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Earth Voyage Taharah Kit: A New Innovation Tools for Muslim Friendly Traveler

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ABSTRACT

The research aimed to develop the Earth Voyage Taharah Kit, a Muslim-friendly and eco-conscious travel kit. This study aims to identify the PMKu students and staff preferences whether they use Muslim-friendly products or not as well as encourage them to use organic products. A quantitative approach was employed and a survey using questionnaires consisting of 65 respondents of students and staff in Politeknik METrO Kuantan were distributed to gather insights on user preferences and product effectiveness. The questionnaires comprised four sections: demographic profile, knowledge of Muslim-friendly products, user's preferences, and feedback on the product's usefulness and sustainability. The products consist of essential travel items for Muslim travelers, including natural body lemon soap, travel-sized deodorant, siwak, room freshener, and a foldable sajada bag. The analysis yielded a Cronbach's Alpha value of 0.933 based on 26 items, indicating an excellent level of reliability and suggesting that the items used in the instrument are highly consistent in measuring the feedback of respondents. Analysis on knowledge about Muslim-friendly products among gender and age show that females with the age of 18-28 years old were more knowledgeable on these products. In addition, the analysis on respondent's preferences toward quality, price, durability, Islamic attribute and Muslim-friendly attribute shows that the highest mean score was quality of the products (4.34) and the lowest was the durability of the products (4.07). Overall, the highest-rated attribute was Quality (mean = 4.34), followed closely by Muslim-Friendly (4.31) and Islamic Attributes (4.30). Although Price (4.10) and Durability (4.07) were rated slightly lower, they were still viewed positively by the respondents. This suggests that respondents prioritize product quality and religious compatibility when evaluating such products, while also considering practical aspects like price and durability. Thus, it shows that this product successfully addresses the essential hygiene and needs of Muslim travelers such as body lemon soap, deodorant, siwak, a room freshener, and a sajada bag into a compact kit. In conclusion, the objectives of this study were achieved in order to encourage students and staff of PMKu to use Muslim friendly and organic products while traveling abroad.

Keywords:

Travel kit; Muslim friendly products; student and staff preferences

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1. Introduction

In today's era, many people are seeking eco-friendly products to reduce excessive plastic usage. Additionally, Muslim travelers are also looking for products that incorporate Muslim-friendly features. The Muslim-friendly and go-green travel kit is a revolutionary product designed to enhance the travel experience for Muslim travelers while promoting sustainable and eco-friendly practices. With the increasing global emphasis on environmental conservation and the growing demand for Muslim-friendly travel solutions, this kit combines the best of both worlds by addressing the unique needs of Muslim travelers and supporting green tourism initiatives.

Earth Voyage Taharah Kit is a personal hygiene product created by Muslims. This product is designed to meet the demand for Muslim-friendly items in Malaysia. The kit contains four items: body soap, miswak (natural toothbrush), air freshener and deodorant. All the ingredients used in this product are organic-based. Some of the main ingredients include miswak, alum, dried rose flowers, sweet almond oil, and others. Additionally, this project also aims to identify the staff and students preferences of the product at Politeknik METrO Kuantan.

1.1 Problem Statements

The PMKu community purchases products in the market without being certain whether they contain non-halal ingredients. Malaysia is a Muslim country and significant as a halal hub. Halal has become a customer vital concern in Malaysia nowadays because of the Muslim population's awareness about the halal products. Muslims are more aware of what they put on their bodies. This is one of the reasons why Muslim customers at this time are looking for Sharia-compliant toiletries and cosmetic products. Commonly toiletries products and other cosmetic products that are made by non-Muslim companies and also coming from non-Muslim countries are doubted in regards to their halal quality. Many cosmetics contain alcohol as moisturisers, which can help bring ingredients to the skin, emollients, or cleansing agents.

In addition, the large size of products in the market limits space in luggage, making it more restricted. Every time planning a vacation, the first thing to consider is the essential items that must be brought along. The process of organizing items needs to be done meticulously. If not arranged wisely, the bag becomes too packed, heavy, and difficult to carry as hand luggage. Failing to pack your items perfectly will force the traveler to carry more than one piece of luggage, which will certainly increase handling costs.

Besides, the high use of chemicals compared to organic ingredients in bath and beauty products. Due to the advancement of science and technology, today we are surrounded by millions of specialized chemical products. When referring to chemicals, we usually only mean the essential daily cleaning products. However, there are more chemicals than this category. Everyone also keeps cosmetics, toothpaste and mouthwash, a mini first aid kit or disinfectant in their bathroom. In addition, there are staple substances like water: it is also a chemical compound.

1.2 Objective

1.2.1 To identify the PMKu student whether they are using a product that contains halal ingredients

1.2.2 To encourage students of PMKu to use a compact and small product

1.2.3 To create product is free from chemicals and Muslim-friendly product

2. Literature Review

Aziz [3] notes that Muslim-Friendly Tourism has become a regional phenomenon due to the increasing awareness among Muslim travellers of the benefits associated with choosing travel options that align with their religious values. This is further supported by the Global Economic Report (2017), which highlights the significance of the global Islamic economy, valued at USD 169 billion, and its growing influence on tourism trends. According to Sahari *et al.*, [8], MFT is primarily defined by its provision of Shariah-compliant services and amenities. Despite the overall growth of Malaysia's tourism industry, their study found that some industry players remain unaware of MFT or lack interest in adopting it. Their research focuses on how MFT is applied in practice, particularly in terms of service delivery and compliance with regulatory standards.

According to Awang *et al.*, [2], body soap is a liquid cleanser that contains ingredients like sodium laureth sulfate (SLES) and sodium lauryl sulfate (SLS), which are commonly found in body washes, shampoos, antiseptics, detergents, creams, and lotions. Nordin [6], in his study on the Sunnah of Miswak (*Salvadora Persica*), describes miswak as a traditional oral hygiene tool used by Muslims and strongly recommended by the Prophet Muhammad (s.a.w.). Air fresheners are defined by Anguera-Torrell *et al.*, [1] as products that improve indoor air quality by masking bad odors and providing a pleasant scent. Fredericks [4] adds that air fresheners can trigger emotional responses, memories, and feelings, helping travelers feel more relaxed and happy. Another important item is deodorant, which Teerasumran *et al.*, [10] describe as a natural product that helps reduce body odor and sweat. All of these items—body soap, miswak, air freshener, and deodorant—are essential toiletries for travelers. They form the basic components of the Earth Voyage Taharah Kit, designed to help tourists maintain cleanliness and comfort while traveling abroad.

According to Tangeland *et al.*, [9], preferences refers to motivation–behavior link in preferences for activities and offers insights into students' travel motivation and needs, enabling more effective product design and marketing for this important segment. He *et al.*, [5] identify that the findings on his research indicated underdog brand biographies, as opposed to top-dog, exerted a more positive effect on tourists' purchase intention and actual choices. Furthermore, tourist empathy and identification functioned as dual parallel mediators. By examining the effectiveness of brand strategy marketing through the lens of brand biography, this study enriches the literature on tourism product branding. Additionally, practitioners are encouraged to improve tourist preference through underdog brand biographies.

3. Methodology

3.1 Research Design

This research was conducted using a quantitative method to measure PMKu students and staff preferences whether they use Muslim friendly products or not as well as encourage them to use organic products. A quantitative approach was employed to gather insights on user preferences and product effectiveness.

In order to measure the level of understanding among respondents, the researcher opted for a questionnaire, as it provides a convenient way to collect data from a large number of individuals. This method offers a standardized approach to gathering information, ensuring that each respondent answers the same questions, which aids in comparing responses effectively. The questionnaires comprised four sections: Section A focuses on demographic profile, Section B measures on knowledge of Muslim-friendly products, Section C was user's preferences and the questions are assessed by using the Likert scale was applied from score 1 to score 5 (strongly disagree, disagree,

neutral, agree and strongly agree). Finally, Section D gather the feedback on the product’s usefulness and sustainability.

3.2 Sampling and Population

Sample size for this research was 65 consist of the students and staff from Polytechnic METrO Kuantan and simple random sampling was used. Simple random sampling is a method for selecting a sample from a larger population where each member has an equal and independent chance of being chosen. The total population in PMKu is around 500 persons and only 65 respondents were identified to answer this survey.

4. Result and Discussion

The reliability statistics for this research provide the Cronbach’s Alpha value of 0.933 based on 26 items, indicating an excellent level of reliability and suggesting that the items used in the instrument are highly consistent in measuring the same underlying construct or concept, thereby affirming the dependability of the data collected for subsequent analysis and interpretation. It can be confidently used for research or assessment purposes, as it provides reliable and trustworthy results. This level of reliability also enhances the sincerity and accurateness of the findings derived from the questionnaire.

The result of the research was carried out based on cross tabulation of knowledge about Muslim friendly products among gender and age. This analysis was carried out to identify either male or female and the age range who were more knowledgeable about these products. The details of the data analysis as shown in Table 1 and Table 2 below.

Table 1
 Cross tabulation on knowledge about Muslim friendly products and gender

No	Question	Gender				Total of respondents
		Male		Female		
		Yes	No	Yes	No	
1	Do you know what is meant by Muslim Friendly?	23	0	41	1	65
2	Have you ever used Muslim Friendly products?	20	3	37	5	65
3	Do you know what items are accredited with halal certification?	20	3	37	5	65
4	Do you have a good understanding of the Muslim Friendly product?	20	3	40	2	65
5	Do you know what product that complies with Islamic law?	22	1	37	5	65

Table 1 summarizes the cross tabulation about knowledge on Muslim Friendly products with the gender of respondents. It shows that females were more knowledgeable compared to male and proved that females were more concerned about the daily products used by them while traveling.

However, the researcher also generates independent sample tests between gender and quality of the products. Table 2 shows that the p-value (Sig. 2-tailed) is 0.736, which is much greater than 0.05, it means that there is no significant difference in quality between genders. Therefore, gender does not significantly affect the quality of this product. So, it can be summarized that male and females perceive this product equally as long as it has a quality to use for a long time and value for money.

Table 2
 Independent samples test between gender and quality

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GENDER	Equal variances assumed			-.354	6	.736	-.143	.404	-1.132	.846
	Equal variances not assumed						-.143			

Table 3
 Cross tabulation on knowledge about muslim friendly products and age

Question	Age								Total of respondents
	18-28		29-39		40-50		51 and above		
	Yes	No	Yes	No	Yes	No	Yes	No	
1 Do you know what is meant by Muslim Friendly?	46	7	5	0	5	1	1	0	65
2 Have you ever used Muslim Friendly products?	46	7	5	0	5	1	1	0	65
3 Do you know what items are accredited with halal certification?	46	7	4	1	6	0	1	0	65
4 Do you have a good understanding of the Muslim Friendly product?	49	4	4	1	6	0	1	0	65
5 Do you know what product that complies with Islamic law?	47	6	5	0	6	0	1	0	65

Table 3 summarizes cross tabulation on knowledge about Muslim Friendly products and Age of the respondents. It shows that respondents with the age range of 18-28 years old are more knowledgeable and concerned about the Muslim friendly products compared to other age ranges. It also proved that the young people were more careful of the Muslim product while traveling abroad.

Table 4
 Mean of the respondent's preferences between quality, price, durability, Islamic attributes and Muslim friendly

Attributes	Mean
Quality	4.34
Muslim Friendly	4.31
Islamic Attributes	4.30
Price	4.09
Durability	4.07

Table 4 shows the mean of the respondent's preferences between Quality, Muslim Friendly, Islamic Attributes, Price and Durability. The highest-rated attribute was Quality (mean = 4.34),

followed closely by Muslim Friendly (4.31) and Islamic Attributes (4.30). Although Price (4.10) and Durability (4.07) were rated slightly lower, they were still viewed positively by the participants. This suggests that respondents prioritize product quality and religious compatibility when evaluating such products, while also considering practical aspects like price and durability. Among the five evaluated attributes, Quality received the highest average rating with a mean score of 4.34, indicating that respondents strongly agreed that the product was well-made and met their expectations. Muslim Friendly features followed closely with a mean of 4.31, reflecting the importance placed on products that are clean, safe, alcohol-free, and compliant with Shariah principles. For market adoption, this suggests that brands introducing Muslim-friendly or faith-based travel kits must highlight durability, safety, and international standards of product quality such as eco-certifications and halal certification. Islamic Attributes also ranked highly with a mean score of 4.30, showing that students valued religious usability, such as portability for prayer and alignment with sunnah practices. For commercialization, these products will be easier among Muslim travelers who view faith-based compatibility as non-negotiable and also provide opportunities for cross-market appeal, since alcohol-free and organic are universally desirable qualities that can attract non-Muslim consumers too. The Price attribute received a slightly lower mean of 4.09, suggesting that while affordability is important and it also can target a mid-range pricing strategy to compete with other products. Lastly, Durability had the lowest mean score of 4.07, though still relatively high, indicating that while students considered long-lasting use and strong materials important, they prioritized other factors more when evaluating the product such as reusable packaging.

This chapter summarizes the Earth Voyage Thaharah Kit project has met its goal to identify the PMKu students and staff preferences whether they use Muslim friendly products or not as well as encourage them to use organic products. Most respondents preferred the quality of the product that needed to be high quality even though it was cheap in price. Other than that, the respondents are also concerned about the durability of the products because they will be used for a long time once they are traveling to either domestic or international destination. For future improvements, it's recommended to be safer for the environments in terms of ingredients as well as commercialization to the markets such as opportunities for product differentiation, mid-range pricing strategies, and sustainability-driven branding. It also can support Malaysia's push toward Muslim-friendly and sustainable tourism, offering clear pathways for halal certification, government incentives, domestic integration, and international export potential.

5. Conclusion

In conclusion, the Earth Voyage Thaharah Kit, an innovative creation, offers many hidden benefits and unique advantages. The findings of this study indicate that the Earth Voyage Thaharah Kit effectively addresses the essential hygiene and spiritual needs of Muslim travelers. By integrating practical items such as body lemon soap, deodorant, siwak, a room freshener, and a sajada bag into a compact and convenient format, the kit offers a thoughtful solution that supports both cleanliness and religious observance on the go.

Users responded positively to the natural ingredients, portability, and cultural relevance of the product. However, areas for improvement were identified, including the durability of packaging, longevity of certain products, and the need for refill or customization options. Despite these limitations, the kit demonstrates strong potential in both domestic and international markets, particularly as awareness grows around faith-based travel needs. Moreover, as a newly introduced brand in Malaysia, these products have been recognized by Lesstarry Natural, an already established

organic product in Kuantan. Currently, there are no travel kits like this available in the local market. With its affordable price, this product is sure to find a solid place in the industry.

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