

**ISLAMIC ATTRIBUTES OF DESTINATION FOR
MUSLIM TOURISTS' LOYALTY INTENTION IN
MALAYSIA**

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SCHOOL OF MARITIME BUSINESS AND
MANAGEMENT
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**Thesis Submitted in Fulfillment of the Requirement
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Management**

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DEDICATION

I dedicated this thesis to my husband (Muhammad Aiman bin Abd Llah), my son (Muhammad Aakif Idlan bin Muhammad Aiman), my late father (Ismail bin Haji Rashid), late mother (Muji binti Daud), my brothers (Hatim bin Ismail and Muhammad Hidzir bin Ismail), my sisters (Saniah binti Ismail and Asmah binti Ismail), my aunt (Zainun binti Daud), my family in laws (Abd Llah bin Ali, Rusnani binti Omar, Nur Wahidah binti Abd Llah, Nur Hanis Shahira binti Abd Llah, Nurul Aizan binti Azenan), my supervisors (Dr. Azizul Yadi bin Yaakop and Dr. Marhana binti Mohamed Anuar), my teachers and to all my friends.

Abstract of thesis presented to the Senate of University of Malaysia
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Islamic tourism in Malaysia grows year by year. The demand for Islamic tourism products has indeed increased, parallel with the increasing number of Muslim tourists to Malaysia and the increasing number of hotels that provide Islamic tourism products in recent years. Although the concept of Islamic tourism is gaining popularity, there are still matters unexplored especially pertinent to the attributes, which drive tourists to Islamic tourism destination. The objectives of this study are (i) to identify the influence of Islamic attributes of destination (IAD) on loyalty intention, (ii) to identify the influence of IAD on tourists' satisfaction, (iii) to identify the influence of tourists' satisfaction on loyalty intention, (iv) to investigate the role of tourists' satisfaction as a mediator between IAD and loyalty intention and (v) to investigate the role of religious commitment as a moderator between IAD and loyalty intention.

The sample of this study is Muslim tourists who visited Malaysia. A total of 293 respondents participated in this research and the data was collected at Kuala Lumpur International Airport (KLIA) and Langkawi International Airport. The data was analyzed by using Smart Partial Least Square 3 (Smart PLS-3). The findings of the study indicate that IAD consist of (i) availability of worship facilities, (ii) banning of immoral activities and (iii) Islamic dress code have a significant effect on tourist satisfaction and loyalty intention. The findings of this study also indicate that tourist satisfaction has a significant effect on loyalty intention.

The mediation effect of tourists' satisfaction, however, poses no significant influence between IAD and loyalty intention. Meanwhile, the moderation effect of religious commitment shows a significant influence between IAD and loyalty intention. It is hoped that this study could provide a clearer understanding of Halal hospitality and the religious needs from the tourists' standpoint. These are important to develop the marketing strategies to attract Muslim travelers and to ensure the expansion of the industry, particularly on the aspect of tourism Malaysia.

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ATRIBUT DESTINASI ISLAM UNTUK NIAT KESETIAAN PELANCONG

ISLAM DI MALAYSIA

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Pelancongan Islam di Malaysia berkembang tahun demi tahun. Permintaan produk pelancongan Islam sememangnya meningkat, sejajar dengan peningkatan bilangan pelancong Islam ke Malaysia dan peningkatan bilangan hotel yang menyediakan produk pelancongan Islam dalam beberapa tahun kebelakangan ini. Walaupun konsep pelancongan Islam semakin popular, masih terdapat perkara yang belum diterokai terutamanya yang berkaitan dengan atribut yang mendorong pelancong ke destinasi pelancongan Islam. Objektif kajian ini adalah (i) untuk mengenal pasti pengaruh atribut destinasi Islam (IAD) terhadap niat kesetiaan, (ii) untuk mengenal pasti pengaruh IAD terhadap kepuasan pelancong, (iii) mengenal pasti pengaruh kepuasan pelancong terhadap niat kesetiaan, (iv) untuk mengkaji peranan kepuasan sebagai mediasi antara IAD dan niat kesetiaan dan (v) untuk mengkaji peranan komitmen agama sebagai moderasi antara IAD dan niat kesetiaan.

Sampel kajian ini adalah pelancong Islam yang melawat Malaysia. Sejumlah 293 responden mengambil bahagian dalam kajian ini dan data dikutip di Lapangan Terbang Antarabangsa Kuala Lumpur (KLIA) dan Lapangan Terbang Antarabangsa Langkawi. Data dianalisis menggunakan *Smart Partial Least Square 3 (Smart PLS-3)*. Penemuan kajian menunjukkan bahawa IAD terdiri daripada (i) ketersediaan kemudahan beribadah, (ii) pengharaman aktiviti tidak bermoral dan (iii) kod pakaian Islam mempunyai kesan yang signifikan terhadap kepuasan pelancong dan niat kesetiaan. Penemuan kajian ini juga menunjukkan bahawa kepuasan pelancong mempunyai kesan yang signifikan terhadap niat kesetiaan.

Kesan mediasi kepuasan pelancong, bagaimanapun, tidak memberi pengaruh signifikan antara IAD dan niat kesetiaan. Sementara itu, kesan moderasi komitmen agama menunjukkan pengaruh yang signifikan antara IAD dan niat kesetiaan. Adalah diharap agar kajian ini mampu memberikan pemahaman yang lebih jelas mengenai hospitaliti Halal dan keperluan keagamaan dari sudut pandangan pelancong. Ini adalah penting bagi membangunkan strategi pemasaran untuk menarik pelancong Islam dan memastikan perkembangan industri, terutamanya aspek pelancongan Malaysia.