



Research Themes for

ISLAMIC TOURISM

*DIY Umrah, Religious Tourism, Spiritual
Tourism and Muslim Friendly Hotel*



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Research Themes for Islamic Tourism

Edited by

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Tourism

DEDICATION

This book is dedicated to YOU, the seeker of knowledge, educator,
and all readers who find this piece of academic work is benefiti

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Chapter IV

Muslim–Friendly Hotels in Malaysia: Examining Muslim Tourist’ Satisfaction

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Purpose: *The aim of this paper is to identify the level of tourist’s satisfaction in a Muslim friendly hotel.*

Methods/Design/approach: *A total of 168 respondents of tourists who had experienced a stay in Muslim friendly hotel participated in this research. The data were analyzed by using IBM Statistical Package for Social Science (SPSS) version 26 through descriptive analysis.*

Findings: *The findings of the study revealed that the majority of tourist satisfaction with all the attributes of Muslim friendly hotel. Above all the prayer room that clean and comfortable have a high value of mean for this variable.*

Implication: *For the Muslim friendly hotel, they can know a specific attribute that led to the satisfaction of tourist. Hence, the hotel provider especially can improve their product to a better quality in order to boost the number of customers in their hotel. On*

the other hand, they can add some elements that can make the hotel become more attractive and interesting that can attract the customers to come and stay.

INTRODUCTION

Malaysia can be classified as an Islamic country with a majority of Islamic residents. It is known to the world that Malaysia has introduced Islamic tourism in terms of hospitality, food, and beverage, tour packages, and finance as well (Albattat, 2018). Islamic tourism and Muslim-friendly tourism and hospitality have been a top priority for Malaysia, both locally and internationally. Ministry of Tourism and Culture (MOTAC) is convinced that this ecosystem will continually tap, and their target markets engaged and connected to ensure the lucrative potentials are realized (ITC report, 2021). Resulted of government efforts Malaysia has witnessed an influx of visitors from various Western and Eastern countries. For example, recently-established mosques, including Putra (Putrajaya) and Jamek (Kuala Lumpur) have recorded many tourists from South Korea and China who were inclined to discover the cultural heritage and take vacation selfies (to be posted on social media platforms). The influx reflected the potential for tourism to establish a sound comprehension of Islam and Islamic culture by welcoming non-Muslims to visit Malaysia (Moghavemi, 2020).

The growing number of Muslim tourists' arrival in Malaysia encourages the local business operator to provide Muslim-friendly hotels in fulfilling their needs and wants (Aini, Puad & Soul, 2018). Muslim friendly hotel is characterised by a set of elements, associated with one's religious needs such as availability of the prayer mat, Qibla direction as well as halal food and beverage (Aini et al., 2018). Compare to non-Muslim tourists, Muslim tourists had

a different set of preferences that need to be put into consideration in the services industry, especially among Muslim-friendly services providers.

Due to the nature of the tourism industry, the industrial player in this sector is expected to be efficient in processing customer complaints, which are defined as the customers' vocal or written expressions of displeasure with unmet expectations and unmet demands, in assuring customer satisfaction (Aksoy & Yilmaz, 2022). The majority of tourists nowadays, expect a high level of service, and if they receive anything less than their expectation, their tolerance level drops drastically which in result will lead to complaints to vent their resentment (Patwary & Omar, 2020). Thus, the tourism business is required to ensure they can meet the level of tourist satisfaction and a study that focuses on satisfaction in the service industry such as Muslim-friendly hotel is indeed necessary.

Besides, a study by Chien and Rithie (2018) stated that intercultural differences between tourists and tourism staff can invoke miscommunication, which can be even more serious if there is a wide intercultural disparity or fewer intercultural commonalities between the speakers. Hence, an appropriate approach to managing and understanding tourists in the services industry is crucial.

In addition to that, from a psychological perspective, satisfaction is derived from one's expectations and perception of some product (Albattat, 2018). Satisfaction plays a significant role as a tool to measure some elements related to product quality and experience in hospitality (Aqilah, 2018). Considering the diverse offering of services in Muslim-friendly hotels in the global industry, it is important to understand tourist satisfaction with the Muslim-friendly services currently offered in Muslim-friendly certified hotels within Malaysia. Therefore, this research aim to emphasized

the understanding of the hotel attributes that connect with the tourist's satisfaction in a Muslim-friendly hotel.

TOURIST'S SATISFACTION

The formation of customer satisfaction can be influenced by objective factor, such as the products, and subjective factors, such as the service provided, and psychological including the customers' needs and wants (Markovic et al.,2010). To be precise, satisfaction can be described as the experience and consumption of the product that can lead to the satisfaction. Satisfying customers can be consider as a goal and aim for all business in securing the profit by ensuring customers' repurchase behaviour to the products (Kim et al., 2016). The development of customers' satisfaction will bring a good impact to the business operators in the sense that it encourage businesses to improvise the quality of product and services. Product and services improvement may increase the chance of income generation through customers loyalty. Customer satisfaction commonly evaluated based on the attributes that available in the product, such as the quality, price, and the services (Suanmali, 2017). This mean, the evaluation of satisfaction revolved around the elements that lead to customer satisfaction or dissatisfaction to that product. On the other hand, satisfaction is highly significant in ensuring the recommend and future repurchase of the product (Azhar et al.,2018). Therefore, business operator needs to offer products and services that fulfill the needs and wants of potential consumers to ensure satisfaction and loyalty to the product.

METHODOLOGY

This research employed a quantitative research design and cross-sectional study as the research approach. Quantitative data includes the collection of information so that data can be evaluated and subjected to measurable treatment in arrange to back or invalidate

elective information claims (Leedy and Ormrod 2001). Cross-sectional study is one of the approach methods that analyse data from a particular population or a representative subgroup (Setia, 2018). Cross-sectional ponder can be an effective and quick think about plan choice. It can be a successful information that favored to utilized. This is often since; it used a rehashed analysis, and it is not essentially measuring the precise same participants (Zangirolami-raimundo & Oliveira, 2018). A set of questionnaires has been designed and distributed to 168 respondents among domestic tourists who went to certified Muslim friendly hotel in Malaysia. IBM Statistical Package for Social Science (SPSS) 26 was used as a data analysis tool to compute descriptive analysis.

Population and sample

Malaysia has been acknowledge as the top Global Muslim Travel Index 2021 rank (Crescent Rating, 2021), due to the diverse Shariah compliance and Muslim friendly tourism and hospitality services easily available and accessible in Malaysia. Therefore, there is high number of international and domestic Muslim tourists can be found in Malaysia due to the widely available Muslim facilities (Bangsawan et al., 2019). Hence, Muslim tourist who already have experienced staying in any Muslim friendly hotel in Malaysia was selected to be the targeted respondents for this research. Statistic from Ministry of tourism art and culture stated that, there are 5.3 million Muslim tourists' arrivals in Malaysia in year 2017 and continuously increase to the recent years (Tourism Malaysia, 2019). With the population of 5 million Muslim tourist, at least 384 totals of respondents need to be obtained, based on the Krejci and Morgan (1970) table of sample size. However, due to time constraint, a total of 170 samples was successfully obtained before deducting the unreliable data. After the filtration of unreliable data, a total of 168 was used for data analysis. Based on

this data, the researcher capable to get 40% for the overall percentage.

FINDING

Sample Profile

Sample profiles covering the data obtained from Section A of the questionnaire, which is the demographic information of respondents. This section consists of seven questions that related to tourists' profile. The descriptive analysis of respondents' profile are as presented in a table below.

Table 1: Demographic Profile

VARIABLE	DIMENSION S	FREQUENCY (N=168)	PERCENTAGE (N=168)
Gender	Female	118	70.2
	Male	50	29.8
Age category	15-20 years	5	3.0
	21-26 years	106	63.1
	27-33 years	45	26.8
	More than 33 years	12	7.1
Level of education	High school	19	11.3
	Diploma	34	20.2
	Bachelor	102	60.7

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	Master	11	6.5
	Doctorate	2	1.2
Profession	Employed	73	43.5
	Students	90	53.6
	Unemployed	5	3.0
Monthly household income	Below RM 1,000	36	21.4
	RM 1,001- RM1,500	50	29.8
	RM 2,000- RM 5000	65	38.7
	Above RM5,001	17	10.1

Based on the table above, 70.2% of the respondents consists of females with 118 out of 168, while the rest 50 of them is male, which is equal to 29.8%. Most of the respondents are 21-26 years old with 106 out of 168 which at 63.1%. While the second highest is in a range 27-33 years old which 45 among them which at 26.8%. The most the respondents (102 out of 168) are bachelor degree holder, which comprises at 60.7%. While the lowest who participate is from doctorate which only 2 of them that equal to 1.2%. As for the profession, most of the respondents are students which 90 among them that comprises to 53.6% and followed by employed at 73 out of 168 among them that equally to 43.5%. Lastly, for the monthly household income, most of their income are range from RM 2000-RM 5000 which 65 among them that comprises to 38.7%. This followed by 50 among them that have income in range RM 1001-RM 1500 which at 29.8%.

Tourist Satisfaction Towards Muslim Friendly Hotel

Table below shows the descriptive statistics of respondents satisfaction towards Muslim friendly hotel in Malaysia.

Table 2: Descriptive Statistics for Tourists' Satisfaction on Muslim Friendly Hotel

Tourists' Satisfaction	STDA (1)	DA (2)	SLDA (3)	SLA (4)	A (5)	STA (6)	M	SD	R
The prayer room is clean and comfortable	-	-	0.6%	13.7%	45.8%	39.9%	5.25	0.707	1
A very relax and calm atmosphere place	-	-	0.6%	23.8%	52.4%	23.2%	4.98	0.705	9
The hotel fulfils Muslim needs	-	0.6%	1.2%	20.2%	49.4%	28.6%	5.04	0.769	8
A very efficient reservation service	-	0.6%	1.2%	22%	53.6%	22.6%	4.96	0.741	10
A very efficient check in service	-	0.6%	1.8%	17.9%	51.2%	28.6%	5.05	0.768	7
The staff have knowledge of hotel information (e.g.: room types)	-	-	0.6%	15.5%	54.2%	29.8%	5.13	0.680	3
Information about the nearest places of worship	-	-	0.6%	22%	42.3%	35.1%	5.12	0.765	5

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The hotel service and the facility are a value for money	-	-	0.6%	20.8%	44%	34.5%	5.13	0.752	4
During stay in the hotel, I felt safe and secure	-	-	0.6%	13.1%	53.6%	32.7%	5.18	0.671	2
Delicious and varieties of food	-	0.6%	1.2%	15.5%	51.2%	31.5%	5.12	0.749	6

Note: STDA = Strongly Disagree
 SLDA = Slightly Disagree
 A = Agree

 SD = Standard Deviation
 R = Rank

DA = Disagree
 SLA = Slightly Agree
 STA = Strongly Agree
 M = Mean

There are a total of ten (10) items related to the questions of tourist's satisfaction on Muslim friendly hotel in Malaysia measured in this research. By referring to the ranking of the items, it can be seen most of the respondents are strongly agree that the prayer room is clean and comfortable with 39.9% and ranked first with highest mean value of 5.25. Meanwhile, respondents also are strongly agreed on the safety and security during stay at the hotel, which ranked second highest, with the mean value of 5.18. The items 'the staff have some knowledge about hotel information' as well as 'the hotel services and facilities are affordable' ranked as the 3rd and 4th items, which have the same mean value of 5.13. Ranked as the 5th and 6th items are 'information about the nearest worship' and have 'a varieties and delicious food' which at 35.1% and 31.5% of respondents strongly agree with the statement respectively, which have the same mean value of 5.12. Next followed by the 'efficient reservation service' with the mean value of 5.05, 'the hotel that fulfils the Muslim needs' (5.04), 'the place is very relax and calm' (4.98), and lastly 'efficient reservation service at the hotel' (4.96).

CONCLUSION

As a conclusion most of the respondents are agree and strongly agree that the prayer room is clean and comfortable which score at the highest value of mean. This followed by "during stay in the hotel, I feel safe and secure "staff have knowledge of hotel information", "the hotel service and the facility are a value for money" and "efficient reservation service "which indicated that half of the total number of respondents are agree with these statements. Moreover, quarter of them are slightly agree that "information about the nearest places of worship", "delicious and varieties of food", "efficient check in service", "hotel fulfils

Muslim needs”, and “relax and calm place”. From these outcomes that derived, it can be said that most of the respondents are strongly agree, agree, and slightly agree with all of these aspects about the tourist’s satisfaction in Muslim friendly hotel. Based on finding derived through descriptive static, it reveals that there are ten aspects of tourist's satisfaction which are prayer room is comfortable and clean, relax and calm place, hotel fulfils the Muslim needs, efficient reservation service, efficient check-in service, staff know hotel information, information of the nearest place of worship, hotel and service are value for money, security and safe as well as delicious and varieties of food. Additionally, it also reveals that the statement prayer room is clean and comfortable got the highest score in a mean on a strongly agree for likert scale. It is very important to the tourists as for their satisfied because they will feel convenient. Based on the finding derived, most of the respondents which are 39.9% of them are agree with this statement. This is because, most of the respondents are Muslim and clean prayer room is their priority to pray so the attribute can fulfill their satisfaction. It can be supported by other researchers, they stated that, if the place or room is clean, it will make the customers feel comfortable and they might have a good impression of that place (Albattat et al., 2018). Obviously, if a person is comfortable with the service provided especially in Muslim friendly hotels, they will tend to invite and promote at their friend and relatives to come to the hotel (Rasit et al., 2018). Other than that, an aspect that they will feel safe and have security at that place is one of the things that lead to their satisfied. In fact, 53.6% of them are agreeing with that statement. This is because, safety and security are the main principles that the tourists are aware of when they go to some places (Kannan, 2013).

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