim community.

Islamic malls curate their tenant selection to ensure that the products and services offered comply with Islamic principles. This involves attracting retailers that provide halal goods, modest clothing, halal and muslim fashion, Islamic literature, and other products and services that align with the target market's preferences.

As the global Muslim population grows and the demand for Shariah-compliant products and services increases, the development of Islamic malls extends beyond Muslim-majority countries. Developers explore opportunities to establish and build such malls in regions with significant and majority Muslim populations worldwide.

The development of Islamic malls continues to evolve, driven by consumer demand, technological advancements, and a desire to create spaces that cater to the specific needs and preferences of Muslim consumers while maintaining adherence to Islamic and shariah principles. Several interesting studies related to Islamic malls can be seen at [Schmidt \(2012\)](#), [Musa et al., \(2023\)](#), [El-Adly & Eid \(2017\)](#), and also research conducted by [Kütük-Kuriş, M. \(2020\)](#).

CONCLUSION

In this research, we use six criteria in Maqasid Sharia, namely protecting religion, protecting the soul, protecting offspring, protecting the mind, protecting property and protecting the environment. Each of these criteria has its own indicators and weights. Then by using these indicators as a basis for us to conduct research, we concluded that Cibinong City Mall almost fulfills all the indicators we used to research. Of course, it is possible to add and subtract indexation and indicators to make it more perfect. So that, maqasid-based mall index measurements in the future will be better. One of the better weighting methods, for example, is the Analytical Network Process (ANP) developed by Thomas Saaty ([Hasib et al., 2018](#); [As-Salafiyah et al., 2022](#); [Setianingrum et al., 2019](#)).

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