TRAVEL MOTIVATION AMONG MUSLIM TOURISTS IN MALAYSIA

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(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

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and

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CR	Composite Reliability
KL	Kuala Lumpur
KLIA	Kuala Lumpur International Airport
PLS	Partial Least Squares
SWT	Subhanahu Wa Ta'ala
TCL	Travel Career Ladder
USD	United States Dollar
VIF	Variance Inflation Factors

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PREFACE

Muslim tourism is an important sector to be concerned on because it is not only a rapid growing market, but also the second largest religion in the world. The global revenue in tourism sector is highly contributed by Muslim tourist and this has become an attractive topic to look into. Besides, several past studies claimed that motivation is the indicator to explain the reasons of people willing to travel. Travel Career Ladder is believed as the appropriate theory to illustrate the determinants that influence their travel motivation but yet there are lack of studies upon the travel motivation in muslim context. Therefore, the purpose of this study is to further investigate travel motivation by using TCL modified into Muslim context.

ABSTRACT

Tourist motivation plays a crucial role in marketing the tourism packages. In tourism industry, Muslim tourism is the niche market which is growing rapidly. There is always a misconception about Muslim tourism which Muslims always travel for pilgrimage but not for leisure purpose. This research aims to investigate the travel motivation among Muslim tourists in Malaysia by using modified TCL that included Muslim context. The determinants that influence on the travel motivation among Muslim tourists are Islamic facilities, relaxation, bond of Sillaturrahim, perceived risk and knowledge widening. The result revealed that Islamic facilities, relaxation, bond of Sillaturrahim and knowledge widening are significant determinants in determining the overall travel motivation of Muslim tourist, whereby perceived risk shows it less influence on the travel motivation. Besides, internet is significantly important to Muslim tourist in gather the travel information.

CHAPTER 1: RESEARCH BACKGROUND

1.0 Introduction

Research background and research problem are discussed in this chapter. The research objectives are aligned with the issues in research problem. The research significance of the study is discussed at the later part of this chapter.

1.1 Research Background

Tourism means the temporary movement of individuals to any destination that is outside of their living and working places that the main purpose of movement is other than the exercise of the activities remunerated from within the destination visited for less than one year. Tourism is categorized as domestic and international tourism. Engagement in the tourism improve personal development and one's life quality by offering opportunities for exploring fresh knowledge, widening horizons, enriching inter-cultural communication, improving capacity for "otherness" understanding, and maintaining or making social relationship skills (Yau, McKercher & Packer, 2004). Other benefits include reduction of social integration, expenses for social adaption and the consciousness of social equality (Lee, Agarwal & Kim, 2012).

There has been always great interest on the niche segment of tourism (Mohamed, Mohd & Moustafa, 2010) like Muslim tourism on Halal hospitality (Mohd, Suzzaini & Mohamad, 2012). Muslim tourism is closely related to essentially different aspects of Islam while Islam is involving in various types of Muslim tourism activities (Jafar & Noel, 2014). Muslims are encouraged to travel all around the world to experience the beauty and bounty created by Allah (Yiap, 2014). Muslims are well-regulated to obey the Islamic teachings that would directly or indirectly affect their leisure and

travel plans decisions (Zamani & Henderson, 2010). For Muslim tourists, the plans to travel destinations are essentially guided by the Shariah rules (Mohamed et al., 2010). Shariah is an Islamic code of life or in another word it is the path which shall be followed by the Muslims (Mohd et al., 2012).

1.2 Research Problem

In tourism industry, religion represents an important factor in making choices of a travel destination (Fleischer, 2000; Collins & Tisdell, 2002; Weidenfeld & Ron, 2008; Mohamed et al., 2010; Jafar & Noel, 2014). It is evidenced from the implementation of Shariah teaching in meeting the needs of Muslim tourists (Mohamed et al., 2010). The Shariah teachings forbids its followers to visit those destinations that able consumed alcohol, have immortal acts occur and certain offenses are committed in seashores, parties and immortal places, or traveling to any celebrations hold on innovated festivals (Mohamed et al., 2010). Thus, Muslim tourists usually make their choices highly depending on Islamic principles which would guide their selection of choices.

Islamic tourism is not merely for pilgrimage, but could also means travel for leisure by Muslims. Thus, pilgrimage represents only one of the reasons to travel which means that Muslims also to travel for leisure purpose (Jafar & Noel, 2014). Syeda and Evana (2014) insisted that tourism is considered as part of life and is matched with the fundamental teachings of Islam which means that Muslims could go to travel by not only go for pilgrimage but for leisure too. Besides visiting Saudi Arabia in Hajj period, there are also one million Muslims visit the Islamic historical places which could be a form of relaxation (Din, 1989; Abdul, Ahasanul & Muhammad, 2013).

Misconception about Muslim tourism is occurred that it is all about pilgrimage (Jafar & Noel, 2014). However, the fact indicates Muslims are encouraged to travel for social purpose such as cultural encounters, association with others, knowledge

gaining, and to enjoy God's creations (Timothy & Iverson, 2006). Similar to others Muslim tourists were reported to engage in the non pilgrimage tours quite frequently (Fatemeh & Badaruddin, 2015). Majority Muslims travel with other purposes rather than only to pilgrimage (Salman & Hasim, 2012). It could be further proved by interview carried out among Saudi Arabians travelling to Malaysia, which showed that 88% of them prefer travel to non-Muslim countries.

By the end of 2010, with nearly 1.6 billion Muslims, or around 23% of global population, enabling Islam to become the global second largest religion right after Christianity (Yiap, 2014). Muslims are considered one of the most rapid growing markets with estimation of USD126 billion global revenue from Muslim tourists in 2011, and is forecasted for exponential growth worth USD192 billion a year by 2020 (Chew & Pervaiz, 2012; Liau & Yudith, 2014).

Due to the growing of Muslim population, tourism and hospitality industries are putting more effort in developing Sharia Compliant Hotels, Halal brands and Muslim-friendly destinations in order to attract more Muslim tourists (Kristel, 2015). The factors that Muslim tourists most concern when they travel to a destination are is the destination has Muslim halal food, prayer facilities, Islamic entertainment, Islamic dress code, Islamic call for prayer (Azan) and common Islamic morality (Bharath, 1999; Marcus, 2014). If the travel destinations able to fulfill the need of Muslim tourists, it would be the competitive advantage of the places and it is able to attract more Muslim tourists to travel (Mohamed et al., 2010). Meanwhile, Mohamed, Moustafa & Mohd (2014) claimed such inadequate halal complied facilities would discourage them to visit the destinations.

1.3 Research Objectives

1.3.1 General Objective

The growing of Muslim population has become the priority in tourism industry where Muslim tourism is the growing trend in the worldwide including Malaysia. The purpose of this research is to enhance the study on Muslim tourism in Malaysia context.

1.3.2 Specific Objective

To examine the determinants that influence the travel motivation among Muslim tourists in Malaysia.

1.4 Research Significance

This research is quite important for both practical and theoretical benefits because it gives a lot of benefits to the both applications. In practical applications, tourism agencies would learn about the attributes that may influence Muslim tourists' travel motivation in order to offer travel package that includes the destinations preferred by Muslim tourists in Malaysia. Besides, throughout this research, a better understanding upon Muslims' preferences would expand the industries that related to Muslims such as halal food, halal concept hotels and facilities in non-Muslim countries.

For theoretical applications, the benefits that could gain from this research are to provide more information about Muslim tourists travel for leisure instead of pilgrimage. In addition, there are only a few researchers doing on the Malaysia Muslim tourism and they are more focusing on foreign Muslim tourists that coming to Malaysia instead of focusing on why Malaysia Muslims choose to travel locally or abroad (Joan, 2008; Anowar et al., 2011; Norzalita & Ahmad, 2009). Travel Career Ladder (TCL) theory is applied in this research rather than Push and Pull theory because this theory explains more details travel motivation at five hierarchical level of needs and motives. However, most of the researchers were reported to use Push

and Pull theory because it is more convenience (Mohamed et al., 2010; Farnaz, 2011; Maryam, 2011).

1.5 Conclusion

In short, this chapter is discussed on the research background of tourism industry with the niche segment of Muslim tourism. Islamic tourism always be understand with the misconception of Muslim tourism are merely for pilgrimage instead for leisure purpose. The research significance includes the opportunity to expand tourism industries, offer travel package related to Muslims and provide information about the factors of Muslim tourist travel for leisure instead of pilgrimage.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This study aims to discuss the determinants of travel motivation among Muslim tourists in Malaysia from Travel Career Ladder perspective. This chapter comprises a detailed literature review on TCL and modification of TCL into Muslim context. Hypotheses and research framework which develop from this research would also be discussed later in the chapter.

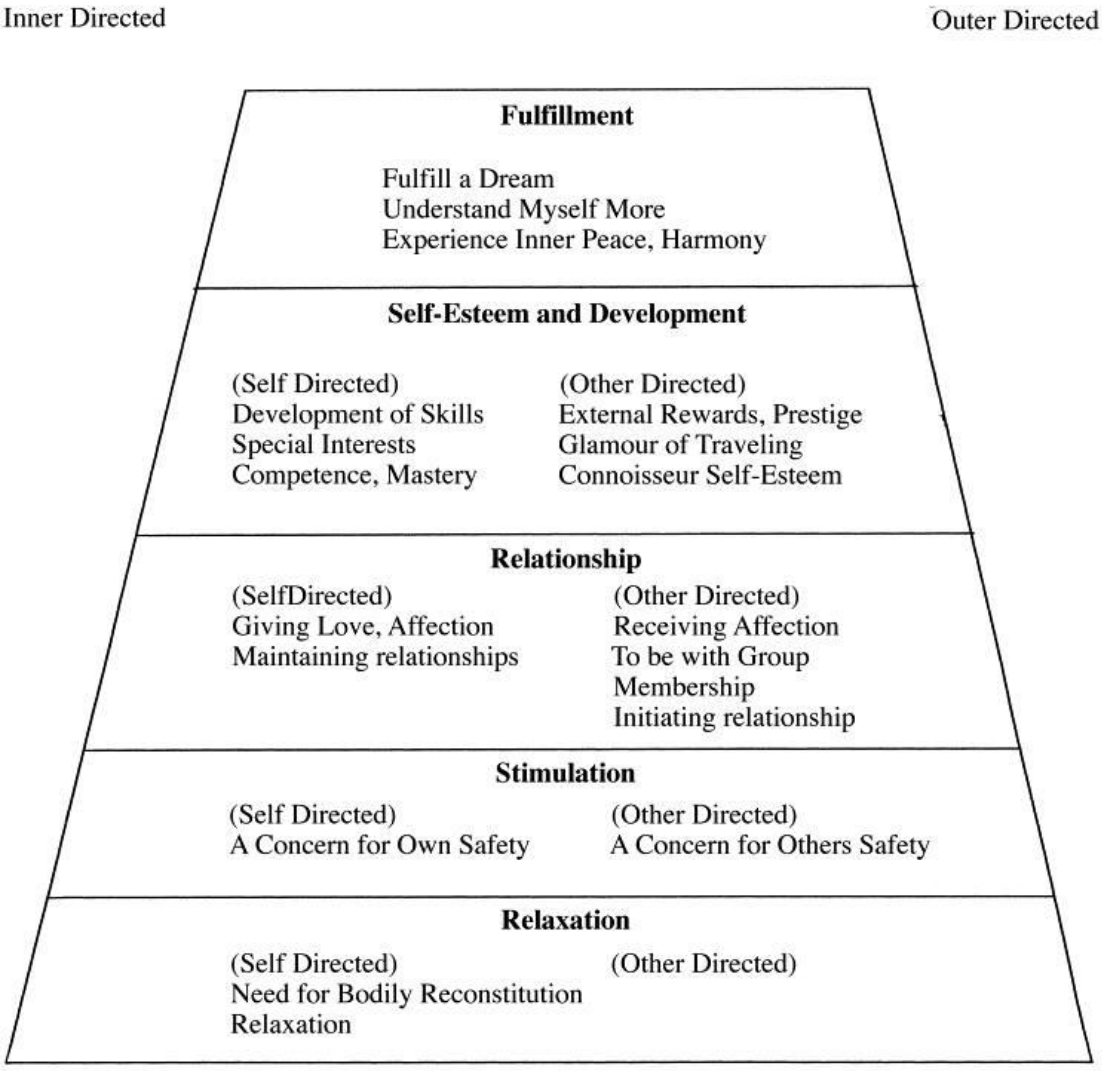
2.1 Travel Career Ladder (TCL)

In 1982, Pearce applied the Maslow's hierarchy of need to the tourist behavior aspect. TCL is more explicitly concerns with tourists and their motivation. The TCL is a broadly used theory to define the relationship between people's level of needs and their travel motivations (Ryan, 1998). Pearce (1995) argued that people have a life cycle in their tourist behavior that indicates a ladder of travel motives. TCL embraced a rich list of psychological needs and motives by expanding a variety of particular needs at each level of ladder. The theory states that as individuals' collect a history of travel experiences, they seek higher satisfaction in their travel behavior (Pearce & Lee, 2005). The career ladder highlights that people are having a variety of motives for gaining vacation experiences (Pearce, Morrison, & Rutledge, 1998; Allan, 2012).

TCL identified that there are five levels of need affecting tourist travel behavior (Karin & Andreas, 2009). The lowest level of the TCL are relaxation needs, followed by stimulation, relationship, self-esteem and development, fulfillment need (Ryan, 1998).

The main idea underlying in this conceptual framework in which a people's motivation of travel evolves with their travel experience (Sam & Cathy, 2008). Some travelers might predominantly "climb" the ladders, whereas the others might stay at certain level, which is depending on the contingency or restrictive factors such as financial or health considerations. Generally, TCL suggested that people evolve upward through ladders by accumulates travel experience (Sam & Cathy, 2008).

Figure 2.1: The Travel Career Ladder



Source: Ryan, C. (1998). The travel career ladder: an appraisal. Annals of Tourism Research, 25(4), 936-957.

TCL is widely used to explain one's travel motives. However, Muslim's travel motives could not be fully illustrated by merely using the common determinants in TCL. In order for TCL to better illustrate the travel motivation of Muslims, determinants are modified into Muslims context by added in Islamic facilities as a new determinant, modified stimulation into perceived risk, relationship into bond of Sillaturrahim, self-esteem and development, and fulfilment are combined into knowledge widening, whereas relaxation remained.

Islamic facilities aid to ease the Muslim tourists to obey the Shariah rule during their vacation as Shariah is the basic rules and principles that are crucial and used to guide Muslim's behavior. It could motivate Muslim to travel to destination where ease them to carry out their basic duties (Mohamed et al., 2010). Relaxation is one of the purposes that encourage Muslims to travel as stated in the Qur'an and Sunnah (Teoman, 2012). Perceived risk might influence motive of Muslims to travel to places where they have low perceived risk (Raoul, 2006). Bond of Sillaturrahim might motivate Muslim to travel to affiliate with other Ummah and others who are different in culture with Muslims (Timothy& Iverson, 2006). Knowledge widening might motivates Muslims to travel in order to achieve spiritual achievement by satisfied from gaining experience and knowledge (Syeda & Evana, 2014).

2.2 Travel Motivation

Travel motivation means the set of attributes that accumulated to determine a place as a travel destination (Norzalita & Ahmad, 2009). Travel motivation is an indicator of a people's readiness to travel, and it is considered to be the immediate antecedent of behavior. The travel motivation provide the evidence by describing the reasons or the motive of travel that concern to fulfill the tourist's desire (Haesung et al., 2016). Though, there are tremendous factors influencing tourist behavior, motivation is still said as a key indicator and force answering the reasons tourists act in particular ways (Fang, Yodmanee & Muzaffer, 2008). Travel motivations are important aspects in

order to understand travel behavior by Muslims (Norzalita & Ahmad, 2009). Muslim's travel motive is strongly influenced by the quotes from Qur'an. For example, in term of spiritual goal, Muslims are encouraged to travel in order to reinforce individual's submission to the ways of God. In term of social goal, Muslims are motivated to travel for the purpose of strengthen the bond of Sillaturrahim among Ummah; in term of personally, Muslims travel motives are to gain knowledge, build inner-peace and learn high manners. In physically, Muslim's travel motive is to discover God's beautiful creations (Yiap, 2014; Yoon & Uysal, 2005). Travel motivation occurs differently based on individual, mental, cultural and environmental (Haesung et al., 2016). Thus, for Muslims, they also have different travel motives respectively, either for Ummah's unity, personal satisfaction or physical relaxation.

2.3 Determinants of Travel Motivation

2.3.1 Islamic Facilities

Shariah is known as the Islamic code of life for Muslims (Mohamed et al., 2010). In which, the meaning of Shariah is the route that shall be followed by Muslims (Doi, 1984). Muslim tourists are a unique group that they have requirements of religious regarding of food and religious duty that need be followed everyday even though when travelling (Yiap, 2014; Timothy &Iverson, 2006). The availability of Halal food would affect Muslims in selecting their destination (Weidenfeld, 2016) because food is the most basic need and they need the food that complies with Shariah law (Dugan, 1994). Shariah prohibits Muslims to explore the destinations that could consume alcohol and conduct those inappropriate acts (Mohamed et al., 2010). Choice of destination by Muslims would be based on whether there is provision of Islamic facilities to ease them carry out Shariah.

According to Prayag and Hosany (2014), destination, tourist activity, tours, hotel and transportation are affected by beliefs and requirements that are necessary to perform religious rituals. Hotels that follow Shariah law able to provide fully equipped prayer rooms with Qibla stickers, the Quran, prayer mats and other Islamic facilities for Muslim tourists (Din, 1989; Mohamed et al., 2010). Mosque is one of the important facilities in Shariah for Muslims to perform their spiritual duties (Henderson, 2003). Muslim tourists would feel comfortable to enjoy the facilities from recreational places that have separate swimming pools or spas for different gender and also the toilet equipments like water supply for Muslim tourists' convenience purpose (Mohamed et al., 2010).

2.3.2 Relaxation

Relaxation is about releasing the stress where one has leisure time (Jiang, Noel & Ding, 2015). This is the moment when tourists seeking solitude, peace, relaxation (Elena, 2011). People who have less stimulation in daily routines tend to seek a higher level stimulation in the vacation (novel trip) (Sally, 2005).The escape factor is comprised of getting away from the daily routine and pressures of social life and work (Athena & Chang, 2009). Traveler could be intended by the escape force when they face an over-stimulation stage and thus could intend to get away from their personal world such as failures, problems, and interpersonal world examples like colleague, friend and family members to attain physical and psychological recovery from stress (Athena & Chang, 2009). While people who have a fast-paced lifestyle, hectic and challenges would seek vacation which offer a minimum of stimulation (Sally, 2005). Relaxation is one of the purposes for Muslims to travel as stated in the Qur'an and Sunnah (Teoman, 2012). When Muslim tourists travel, they able to gain the mental and spiritual benefits from visiting the wonders of Allah's

creation and it could be a form of relaxation for them (Abdul et al., 2013). In Islam, relaxation is essential for Muslims after work hard or when they are going to strive hard (Syeda & Evana, 2014). When Muslims go for travel, they tend to seek for physical relaxation, spiritual refreshment, mental peacefulness and relief for the medical condition (Athena & Chang, 2009). In Qur'an, travel would enable the human soul build up strong beliefs in oneness of Allah and would aid one to accomplish the duties of life (Syeda & Evana, 2014).

2.3.3 Perceived Risk

Tourists are very concern about own safety especially those who first time travel overseas, they would tend to choose a package tour because its security level is higher (Pearce, 1995; Kim, 1994; Ryan, 1998). People also want to enrich their life which could make them to be a person that has more experience and outbound tourism is considered as a good chance for them to open their eyes to see the outside world (Jiang et al., 2015). When a country is free of terrorist attacks, it could reduce the anxiety in the tourists to travel to the country (Glassner, 1999; Sommez, Apostolopoulos & Tarlow, 1999; Tarlow, 2006; Bongkosh & Goutam, 2009). Muslim tourists have changed their choice of travel destinations from Western countries to Middle Eastern and Muslim countries since September 11 Islamic terrorists' attacks (Henderson, 2003). Tourists are easily getting influenced when choosing to travel certain places based on the perceived levels of risk and the chances of disaster and attacks happen (Raoul, 2006). For Muslim tourists who travel for recreational and cultural activities but under convalescence condition with doctor's permission, they tend to choose the places that able to provide healthcare facilities that suitable with their Islamic law in order for them to feel secure when travel. When the advanced healthcare facilities are available and affordable, the perceived risk of Muslim tourists would be lower (Chee,

2007). The perceived risk would be higher if the political is unstable and violent in the destination (Bongkosh & Goutam, 2008).

2.3.4 Bond of Sillaturrahim

Social needs explain why people engages in the leisure activities as it meets the need for inter-personal relationship, respect by others and friendship (Elena, 2011). For Muslims, social goal of travel is to strengthen and encourage the Muslim fraternity, the bond of Sillaturrahim among Ummah (Muslim community), and to associate with others (Din, 1989). Social need has become a motive for Muslims to initiate a good relationship within Ummah or others, maintaining strong bond, and to affiliate. When Muslims go travel, they would feel belonging in a social group like Ummah which is strongly encouraged among Ummah. Muslims would feel this is one of the ways to follow the way of God which is to strengthen bond of Sillaturrahim. In perspective of Muslims, reciprocal hospitality could help in promote fraternal affinity among the Ummah like if travelers are treated friendly by the host, they should be hospitality towards the host too (Din, 1989). Need to initiate and maintain relationship could induce Muslims to travel because they view traveling as a chance to make friends or make existing friendship getting closer. Besides, travel brings benefit to Muslims by meeting unknown people and making friend with them (Jafar & Noel, 2014).

According to the quotes of al-Quran, Muslims are encouraged to have cultural encounters as well as associate with others. Thus, when Muslims travel, it could help them promote a better understanding upon cross-cultural. Muslims could share their faiths to others and at the same time could learn other communities' cultures (Timothy & Iverson, 2006). Travel could strengthen bond of Sillaturrahim because when Muslims travel to other countries, they would still carry out basic spiritual duties such as performing five prayers a

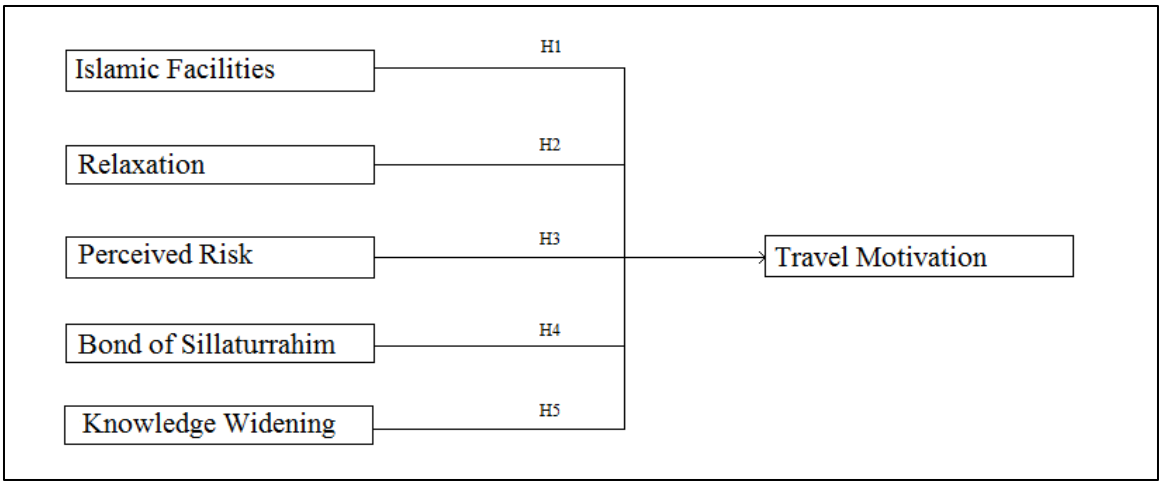
day. Thus, Mosques which are considered crucial for all Muslims would serve as a prayer house and could carry out numbers of functions of community centre for Ummah (Kristel, 2015). When other Muslims with from different countries could gather in mosques and interact with each other which help them in maintaining a strong bond of Sillaturrahim within Ummah.

2.3.5 Knowledge Widening

Travel is considered as a linkage to knowledge and learning in Islamic point of view and the aim for Muslims to travel is the aim of seeking and spreading the knowledge (Syeda & Evana, 2014). In Islamic tourism, Muslim tourists is more on seeking the mercy of Allah SWT rather than just visiting the places that able to give them mental and spiritual benefits (Abdul et al., 2013). The common motivations of tourists are to gain the belongingness feeling, to challenge personal capabilities and to use abilities and skills in extreme sports (Ryan & Glendon, 1998; Teoman, 2011) while the motivations for Muslims are Tabligh (promoting Islam), educating people, seeking knowledge, working to gain halal earnings and taking lessons from the past (Teoman, 2011). With motive to understand oneself more encourages tourists to travel like they could realize themselves could be open-minded towards different cultures, independent, or they have the ability to overcome communication difficulties (Adam, 2016). The curiosity of people about other people and the places could make people travel to there to have interaction with local people in order for them to understand their culture more (Sally, 2005). The tourists that want to learn new things or gain more knowledge would use their holiday for learning purpose (Elena, 2011). Tourists willing travel as they see travel as an opportunity to learn some technique or ability such as living skills in foreign countries with different cultures and values (Jiang et al., 2015).

2.4 Proposed Framework

Figure 2.2: Research Framework



Source: Developed for research

2.5 Development of Hypotheses

H1: There is a positive significant relationship between Islamic facilities and travel motivation among Muslim tourists in Malaysia.

Shariah law is the most important fundamental to consider in the attraction and destination that is suitable for Muslim tourists to travel (Jafar & Noel, 2010). Muslims tourists are very depending on the Shariah that guiding them to make choices on tourist activity, destinations, hotel, tours and food in order for them to perform religious rituals (Kristel, 2015). If the travel destinations have the Islamic facilities, Muslim tourists are willing to travel to those places. Muslims are following the Islamic principles which would directly or indirectly affect on the decisions of Muslim tourists in choosing travel plans (Zamani & Henderson, 2010). The number of Muslims concern about products and services that complement their faith in their decision making for travel are increasing (Mohamed et al., 2010).

H2: There is a positive significant relationship between relaxation and travel motivation among Muslim tourists in Malaysia.

Relaxation is found to influence Muslims to choose their destination (Teoman, 2012). According to Athena and Chang (2009), relaxation is most important attributes in influence the Muslim's travel motivation. Since natural scenery in the destinations could provide good environment that help them to relax so if the destination image are available, them would be motivated to travel to those places (Jiang et al., 2015). According to the John (1979), when some Muslim tourists away from home, they tend to feel free and more relax to achieve physical and psychological retrieval from stress. Muslim tourists might motivated to travel in order to enjoy entertainment, sightseeing, leisure time, experience other cultures which is a form of relaxation for them (Tammy & Judith, 2012).

H3: There is a positive significant relationship between perceived risk and travel motivation among Muslim tourists in Malaysia.

The perception of safety is one of the important attributes in tourists' travel decision including Muslim tourists (Bongkosh & Goutam, 2009). The perceived level of risk of the places is affecting Muslim tourists in choosing travel destinations (Raoul, 2006). If those travel destinations able to give positive destination image like free of terrorist attacks and providing the products and services that fulfill Muslim tourist's needs, they are willing to visit those places (Abdul et al., 2013). If Islamic religious attributes are available at those destinations, Muslim tourists would feel safe and willing to travel to those places (Mohamed et al., 2010).

H4: There is a positive significant relationship between bond of Sillaturrahim and travel motivation by Muslim tourists in Malaysia.

Muslims are positively motivated to visit their relatives and friends to strengthen the bond of Sillaturrahim within Ummah (Syeda & Evana, 2014). The act of the travel is considered as a purposeful action that emphasizes on Islamic motivations as to act in the favora ways of God (fi sabil-Allah) in which Muslims are encouraged to always travel to strengthen the bond of Sillaturrahim (Teoman, 2011). To strengthen the bond of Sillaturrahim is the social goal of Muslims that would positively motivate to travel (Jafar & Noel, 2014). Having good time, building friendship and being with others within Ummah are considered as social goals for Muslims whenever they go travel (Teoman, 2011).

H5: There is a positive significant relationship between knowledge widening and travel motivation by Muslim tourists in Malaysia.

There is positive relationship between knowledge widening and travel motivation by Muslims. Islam has motivated Muslims to travel for the practice of life's affairs and obtaining experience and maturity by performing religious duty, record knowledge and disseminate it to others (Anowar et al., 2011). In order to gain more knowledge, they would be motivated to travel since in perspective of Islam, travel is closely linked with seeking knowledge, learning and spreading knowledge (Syeda & Evana, 2014). Muslims are motivated to achieve social, physical and spiritual goals such as widen their knowledge by travelling which enables Muslim to gain more knowledge (Teoman, 2011).

2.6 Conclusion

This chapter is discussed clearly on the determinants of travel motivation among Muslim tourists in Malaysia by TCL whereby TCL are modified into Muslim context which comprises Islamic facilities, relaxation, bond of Sillaturrahim, and knowledge widening. The research framework and hypotheses was developed from the research based on the literature review.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

In chapter 3, it discusses research design, sampling design. Besides, sample size, sample technique and data collection procedures are also discussed in detail. Pre-test and pilot test are carried out to assess the validity and reliability of data collected. Moreover, the data analysis method has discussed in the chapter later.

3.1 Research Design

Quantitative research approach is used to describe the characteristics of respondents. This research design is used to investigate the relationship between the travel motivation and the determinants and self-administered survey approach is being used in this research. Most of the past similar studies, they adopted the same method in their researches (Khalilur, 2014, Mohamed & Mohd, 2014).

The key benefit of quantitative survey approach is it is extensive which useful in describing the characteristics of a large population (Mathiyazhagan & Deoki, 2010). There are no other research method is able to provide this ability that could ensure a more accurate sample to get the aimed results to make conclusions as well as any important decisions (Mathiyazhagan & Deoki, 2010).

3.2 Sampling Design

3.2.1 Target Population

The target population for the research are both local and foreign Muslim travelers. Kuala Lumpur Sentral is a world class transportation hub and the largest transit hub in Malaysia which offers connectivity globally (KLsentral, 2009). Kuala Lumpur Sentral is having travelers from Malaysia and all over the world as it is a direct link to Putrajaya, Kuala Lumpur International Airport, Cyberjaya, as well as the whole East Malaysia. Such incredible connectivity has been developed through its direct access to the 6 rail systems, links to major highways and bus transportations (KLsentral, 2009). Hence, those travelers that pass through there have different demographic background and come from different geographic area which very suitable as the target respondents of this research.

3.2.2 Sampling Frame

There is no accessible sampling frame as it is impossible to compile the list of local and foreign Muslim who are tourist.

3.2.3 Sample Size

A fine minimum sample size is 200 to ensure statically reliable results (Guilford, 1954). According to Comrey and Lee (1973), the sample size of 100 is considered poor, 200 is considered fair, good is 300, 500 is consider very good, and above 1000 is outstanding (Williams, Brown and Onsman, 2012). While according to Roscoe (1975), the principles to determine sample size is it must be more than 30 and less than 500 respondents where such rule suitable for most of the research. Accordingly, sample size of this study was 500.

3.2.4 Sampling Technique

The sampling technique applied in the research is judgmental sampling. Judgmental sampling is said as technique whereby the population elements are selected and believe the selected elements are representative of the population of interest or appropriate (Burns & Bush, 2014). Judgement sampling involves a selection of respondents have specific characteristics that would enable a detailed exploration and understanding upon the central theme that the researcher wants to study (Sekaran, 2003).

Judgement sampling is considered as the most appropriate for this study because it enables to select the right respondents-Muslim tourists as representatives of respective respondent groups to provide opinions upon the Muslim travel motivations. Firstly, target respondents were observed, before asking filtering question. The filtering questions are as followed: 1.) Are you a Muslim? 2.) Do you always go for travel? Lastly, questionnaires were then distributed to those respondents who met the requirements. This method helps to identify the right respondents.

3.3 Data Collection Procedure

This research is using mall-intercept approach where the target respondents were approached while they are wondering or passing by the waiting area in the Kuala Lumpur Sentral complex. First, the target respondents were approached and asked filtering questions. After the target respondents were confirmed, the research purpose was explained and the questionnaire was distributed to them. Then, the questionnaires were collected once they completed. Some target respondents' clarification questions were clarified during the questionnaires answering process.

3.3.1 Description of Questionnaire

The questions included in questionnaire are constructed from the literature review of this research. The questionnaire is designed in bilingual which is English and Malay version. There are 4 sections in the questionnaire. Section A contains of 5 questions about travel behaviour. Section B contains of 15 questions about travel motivation. Section C contains of 10 questions about destination's attributes and facilities while section D contain of 6 questions about the respondent profile. Five-point Likert-scale is used in Section A, B and C in questionnaire that range from "strongly disagree" to "strongly agree". In which, the respondents are required to state their agreement level by selecting on the scale ranging from 1 to 5, whereas from strongly disagree to strongly agree respectively. Whereby, primary scale measurement of Nominal scale is used in section D. Refer to appendix 3.1.

3.3.2 Preliminary Work

3.3.2.1 Pre-test

A pre-test was carried out before all questionnaires were distributed. A total of 6 set questionnaire survey forms used as pre-test have been distributed to Muslim lecturers who are well-experiences in research field and always travel. During the pre-test, the target respondents were asked to comment on the understanding of questions, instructions and flow of questions. Comments received from the pre-test are the questionnaire is too lengthy, some grammar errors, flow arrangement and choice of words. The questionnaire was amended accordingly.

3.3.2.2 Pilot Study

After pre-test has been done, pilot study was then conducted to evaluate the accuracy and consistency of the questionnaire design. It is a dry run of survey data in small, representative target respondents to disclose the questionnaire errors before any actual survey is being launched (Burns & Bush, 2003). A small group of 26 target respondents has been approached to participate in the survey in Kuala Lumpur Sentral. After the pilot test was completed accurately, 500 sets of questionnaires were printed and distributed to the target respondents.

3.3.2.3 Reliability and Validity

Cronbach's Alpha test was conducted to test on the reliability and the result shown 0.715 which is close to 1.0 indicates it has high internal consistency reliability (Robert, 2012). On the other hand, Composite Reliability was also conducted to test internal consistency (Chin, 1998) whereas the result shown 0.816 which considered adequate since the value should be at least 0.7 (Nunnally & Bernstein, 1994). Therefore, it is not required for further amendment on the questionnaire.

Facial validity is a non-statistical method where apply a superficial and subjective assessment of is the questionnaire measures what it is supposed to be measured. For facial validity, Muslim lecturers would read through the questionnaire and use their expert to verify the questionnaire is valid or not. Therefore, the questionnaire of this research are given to the Muslim lecturers who are always travel because they are qualified to comment or reject the questions in the questionnaire.

3.4 Data Analysis

3.4.1 Demographic Analysis

Demographic statistic provides a summary on the basis features in the data collected to provide better insight (Zikmund, 2003). In order to deliver better insight, the analysis generated would be presented in table form.

3.4.2 Inferential Statistic

Partial Least Squares (PLS) is used for the estimation of the structural model. Furthermore, PLS that developed by the Professor Herman Wold in 1982 (Bontis, Booker & Serenko, 2007; Morales, 2011) has been increasingly applied as alternative to AMOS (Hair et al., 2010). PLS is appropriate to this study as it can estimate interaction effects accurately (Booker & Serenko, 2007). Besides, PLS is proposed where the relationships might or might not occur and where the theory is insufficiently supported (Chin, 1998; Acedo & Jones, 2007).

The path coefficients provide statistical basis for the hypotheses testing to describe whether the hypothesized relationships are statistically significant. In order to supported the path coefficients, the path coefficients value (β) must exceed 0.1 and the T-statistic must exceed 1.96 and the significant value in path coefficients must at least 0.05 (Huber et al., 2007).

The R^2 shows the predictive power of the model for the endogenous variables. In which, the R^2 shows that the variations could be explained by predictors'

variations. R^2 is used to examine the relationship of variables explained variance to its total variance (Chin, 1998). The value of R^2 around or above 0.67 are considered generous while values that around 0.333 are considered as average and values that below 0.19 are considered as weak (Chin, 1998).

Lastly, collinearity statistic implies that two variables are mostly perfect linear with each other (Allison, 2012).

3.4.2.1 Convergent Validity

Outer loading is used to test the consistency of variables with what it expects to measure (Urbach & Ahlemann, 2010). Besides, it is independent and calculated disparately from other constructs. Outer loadings consider as reliable when the loading greater than 0.7 at the significant level, however if it is at least 0.5, the measurement model also consider has satisfactory indicator reliability (Chin, 1998; Bagozzi & Yi, 1988).

Convergent validity is denotes the extent to which instruments designed to measure the construct are associated to each other (Malhtra, 2007). To study the convergent validity, average variance extracted (AVE) is used in order to figure out how each indicators is corresponding to every constructs. If AVE value is 0.5 and above, it shows that the measurement model reach a satisfactory convergent validity (Bagozzi & Yi, 1988). The convergent validity is sufficient validity when the construct AVE value is 0.5 and above (Fornell & Larcker, 1981).

Composite reliability (CR) is to examine the construct's internal consistency (Chin, 1998). CR is to evaluate the duplication and takes

into account that each indicator has distinct loading (Werts, Linn & Joreskog, 1974). If the CR of the variables above 0.7 threshold value indicates that the measurement model's internal consistency reliability reach satisfactory level (Bagozzi & Yi, 1988; Nunnally & Bernstein, 1994).

3.4.2.2 Discriminant Validity

Discriminant validity clarifies the situation that the measures of constructs are clearly different which not related to other variables (Churchill, 1979). When √AVE is higher than its common variance with other construct, discriminant validity could be recognized by each other (Battour, 2010). Discriminant validity is determined by applying the procedure proposed by Fornell and Larcker (1981) in which it is developed for a construct if the √AVE is greater than its shared variance with any other constructs. When √AVE is higher than the common variance with other construct, the discriminant validity could be recognized. Thus, each variable's √AVE shall be higher than the correlation value with other variables (Fornell & Larcker, 1981).

Discriminant validity is also measured by examining cross loading (Chin, 1998). Cross loading value is accomplished by interacting scores of variables component with all other items. Where every cross loading must be higher for its designed construct when compared to any other constructs, thus the different construct's indicators are not synonymous. In order to prove discriminant validity, the indicators' loadings must be higher than the respective construct compared to other constructs.

3.5 Conclusion

This chapter was discussed on self-administered survey approach of quantitative research approach was been applied. The target population of the research is both local and foreign Muslims in Malaysia. Furthermore, the sample size is 500 target respondents and the target respondents was identified by using judgmental sampling. Smart PLS was chosen for the data analysis which would be discussed on the next chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

During the data checking process, there are 100 sets of unqualified questionnaire detected. Thus, the total sample size for this research is reduced to 400. The data collected was being analyzed by using SmartPLS 3 statistical software. The result obtained is being discussed in the following parts.

4.1 Demographic Analysis

Table 4.1: Frequency and Percentage of Respondents

Descriptive	**Frequency (f)**	**Percentage (%)**
Gender		
Male	149	37.3
Female	251	62.8
Nationality		
Malaysia	367	91.8
Non-Malaysia	33	8.3
Education Level		
Primary School	5	1.3
Secondary School	121	30.3
Diploma	137	34.3
Bachelor Degree	116	29.0
Master/ PHD	21	5.3
Age		

18-23	162	40.5
24-29	135	33.8
30-35	50	12.5
36-41	20	5.0
42 or above	33	8.3
Income (RM)		
24000 or below	253	63.3
24001-48000	73	18.3
48001-72000	29	7.3
72001-96000	5	1.3
96001- above	7	1.8
Non-Malaysian	33	8.3
Income (USD)		
6000 or below	18	4.5
6001-8000	5	1.3
8001-12000	6	1.5
16001 or above	4	1.0
Malaysian	367	91.8
Information Sources		
Internet	339	84.8
Printed Media	145	36.3
TV Radio	112	28.0
Consultant	47	11.8
Family/ Friends	170	42.5
Others	6	1.5

Source: Developed for research

Table 4.1 shows the demographic analysis of the respondents. In gender, there are 149 male and 251 female respondents which total up is 400 respondents. Male respondents consist of 37.3% and female respondents consist of 62.8 respondents.

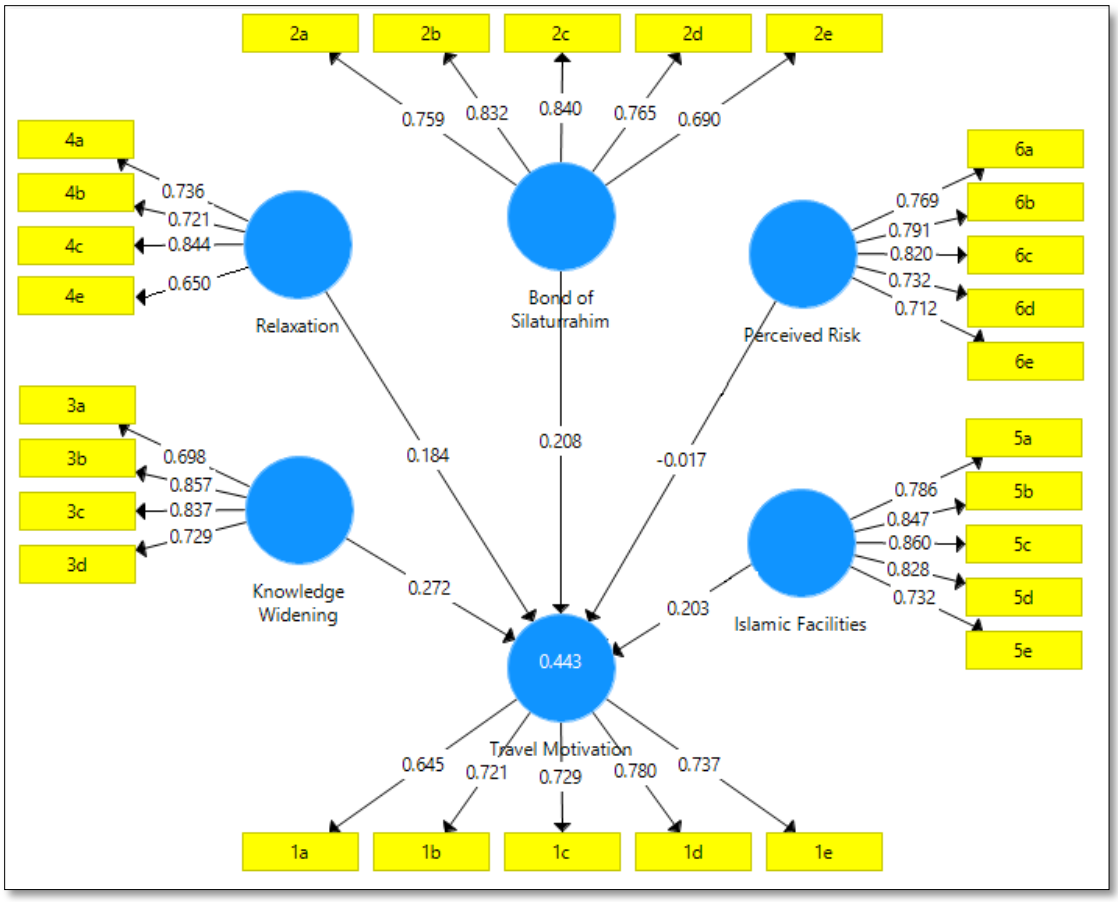
Based on the table above, there are 367 of Malaysian respondents and 33 of non-Malaysian involved in the research. Most of the respondents' education level is Diploma which consists of 137 respondents out of 400 respondents. It is followed by Secondary School with 121 respondents and Bachelor Degree with 116 respondents. The majority age group of respondents in this research is from 18 to 23 which consist of 162 respondents from the total respondents while the respondents in the age group from 36 to 41 only 20 respondents.

The Malaysian respondents that were earning RM 24,000 or below annually which consist of 63.3% from the total respondents while only 1.3% earning between RM 72,001 to RM 96,000. For non-Malaysian respondents, 4.5% of total respondents were earning US $6000 or below annually while only 1% earning between US $16,001 or above.

For the information sources, the respondent enabled to select more than one options of where they gather the travel information. According to the table above, there are 339 out of 400 respondents that are using internet, 145 respondents use printed media, 112 respondents use TV Radio, 47 respondents find consultant, 170 respondents find family/friends and 6 respondents use other channels to gather travel information.

4.2 Variables Relationship Analysis

Figure 4.1: Result from Partial Least Squares



Source: Ringle, C.M., Wende, S., & Becker, J.-M. (2015). SmartPLS 3. Bönningstedt: SmartPLS. Retrieved from http://www.smartpls.com.

4.2.1 Convergent Validity

Table 4.2: Convergent Validity

Variables	Items	Outer Loading	CR	AVE
Islamic Facilities	5a	0.786	0.906	0.659
	5b	0.847		
	5c	0.860		
	5d	0.828		
	5e	0.732		
Relaxation	4a	0.736	0.828	0.549

	4b	0.721		
	4c	0.844		
	4e	0.650		
Perceived Risk	6a	0.769	0.876	0.586
	6b	0.791		
	6c	0.820		
	6d	0.732		
	6e	0.712		
Bond of Sillaturrahim	2a	0.759	0.885	0.607
	2b	0.832		
	2c	0.840		
	2d	0.765		
	2e	0.690		
Knowledge Widening	3a	0.698	0.863	0.613
	3b	0.857		
	3c	0.837		
	3d	0.729		
Travel Motivation	1a	0.645	0.846	0.524
	1b	0.721		
	1c	0.729		
	1d	0.780		
	1e	0.737		

Source: Developed for research

There are two items (3e and 4d) were withdraw from the measurement scale due to the outer loadings that are below 0.6. According to Bagozzi and Yi (1988), the magnitude of outer loadings is considered acceptable when it more than 0.6. For outer loadings, most of the items are more than 0.7 except few items show some figures that range from 0.645 to 0.698 after withdrawal two items that the values below 0.6. After the two items has been withdrawn, the variables in the research are being accepted since more than 0.6. All CR

values from each variable are more than 0.7 in which the highest 0.906 for Islamic facilities, the lowest 0.828 is for relaxation, 0.876 for perceived risk, 0.885 for bond of Sillaturrahim, 0.863 for knowledge widening and 0.846 for travel motivation. Hence, the result shows that all variables have satisfactory internal consistency reliability. In Table 4.2 shows the values for AVE from the research are exceeding 0.5 ranging from 0.549 to 0.659. This show the convergent validity is valid since all the AVE values are more than 0.5.

4.2.2 Discriminant Validity

Discriminant validity could be tested by comparing square roots of AVE, correlation coefficient and cross loading (Fornell & Larcker, 1981; Chin, 1998).

Table 4.3: Fornell and Larcker's Criterion

	Islamic Facilities	Relaxation	Perceived Risk	Bond of Sillaturrahim	Knowledge Widening	Travel Motivation
Islamic Facilities	**0.812**					
Relaxation	0.364	**0.741**				
Perceived Risk	0.581	0.428	**0.766**			
Bond of Sillaturrahim	0.349	0.508	0.371	**0.779**		
Knowledge Widening	0.429	0.601	0.474	0.537	**0.783**	
Travel Motivation	0.449	0.520	0.386	0.512	0.573	**0.724**

Source: Developed for research

In Table 4.3, all the bold values are the square roots of AVE and the values are exceeding correlation coefficient between the measure and all other measures. Thus, the result shows that all variables meet discriminant validity.

Table 4.4: Cross Loading

	Islamic Facilities	**Relaxation**	**Perceived Risk**	**Bond of Sillaturrahim**	**Knowledge Widening**	**Travel Motivation**
1a	0.285	0.389	0.248	0.389	0.392	**0.645**
1b	0.302	0.325	0.207	0.333	0.426	**0.721**
1c	0.322	0.342	0.252	0.335	0.374	**0.729**
1d	0.428	0.461	0.354	0.407	0.450	**0.780**
1e	0.269	0.346	0.320	0.380	0.425	**0.737**
2a	0.227	0.383	0.281	**0.759**	0.428	0.408
2b	0.221	0.411	0.227	**0.832**	0.359	0.403
2c	0.270	0.378	0.304	**0.840**	0.435	0.403
2d	0.300	0.381	0.311	**0.765**	0.386	0.397
2e	0.348	0.424	0.323	**0.690**	0.484	0.379
3a	0.262	0.401	0.284	0.380	**0.698**	0.395
3b	0.414	0.470	0.413	0.482	**0.857**	0.477
3c	0.386	0.526	0.427	0.471	**0.837**	0.476
3d	0.267	0.480	0.348	0.340	**0.729**	0.442
4a	0.198	**0.736**	0.314	0.403	0.511	0.457
4b	0.232	**0.721**	0.287	0.302	0.311	0.255
4c	0.393	**0.844**	0.382	0.477	0.513	0.452
4e	0.238	**0.650**	0.267	0.268	0.384	0.308
5a	**0.786**	0.307	0.450	0.336	0.409	0.426
5b	**0.847**	0.283	0.505	0.319	0.359	0.365
5c	**0.860**	0.250	0.508	0.291	0.326	0.336
5d	**0.828**	0.359	0.459	0.241	0.378	0.397
5e	**0.732**	0.261	0.443	0.207	0.219	0.257
6a	0.460	0.404	**0.769**	0.285	0.377	0.318
6b	0.432	0.342	**0.791**	0.312	0.412	0.312
6c	0.532	0.333	**0.820**	0.327	0.366	0.285

6d	0.419	0.272	**0.732**	0.252	0.321	0.312
6e	0.374	0.275	**0.712**	0.237	0.334	0.236

Source: Developed for research

Table 4.4 is the result of cross loading. The indicators' loadings must be higher than the respective construct compared to other constructs to prove the discriminant validity (Chin, 1998). The result above proves that all variables have satisfactory discriminant validity because the bold indicators' loading value of each variable is higher than the other variables.

4.2.3 Path Analysis

Table 4.5: Path Analysis

Dependent Variable	Independent Variable	VIF	Path Coefficient	T-Statistics	Result
Travel Motivation	Islamic Facilities	1.599	0.202	3.955	Accept
	Relaxation	1.746	0.183	3.723	Accept
	Perceived Risk	1.713	-0.009	0.292	Reject
	Bond of Sillaturrahim	1.547	0.209	4.114	Accept
	Knowledge Widening	1.919	0.272	5.289	Accept
R ^{2}= 0.443					

Source: Developed for research

Table 4.18 shows that the VIF values for Islamic facilities, relaxation, perceived risk, bond of Sillaturrahim, and knowledge widening are ranging from 1.547 to 1.919. It eliminates the multicollinearity problem in this research because all VIF values are less than 2.5. Besides, the path coefficient value and T-statistics value of Islamic facilities, relaxation, bond of

Sillaturrahim and knowledge widening are exceeding 0.1 and 1.96 which mean H1, H2, H4, H5 are supported and they could be accepted (Huber et al., 2007).

According to Mohamed, Mohd, Moustafa (2010), significant relationship is existed between Islamic facilities and travel motivation. Islamic facilities have been identified as a significant variable towards travel motivation (Kristel, 2015). On the other hand, the relationship between relaxation and travel motivation is shown to be significant from the past research done by Teoman (2011). Syed and Evana (2014) proved a significant relationship exists between bond of Sillaturrahim and travel motivation. Besides, Syeda and Evana (2014) also indicated significant relationship between knowledge widening and travel motivation.

However, the Perceived Risk, H3 is not supported as its path coefficient value is less than 0.1 and its T-statistics value is less than 1.96. This illustrates that the travel motivation is influenced directly by bond of Sillaturrahim, Islamic facilities, knowledge widening, perceived risk, and relaxation, but not influenced directly by perceived risk.

The R^2 in this research is 0.443 which means 44.3% show that the R^2 is considered moderate. 44.3% of the travel motivation could be explained by bond of Sillaturrahim, Islamic facilities, knowledge widening, perceived risk and relaxation.

4.3 Conclusion

There are two items (3e and 4d) were withdrawn from the measurement scale before doing data analysis. The result of data analysis was then being explained and

interpreted clearly in this chapter. In chapter 5, it would discuss on the major findings, limitations and recommendations of this research.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Apparently, this chapter summarizes the study. The chapter discusses the implications of the study in both managerial and theoretical perspective as well as limitations and recommendations.

5.1 Summary and Discussion on Key Findings

Muslim tourism is now a rapid growing niche segment in tourism. Pilgrimage no longer is the only reason for Muslims to travel which they also will travel for leisure purpose. Due to the rising of Muslim population, tourism industry is putting more effort in providing halal complied facilities to attract Muslim tourists. Therefore, this research able to provide the insight on the determinants that influence the travel motivation among Muslim tourists in Malaysia from amended TCL model. The response from the respondent had created useful result for the analysis purpose.

The data collected from the questionnaire shows a high reliability and validity from Cronbach's Alpha test, Composite Reliability test and face validity test. After the data analysis, the result shows the determinants have significant relationship with the travel motivation among Muslim tourists in Malaysia. Knowledge widening has the highest effect on the travel motivation among Muslim tourists while perceived risk has the less effect on the travel motivation.

In the research, all independent variables show significant relationship with dependent variable except for perceived risk. Perceived risk has the lowest influence

on the travel motivation among Muslim tourists due to it is also an important factor for the non-Muslim tourists to determine before travel. In addition, knowledge widening has the highest influence on the travel motivation due to the teaching of Islamic Law which always encourages Muslims to experience the world through travel.

Besides, the heavy use of internet is also one of the key findings of the research. The result shows most the respondents are using internet as their main source to gather travel information which show the opportunity for the travel agencies to reach its target customers more effectively.

5.2 Implications of the Study

Table 5.1: Implication of study

Implications		
Key Findings	**Practitioners**	**Academic**
The heavy use of Internet (Demographic)	• Use internet to reach target audience.	• Adding internet as new variable.
Perceived Risk: insignificant (Research Objective)	• Avoid emphasis on promoting safety of destination.	• Study in detail on perceived risk. • May withdraw perceived risk from the framework.
Knowledge Widening: significant (Research Objective)	• Travel agencies able to come out travel packages focus on travel destination able to broaden knowledge.	• Study in details of the items • Consider possible factors would moderating or mediating the relationship between knowledge widening and travel motivation.

Source: Developed for research

5.2.1 Managerial Implications

The travel agent are suggested to reach their target audience by integrate internet in their marketing communications as the result shown that the Muslim tourists heavily relied on internet to search for travel information. This finding is also supportive for travel agent to consider on the determinants of Muslim tourist's travel motivation in which they could have an idea on how to persuade tourist in any travel package. It is suggests that travel agents could exclude the consideration of perceived risk of any destination. It is because perceived risk is rejected from the hypothesis in which it is unlikely to influence Muslim tourist's travel motivation. In fact, it might bring negative impact of reminds Muslim tourists to worry about whether they would be perceived as terrorists at particular destination if travel agents mention perceived risk in promoting the destination. Travel agents are suggested promote travel package to Muslim tourists by emphasizing on the distinctive cultures that they could experiencing and expose to.

5.2.2 Academics Implications

For future research on the particular topic, researcher is suggested considering internet as a new variable to investigate the travel motivation among Muslim tourist. Future research is also recommended to be carry out upon the reasons of why perceived risk is failed to show its influence on travel motivation. More insights on whether perceived risk is only less influence on Muslim tourists or it is a common less concern issue by all tourists could be carried out. Otherwise, possible alternatives are proposed to be investigated in order to replace perceived risks that is rejected from the hypothesis. On the other hand, since knowledge widening is very significant in influencing Muslim tourist's travel motivation, thus further study is recommends to be carry out to identify which item in knowledge widening is the main driven to motivate Muslim tourist to travel. Future research could also examine whether the

knowledge widening is only motivating Muslim tourists, or also encourage non-Muslims to travel. Future research could consider to add new variables that are able to moderate or mediate the relationship between knowledge widening and travel motivation in order to increase its impacts on Muslim's travel motivation.

5.3 Limitation of the Study

This research lacks of the precise information upon the travel frequency and recency of the Muslim respondents. Although researchers did verbally confirm with respondents whether they always go travel, it is still lack of respondents' information about their travel frequencies or how recently of their latest travel. This would affect the reliability of this research because there are no particular data to be collected and analyzed for Muslims travelers who are really travelling at high frequency. Thus, existing results collected are difficult to conclude that respondents of this research are having the same opinions with other Muslim tourists who actually travel more frequently. On the other hand, according to the demographics data collected, it is found that only 33 out of 400 questionnaires are carried out by our foreign Muslim tourists. This could be explained by the research location of KL Sentral is mostly occupied by local Muslim tourist instead of foreigners. This would cause this research become less considerate on behalf of foreign Muslim tourist's opinion.

5.4 Recommendations for Future Research

In order to further improve its reliability of the research, questions such as how frequent is respondent's travel per year and when is their last travel should be included in survey to enable the analysis on what are the opinions between frequent travelers and normal travelers. This enable researchers to understand more about the differences between frequent travelers and normal travelers upon their determinants

on travel motivation. Furthermore, changing location from KL Sentral to KLIA is recommended in order to balance the number of local and foreign respondents for research. Since KLIA is an international airport in Malaysia, the number of foreigner crowd would be greater than any other places. Thus, it would be the ideal location to carry out research. Surveys would be more fairly distributed for both local and foreign Muslim tourists.

5.5 Conclusion

The research objectives set in previous chapter had been accomplished. The key findings had been discussed in details in this chapter. Knowledge widening having the highest influence travel motivation of Muslim tourist. Whereby, perceived risk could be said that it is unlikely to influence Muslim tourist's travel motivation. Lastly, the travel industry and future researcher are encourage to look into the internet as the result shown the Muslim tourist heavy use of internet to gather the travel information.

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APPENDICES

Appendix 3.1: Questionnaire

Survey Questionnaire
Soal Kaji Selidik
UNIVERSITI TUNKU ABDUL RAHMAN
Faculty of Business and Finance
BACHELOR OF MARKETING (HONS) FINAL YEAR PROJECT

TOPIC: MUSLIM TOURISM
TOPIK: PELANCONGAN MUSLIM

We are from Universiti Tunku Abdul Rahman (UTAR) and are currently conducting a survey which focuses on Muslim travellers in Malaysia. There are no right or wrong responses to any of the questions/ statements in this survey.

Please answer all questions to the best of your knowledge. It will take approximately 20 minutes to answer these questions/ statements and all the responses are completely confidential.

Thank you for your participation.

Kami dari Universiti Tunku Abdul Rahman (UTAR) dan sedangkan menjalankan satu kajian yang memberi tumpuan kepada pelancong Muslim di Malaysia. Tiada jawapan betul atau salah kepada mana-mana soalan/ kenyataan dalam borang kaji selidik ini.

Sila menjawab semua soalan sepanjang pengetahuan anda. Soal selidik ini akan mengambil masa anda lebih kurang 20 minit untuk menjawab soalan/ kenyataan, dan jawapan yang diberikan adalah sulit.

Terima kasih atas penyertaan anda.

Section A: Travel Behaviour
Seksyen A: Kelakuan Pelancongan

This section is seeking your opinion about your travel behaviour. You are required to indicate the extent of your (dis)agreement with each statement based on a scale of 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree response framework.
Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

Seksyen ini memohon pendapat anda tentang kelakuan pelancongan anda. Anda dikehendaki untuk menunjukkan sejauh perjanjian anda terhadap setiap pernyataan berdasarkan skala 1=sangat tidak setuju [SDA]; 2=tidak bersetuju [DA]; 3=neutral [N]; 4= bersetuju [A]; 5= sangat setuju [SA].
Sila bulatkan satu nombor bagi setiap baris untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan kenyataan berikut.

No	Statements	SDA	DA	N	A	SA
1.	I am about wanting to go for a holiday. *Saya ingin pergi melancong.*	1	2	3	4	5
2.	I am willing to travel. *Saya bersedia untuk melancong.*	1	2	3	4	5
3.	I travel to fulfill self needs. *Saya melancong untuk memenuhi keperluan diri.*	1	2	3	4	5
4.	I strictly follow Shariah rules during my travels. *Saya mematuhi peraturan Syariah dengan tegas semasa melancong.*	1	2	3	4	5
5.	I do not follow a pre-planned travel decision. *Saya tidak mengikuti keputusan pra-rancangan pelancongan.*	1	2	3	4	5

Section B: Travel Motivation
Seksyen B: Motivasi Pelancongan

This section is seeking your opinion about your travel motivation. You are required to indicate the extent of your (dis)agreement with each statement based on a scale of 1=strongly disagree; 2=disagree; 3=neutral; 4= agree; 5=strongly agree response framework.
Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

Seksyen ini memohon pendapat anda tentang motivasi pelancongn anda. Anda dikehendaki untuk menunjukkan sejauh perjanjian anda terhadap setiap pernyataan berdasarkan skala 1=sangat tidak setuju [SDA]; 2=tidak bersetuju [DA]; 3= neutral [N]; 4= bersetuju [A]; 5=sangat setuju [SA].
Sila bulatkan satu nombor bagi setiap baris untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan kenyataan berikut.

No	Statements	SDA	DA	N	A	SA
1.	I am willing to mingle with others from varied cultural backgrounds during my travels. *Saya bersedia untuk bergaul dengan orang yang berlainan kebudayaan semasa melancong.*	1	2	3	4	5
2.	I can build good relationships with other travellers. *Saya boleh membina hubungan yang baik dengan pengembara lain.*	1	2	3	4	5
3.	I can initiate a good relationship with people around me during my travels. *Saya boleh memulakan hubungan yang baik dengan orang di sekeliling semasa pelancongan.*	1	2	3	4	5
4.	I feel a sense of belonging amongst surrounding people during my travels. *Saya terasa semangat kekitaan di sekeliling saya semasa pelancongan.*	1	2	3	4	5
5.	I can interact with other Muslim communities in the mosque during worship. *Saya boleh berinteraksi dengan masyarakat Muslim yang lain di dalam masjid semasa beribadah.*	1	2	3	4	5
6.	I can find myself during my travels. *Saya boleh memahami diri saya semasa melancong.*	1	2	3	4	5

7.	I have the opportunity to acquire new knowledge during my travels. *Saya mempunyai peluang untuk memperoleh pengetahuan baru semasa melancong.*	1	2	3	4	5
8.	I can share my experience and knowledge gained from travelling with others. *Saya boleh berkongsi pengalaman dan pengetahuan yang terdapat semasa percutian saya dengan orang lain.*	1	2	3	4	5
9.	I can challenge my living ability when travelling to the foreign countries. *Saya boleh mencabar keupayaan berdikari apabila melancong ke negara-negara asing.*	1	2	3	4	5
10.	I would be exposed to different cultures and environments during my travels. *Saya akan terdedah kepada budaya dan persekitaran yang berbeza semasa pelancongan saya.*	1	2	3	4	5
11.	I am willing to discover new places. *Saya bersedia untuk menemukan destinasi-destinasi baru.*	1	2	3	4	5
12.	I feel my stress is released during travels. *Saya berasa tekanan saya dilepaskan semasa melancong.*	1	2	3	4	5
13.	Travel can help my mental relaxation. *Melancong boleh merehatkan minda saya.*	1	2	3	4	5
14.	I can escape from daily routine. *Saya boleh lari dari kerja-kerja harian.*	1	2	3	4	5
15.	I can spiritually develop strong faith in God. *Saya boleh membina kepercayaan yang kuat kepada Nya.*	1	2	3	4	5

Section C: Attribute and Facilities
Seksyen C: Sifat-sifat dan Kemudahan

This section is seeking your opinion about the destination's attribute and facilities. You are required to indicate the extent of your (dis)agreement with each statement based on a scale of 1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree response framework.
Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

Seksyen ini memohon pendapat anda tentang sifat-sifat dan kumudahan di destinasi. Anda dikehendaki untuk menunjukkan sejauh perjanjian anda terhadap setiap pernyataan berdasarkan skala 1=sangat tidak setuju [SDA]; 2=tidak bersetuju [DA]; 3=neutral [N]; 4=bersetuju [A]; 5= sangat setuju [SA]. Sila bulatkan satu nombor bagi setiap baris untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan kenyataan berikut.

I would like to have the following during my travels:
Saya ingin mempunyai berikutnya semasa pelancongan saya:

No	Statements	SDA	DA	N	A	SA
1.	Easy access to the halal food in my travel destination. *Destinasi yang mudah mendapatkan makanan halal.*	1	2	3	4	5
2.	The destination's recreational facilities must align with the Shariah rule. *Kemudahan rekreasi destinasi mesti selaras dengan peraturan Syariah.*	1	2	3	4	5
3.	Accommodation is nearby to a mosque. *Penginapan yang berdekatan dengan masjid.*	1	2	3	4	5
4.	Placement of Qibla stickers in accommodation. *Penempatan pelekat kiblat di tempat penginapan.*	1	2	3	4	5
5.	Availability of a copy of the Quran in the accommodation. *Kewujudan Salinan Quran di dalam penginapan.*	1	2	3	4	5
6.	Destination which is safer (eg: less/no violence). *Destinasi yang lebih selamat (cth: kurang/tiada kekerasan).*	1	2	3	4	5

7.	Destination which has lesser chance of natural disasters occurring. *Destinasi yang mempunyai risiko yang lebih rendah berlakunya bencana alam.*	1	2	3	4	5
8.	Destination with easy access to advanced healthcare services. *Destinasi yang terdapat perkhidmatan penjagaan kesihatan yang lanjut.*	1	2	3	4	5
9.	Tour packages that offered by travel agencies. *Pakej pelancongan yang ditawarkan oleh agensi-agensi pelancongan.*	1	2	3	4	5
10.	Political stability in destination would make me feel less risk for travelling. *Kestabilan politik destinasi akan membuatkan saya berasa kurang risiko untuk melancong.*	1	2	3	4	5

Section D: Respondent Profile
Seksyen D: Profil Responden

In this section, we are interested in your background in brief. Please tick your answer and your answers will be kept strictly confidential.

Di dalam seksyen ini, kami berminat dengan latar belakang anda secara ringkas. Sila pilih jawapan dan jawapan yang diberikan adalah sulit.

DP1. Gender
DP1. Jantina

☐ Male
Lelaki

☐ Female
Perempuan

DP2. Nationality
DP2. Kewarganegaraan

☐ Malaysian
Rakyat Malaysia

☐ Non-Malaysian
Rakyat bukan Malaysia

DP3. Highest Education Level:
DP3. Pendidikan paling tinggi

☐ Primary education…… *Pendidikan sekolah rendah*
☐ Secondary education… *Pendidikan sekolah menengah*
☐ Diploma…….. *Diploma*
☐ Bachelor of Degree…. *Ijazah Sarjana Muda*
☐ Master/PHD……..... *Master/PHD*
☐ Other (*Please specify*): _____
Lain-lain (Sila terangkan): _____

DP4. Age
DP4. Umur

☐ 18 to 23 ……. *18 ke 23*
☐ 24 to 29 ……. *24 ke 29*
☐ 30 to 35 ……. *30 ke 35*
☐ 36 to 41 ……. *36 ke 41*
☐ 42 or above ……*42 atau keatas*

DP5a. Annual Net Household Income (RM):
DP5a. Pendapatan Isi Rumah Kasar Tahunan (RM):

☐ 24,000 or below …….. *24,000 atau kebawah*
☐ 24,001 to 48,000 …….. *24,001 ke 48,000*
☐ 48,001 to 72,000 …….. *48,001 ke 72,000*
☐ 72,001 to 96,000 …….. *72,001 ke 96,000*
☐ 96,001 or above …….. *96,001 atau keatas*

DP5b. *(For foreigner only)* Annual Net Household Income (USD):
DP5b. (Untuk rakyat BUKAN Malaysia sahaja) Pendapatan Isi Rumah Kasar Tahunan (USD):

☐ 6,000 or below …….. *6,000 atau kebawah*
☐ 6,001 to 8,000 …….. *6,001 ke 8,000*
☐ 8,001 to 12,000 ……. *8,001 ke 12,000*
☐ 12,001 to 16,000 ….. *12,001 ke 16,000*
☐ 16,001 or above …..*16,001 atau kebawah*

DP6. What are the channels you commonly used for gathering travel Information? *(Tick any relevant, can choose more than one option)*

DP6. Apakah sumber saluran yang paling biasa digunakan untuk mendapatkan informasi pelancongan? (Pilih mana yang berkaitan, dan boleh pilih lebih dari satu pilihan)

☐ The internet …….. ……..*Internet*
☐ Magazines/books/newspaper …….. …...*Majalah/buku/surat khabar*
☐ TV/Radio ……. …..*TV/Radio*
☐ Consultant ……..... *Penasihat*
☐ Recommendation from family/friends …*Saranan dari kuluarga/kawan*
☐ Other *(Please specify*): _____
*lain-lain (Sila terangkan):*_____

- End of Questionnaire –
- Soal Selidik Tamat-

Thank you for your time with us!
Terima kasih meluangkan masa anda dengan kami!

Appendix 4.1: Frequency Table for Demographic Profile

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	149	37.3	37.3	37.3
	female	251	62.8	62.8	100.0
	Total	400	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	367	91.8	91.8	91.8
	non-Malaysian	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

Edulevel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary school	5	1.3	1.3	1.3
	secondary school	121	30.3	30.3	31.5
	diploma	137	34.3	34.3	65.8
	Bachelor degree	116	29.0	29.0	94.8
	Master/ PHD	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23	162	40.5	40.5	40.5
	24-29	135	33.8	33.8	74.3
	30-35	50	12.5	12.5	86.8
	36-41	20	5.0	5.0	91.8
	42 or above	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

IncomeRM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24000 or below	253	63.3	63.3	63.3
	24001-48000	73	18.3	18.3	81.5
	48001-72000	29	7.3	7.3	88.8
	72001-96000	5	1.3	1.3	90.0
	96001 or above	7	1.8	1.8	91.8
	non-Malaysian	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

IncomeUSD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6000 or below	18	4.5	4.5	4.5
	6001-8000	5	1.3	1.3	5.8
	8001-12000	6	1.5	1.5	7.3
	16001 or above	4	1.0	1.0	8.3
	Malaysian	367	91.8	91.8	100.0
	Total	400	100.0	100.0	

Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	61	15.3	15.3	15.3
	yes	339	84.8	84.8	100.0
	Total	400	100.0	100.0	

Printedmedia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	254	63.5	63.5	63.5
	yes	145	36.3	36.3	99.8
	2	1	.3	.3	100.0
	Total	400	100.0	100.0	

TVRadio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	288	72.0	72.0	72.0
	yes	112	28.0	28.0	100.0
	Total	400	100.0	100.0	

Printedmedia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	254	63.5	63.5	63.5
	yes	145	36.3	36.3	99.8
	2	1	.3	.3	100.0
	Total	400	100.0	100.0	

TVRadio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	288	72.0	72.0	72.0
	yes	112	28.0	28.0	100.0
	Total	400	100.0	100.0	

Consultant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	353	88.3	88.3	88.3
	yes	47	11.8	11.8	100.0
	Total	400	100.0	100.0	

Familyfriends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	230	57.5	57.5	57.5
	yes	170	42.5	42.5	100.0
	Total	400	100.0	100.0	

Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	394	98.5	98.5	98.5
	yes	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Appendix 4.2: Outer Loadings (without withdrawal items of 3e and 4d)

Outer Loadings

	Bond of Sillaturahim	Islamic Facilities	Knowledge Widening	Perceived Risk	Relaxation	Travel Motivation
1a						0.646
1b						0.721
1c						0.730
1d						0.778
1e						0.738
2a	0.759					
2b	0.832					
2c	0.840					
2d	0.765					
2e	0.690					
3a			0.673			
3b			0.822			
3c			0.816			
3d			0.755			
3e			0.581			
4a					0.709	
4b					0.734	
4c					0.839	
4d					0.545	
4e					0.648	
5a		0.786				
5b		0.847				
5c		0.860				
5d		0.828				
5e		0.731				
6a				0.769		
6b				0.791		
6c				0.820		
6d				0.732		
6e				0.712		

Appendix 4.3: Outer Loadings (with withdrawal items of 3e and 4d)

Outer Loadings

	Bond of Silaturrahim	Islamic Facilities	Knowledge Widening	Perceived Risk	Relaxation	Travel Motivation
1a						0.645
1b						0.721
1c						0.729
1d						0.780
1e						0.737
2a	0.759					
2b	0.832					
2c	0.840					
2d	0.765					
2e	0.690					
3a			0.698			
3b			0.857			
3c			0.837			
3d			0.729			
4a					0.736	
4b					0.721	
4c					0.844	
4e					0.650	
5a		0.786				
5b		0.847				
5c		0.860				
5d		0.828				
5e		0.732				
6a				0.769		
6b				0.791		
6c				0.820		
6d				0.732		
6e				0.712		

Appendix 4.4: Construct Reliability and Validity

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Bond of Silaturrahim	0.836	0.838	0.885	0.607
Islamic Facilities	0.871	0.883	0.906	0.659
Knowledge Widening	0.787	0.795	0.863	0.613
Perceived Risk	0.823	0.828	0.876	0.586
Relaxation	0.730	0.755	0.828	0.549
Travel Motivation	0.772	0.777	0.846	0.524

Appendix 4.5: Fornell and Larcker's Criterion

Fornell-Larcker Criterion

	Bond of Silaturrahim	Islamic Facilities	Knowledge Widening	Perceived Risk	Relaxation	Travel Motivation
Bond of Silaturrahim	0.779					
Islamic Facilities	0.349	0.812				
Knowledge Widening	0.537	0.429	0.783			
Perceived Risk	0.371	0.581	0.474	0.766		
Relaxation	0.508	0.364	0.601	0.428	0.741	
Travel Motivation	0.512	0.449	0.573	0.386	0.520	0.724

Appendix 4.6: Cross Loadings

Cross Loadings

	Bond of Silaturrahim	Islamic Facilities	Knowledge Widening	Perceived Risk	Relaxation	Travel Motivation
1a	0.389	0.285	0.392	0.248	0.389	0.645
1b	0.333	0.302	0.426	0.207	0.325	0.721
1c	0.335	0.322	0.374	0.252	0.342	0.729
1d	0.407	0.428	0.450	0.354	0.461	0.780
1e	0.380	0.269	0.425	0.320	0.346	0.737
2a	0.759	0.227	0.428	0.281	0.383	0.408
2b	0.832	0.221	0.359	0.227	0.411	0.403
2c	0.840	0.270	0.435	0.304	0.378	0.403
2d	0.765	0.300	0.386	0.311	0.381	0.397
2e	0.690	0.348	0.484	0.323	0.424	0.379
3a	0.380	0.262	0.698	0.284	0.401	0.395
3b	0.482	0.414	0.857	0.413	0.470	0.477
3c	0.471	0.386	0.837	0.427	0.526	0.476
3d	0.340	0.267	0.729	0.348	0.480	0.442
4a	0.403	0.198	0.511	0.314	0.736	0.457
4b	0.302	0.232	0.311	0.287	0.721	0.255
4c	0.477	0.393	0.513	0.382	0.844	0.452
4e	0.268	0.238	0.384	0.267	0.650	0.308
5a	0.336	0.786	0.409	0.450	0.307	0.426
5b	0.319	0.847	0.359	0.505	0.283	0.365
5c	0.291	0.860	0.326	0.508	0.250	0.336
5d	0.241	0.828	0.378	0.459	0.359	0.397
5e	0.207	0.732	0.219	0.443	0.261	0.257
6a	0.285	0.460	0.377	0.769	0.404	0.318
6b	0.312	0.432	0.412	0.791	0.342	0.312
6c	0.327	0.532	0.366	0.820	0.333	0.285
6d	0.252	0.419	0.321	0.732	0.272	0.312
6e	0.237	0.374	0.334	0.712	0.275	0.236

Appendix 4.7: Inner VIF Values

Inner VIF Values

	Bond of Silaturrahim	Islamic Facilities	Knowledge Widening	Perceived Risk	Relaxation	Travel Motivation
Bond of Silaturrahim						**1.547**
Islamic Facilities						**1.599**
Knowledge Widening						**1.919**
Perceived Risk						**1.713**
Relaxation						**1.746**
Travel Motivation						

Appendix 4.8: Path Coefficients

Path Coefficients

	Bond of Silaturrahim	Islamic Facilities	Knowledge Widening	Perceived Risk	Relaxation	Travel Motivation
Bond of Silaturrahim						0.208
Islamic Facilities						0.203
Knowledge Widening						0.272
Perceived Risk						-0.017
Relaxation						0.184
Travel Motivation						

Appendix 6.1: Turnintin Report

TRAVEL MOTIVATION AMONG MUSLIM TOURISTS IN MALAYSIA

by Lee Sen Xin

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TIME SUBMITTED	29-MAR-2017 05:48PM	WORD COUNT	10452
SUBMISSION ID	788833310	CHARACTER COUNT	58171

TRAVEL MOTIVATION AMONG MUSLIM TOURISTS IN MALAYSIA

ABSTRACT

Tourist motivation plays a crucial role in marketing the tourism packages. In tourism industry, Muslim tourism is the niche market which is growing rapidly. There is always a misconception about Muslim tourism which Muslims always travel for pilgrimage but not for leisure purpose. This research aims to investigate the travel motivation among Muslim tourists in Malaysia by using modified TCL that included Muslim context. The determinants that influence on the travel motivation among Muslim tourists are Islamic facilities, relaxation, bond of Sillaturrahim, perceived risk and knowledge widening. The result revealed that Islamic facilities, relaxation, bond of Sillaturrahim and knowledge widening are significant determinants in determining the overall travel motivation of Muslim tourist, whereby perceived risk shows it less influence on the travel motivation. Besides, internet is significantly important to Muslim tourist in gather the travel information.

CHAPTER 1: RESEARCH BACKGROUND

1.0 Introduction

Research background and research problem are discussed in this chapter. The research objectives are aligned with the issues in research problem. The research significance of the study is discussed at the later part of this chapter.

1.1 Research Background

Tourism means the temporary movement of individuals to any destination that is outside of their living and working places that the main purpose of movement is other than the exercise of the activities remunerated from within the destination visited for less than one year. Tourism is categorized as domestic and international tourism. Engagement in the tourism improve personal development and one's life quality by offering opportunities for exploring fresh knowledge, widening horizons, enriching inter-cultural communication, improving capacity for "otherness" understanding, and maintaining or making social relationship skills (Yau, McKercher & Packer, 2004). Other benefits include reduction of social integration, expenses for social adaption and the consciousness of social equality (Lee, et. al., 2011).

There has been always great interest on the niche segment of tourism (Mohamed, Mohd & Moustafa, 2010) like Muslim tourism on Halal hospitality (Mohd, Suzzaini & Mohamad, 2012). Muslim tourism is closely related to essentially different aspects of Islam while Islam is involving in various types of Muslim tourism activities (Jafar & Noel, 2014). Muslims are encouraged to travel all around the world to experience the beauty and bounty created by Allah (Yiap, 2014). Muslims are well-regulated to obey the Islamic teachings that would directly or indirectly affect their leisure and travel plans decisions (Zamani & Henderson, 2010). For Muslim tourists, the plans to travel destinations are essentially guided by the Shariah rules (Mohamed, et. al., 2010). Shariah is an Islamic code of life or in another word it is the path which shall be followed by the Muslims. (Mohd, et. al., 2012).

1.2 Research Problem

In tourism industry, religion represents an important factor in making choices of a travel destination (Fleischer, 2000; Collins & Tisdell, 2002; Weidenfeld & Ron, 2008; Mohamed, et. al., 2010; Jafar & Noel, 2014). It is evidenced from the implementation of Shariah teaching in meeting the needs of Muslim tourists (Mohamed, et. al., 2010). The Shariah teachings forbids its followers to visit those destinations that able consumed alcohol, have immortal acts occur [redacted] offenses are committed in seashores, parties and immortal [redacted] any [redacted] hold [redacted] (Mohamed et al, 2010). Thus, Muslim tourists usually make their choices highly depending on Islamic principles which would guide their selection of choices.

Islamic tourism is not merely for pilgrimage, but could also means travel for leisure by Muslims. Thus, pilgrimage represents only one of the reasons to travel which means that Muslims also to travel for leisure purpose (Jafar & Noel, 2014). Syeda and Evana (2014) insisted that tourism is considered as [redacted] is matched [redacted] fundamental teachings [redacted] which means that Muslims could go to travel by not only go for pilgrimage but for leisure too. Besides visiting Saudi Arabia in Hajj period, there are also one million Muslims visit the Islamic historical places which could be a form of relaxation (Din, 1989; Abdul, Ahasanul & Muhammad, 2013).

Misconception about Muslim tourism is occurred that it is all about pilgrimage (Jafar & Noel, 2014). However, the fact indicates Muslims are encouraged to travel for social purpose such as cultural encounters, association with others, knowledge gaining, and to enjoy God's creations (Timothy & Iverson, 2006). Similar to others Muslim tourists were reported to engage in the non pilgrimage tours quite frequently (Fatemeh & Badaruddin, 2015). Majority Muslims travel with other purposes rather than only to pilgrimage (Salman & Hasim, 2012). It could be further proved by interview carried out among Saudi Arabians travelling to Malaysia, which showed that 88% of them prefer travel to non-Muslim countries.

By the end of 2010, with nearly 1.6 billion Muslims, or around 23% of global population, enabling Islam to become the global second largest religion right after Christianity (Yiap, 2014). Muslims are considered one of the most rapid growing markets with estimation of $USD126 billion global revenue from Muslim tourists in 2011, and is

forecasted for exponential growth worth $USD192 billion a year by 2020 (Chew & Pervaiz, 2012; Liau & Yudith, 2014).

Due to the growing of Muslim population, tourism and hospitality industries are putting more effort in developing Sharia Compliant Hotels, Halal brands and Muslim-friendly destinations in order to attract more Muslim tourists (Kristel, 2015). The factors that Muslim tourists most concern when they travel to a destination are is the destination has Muslim halal food, prayer facilities, Islamic entertainment, Islamic dress code, Islamic call for prayer (Azan) and common Islamic morality (Bharath, 1999; Marcus, 2014). If the travel destinations able to fulfill the need of Muslim tourists, it would be the competitive advantage of the places and it is able to attract more Muslim tourists to travel (Mohamed, et. al., 2010). Meanwhile, Mohamed, Moustafa & Mohd (2014) claimed such inadequate halal complied facilities would discourage them to visit the destinations.

1.3 Research Objectives

1.3.1 General Objective

The growing of Muslim population has become the priority in tourism industry where Muslim tourism is the growing trend in the worldwide including Malaysia. The purpose of this research is to enhance the study on Muslim tourism in Malaysia context.

1.3.2 Specific Objective

To examine the determinants that influence the travel motivation among Muslim tourists in Malaysia.

1.4 Research Significance

This research is quite important for both practical and theoretical benefits because it gives a lot of benefits to the both applications. In practical applications, tourism agencies would learn about the attributes that may influence Muslim tourists' travel motivation in order to offer travel package that includes the destinations preferred by Muslim tourists in Malaysia. Besides, throughout this research, a better understanding upon Muslims' preferences would expand the industries that related to Muslims such as halal food, halal concept hotels and facilities in non-Muslim countries.

For theoretical applications, the benefits that could gain from this research are to provide more information about Muslim tourists travel for leisure instead of pilgrimage. In addition, there are only a few researchers doing on the Malaysia Muslim tourism and they are more focusing on foreign Muslim tourists that coming to Malaysia instead of focusing on why Malaysia Muslims choose to travel locally or abroad (Joan, 2008; Anowar, et. al., 2011; Norzalita & Ahmad, 2009). Travel Career Ladder (TCL) theory is applied in this research rather than Push and Pull theory because this theory explains more details travel motivation at five hierarchical level of needs and motives. However, most of the researchers were reported to use Push and Pull theory because it is more convenience (Mohamed, et. al., 2010, Farnaz, 2011, Maryam, 2011).

1.5

In short, this chapter is discussed on the research background of tourism industry with the niche segment of Muslim tourism. Islamic tourism always be understand with the misconception of Muslim tourism are merely for pilgrimage instead for leisure purpose. The research significance includes the opportunity to expand tourism industries, offer travel package related to Muslims and provide information about the factors of Muslim tourist travel for leisure instead of pilgrimage.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This study aims to discuss the determinants of travel motivation among Muslim tourists in Malaysia from Travel Career Ladder perspective. This chapter comprises a detailed literature review on TCL and modification of TCL into Muslim context. Hypotheses and research framework which develop from this research would also be discussed later in the chapter.

2.1 Travel Career Ladder (TCL)

In 1982, Pearce applied the Maslow's hierarchy of need to the tourist behavior aspect. TCL is more explicitly concerns with tourists and their motivation. The TCL is a broadly used theory to define the relationship between people's level of needs and their travel motivations (Ryan, 1998). Pearce (1995) argued that people have a life cycle in their tourist behavior that indicates a ladder of travel motives. TCL embraced a rich list of psychological needs and motives by expanding a variety of particular needs at each level of ladder. The theory states that as individuals' collect a history of travel experiences, they seek higher satisfaction in their travel behavior (Pearce & Lee, 2005). The career ladder highlights that people are having a variety of motives for gaining vacation experiences (Pearce, Morrison, & Rutledge, 1998; Allan, 2012).

TCL identified that there are five levels of need affecting tourist travel behavior (Karin & Andreas, 2009). The lowest level of the TCL are relaxation needs, followed by stimulation, relationship, self-esteem and development, fulfillment need (Ryan, 1998).

The main idea underlying in this conceptual framework in which a people's motivation of travel evolves with their travel experience (Sam & Cathy, 2008). Some travelers might predominantly "climb" the ladders, whereas the others might stay at certain level, which is depending on the contingency or restrictive factors such as financial or health considerations. Generally, TCL suggested that people evolve upward through ladders by accumulates travel experience (Sam & Cathy, 2008).

TCL is widely used to explain one's travel motives. However, Muslim's travel motives could not be fully illustrated by merely using the common determinants in TCL. In order for TCL to better illustrate the travel motivation of Muslims, determinants are modified into Muslims context by added in Islamic facilities as a new determinant, modified stimulation into perceived risk, relationship into bond of Sillaturrahim, self-esteem and development, and fulfilment are combined into knowledge widening, whereas relaxation remained.

Islamic facilities aid to ease the Muslim tourists to obey the Shariah rule during their vacation as Shariah is the basic rules and principles that are crucial and used to guide Muslim's behavior. It could motivate Muslim to travel to destination where ease them to carry out their basic duties (Mohamed, et. al., 2010). Relaxation is one of the purposes that encourage Muslims to travel as stated in the Qur'an and Sunnah (Teoman, 2012). Perceived risk might influence motive of Muslims to travel to places where they have low perceived risk. (Raoul, 2006). Bond of sillaturrahim might motivate Muslim to travel to affiliate with other Ummah and others who are different in culture with Muslims (Timothy& Iverson, 2006). Knowledge widening might motivates Muslims to travel in order to achieve spiritual achievement by satisfied from gaining experience and knowledge (Syeda & Evana, 2014).

2.2 Travel Motivation

Travel motivation means the set of attributes that accumulated to determine a place as a travel destination (Norzalita & Ahmad, 2009). Travel motivation is an indicator of a people's readiness to travel, and it is considered to be the immediate antecedent of behavior. The travel motivation provide the evidence by describing the reasons or the motive of travel that concern to fulfill the tourist's desire (Haesung, et. al., 2016). Though, there are tremendous factors influencing tourist behavior, motivation is still said as a key indicator and force answering the reasons tourists act in particular ways (Fang, Yodmanee & Muzaffer, 2008). Travel motivations are important aspects in order to understand travel behavior by Muslims (Norzalita & Ahmad, 2009). Muslim's travel motive is strongly influenced by the quotes from Qur'an. For example, in term of spiritual goal, Muslims are encouraged to travel in order to reinforce individual's

submission to the ways of God. In term of [redacted], Muslims are motivated to travel for [redacted] purpose of strengthen the bond of Sillaturrahim among Ummah; in term of personally, Muslims travel motives are to gain knowledge, build inner-peace and learn high manners. In physically, Muslim's travel motive is to discover God's beautiful creations (Yiap, 2014; Yoon & Uysal, 2005). Travel motivation occurs differently based on individual, mental, cultural and environmental (Haesung, et. al., 2016). Thus, for Muslims, they also have different travel motives respectively, either for Ummah's unity, personal satisfaction or physical relaxation.

2.3 Determinants of Travel Motivation

2.3.1 Islamic Facilities

Shariah is known as the Islamic code of life for Muslims (Mohamed, et. al., 2010). In which, the meaning of Shariah is the route that shall be followed by Muslims (Doi, 1984). Muslim tourists are a unique group that they have requirements of religious regarding of food and religious duty that need be followed everyday even though when travelling (Yiap, 2014; Timothy &Iverson, 2006). The availability of Halal food would affect Muslims in selecting their destination (Weidenfeld, 2016) because food is the most basic need and they need the food that complies with Shariah law (Dugan, 1994). Shariah prohibits Muslims to explore the destinations that could consume alcohol and conduct those inappropriate acts (Mohamed, et. al., 2010). Choice of destination by Muslims would be based on whether there is provision of Islamic facilities to ease them carry out Shariah. According to Prayag and Hosany (2014), destination, tourist activity, tours, hotel and transportation are affected by beliefs and requirements that are necessary to perform religious rituals. Hotels that follow Shariah law able to provide fully equipped prayer rooms with Qibla stickers, the Quran, prayer mats and other Islamic facilities for Muslim tourists (Din, 1989; Mohamed, et. al, 2010). Mosque is one of the important facilities in Shariah for Muslims to perform their spiritual duties (Henderson, 2003). Muslim tourists would feel comfortable to enjoy the facilities from recreational places that have separate swimming pools or spas for different gender and also the toilet equipments like water supply for Muslim tourists' convenience purpose (Mohamed, et. al., 2010).

2.3.2 Relaxation

Relaxation is about releasing the stress where one has leisure time (Jiang, Noel, Ding, 2015). This is the moment when tourists seeking solitude, peace, relaxation (Elena, 2011). People who have less stimulation in daily routines tend to seek a higher level stimulation in the vacation (novel trip) (Sally, 2005).The escape factor is comprised of getting [redacted] daily routine and pressures of social [redacted] (Athena & Chang, 2009). Traveler could be intended by the escape force when they face an over-stimulation stage and thus could intend to get away from their personal world such as failures, problems, and interpersonal world examples like colleague, friend and family members to attain physical and psychological recovery from stress (Athena & Chang, 2009). While people who have a fast-paced lifestyle, hectic and challenges would seek vacation which offer a minimum of stimulation (Sally, 2005). Relaxation is one of the purposes for Muslims to travel as stated in the Qur'an and Sunnah (Teoman, 2012). When Muslim tourists travel, they able to gain the mental and spiritual benefits from visiting the wonders of Allah's creation and it could be a form of relaxation for them (Abdul, et. al., 2013). In Islam, relaxation is essential for Muslims after work hard or when they are going to strive hard. (Syeda & Evana, 2014). When Muslims go for travel, they tend to seek for physical relaxation, spiritual refreshment, mental peacefulness and relief for the medical condition (Athena & Chang, 2009). In Qur'an, travel would enable the human soul build up strong beliefs in oneness of Allah and would aid one to accomplish the duties of life (Syeda & Evana, 2014).

2.3.3 Perceived Risk

Tourists are very concern about own safety especially those who first time travel overseas, they would tend to choose a package tour because its security level is higher (Pearce, 1995; Kim, 1994; Ryan, 1998). People also want to enrich their life which could make them to be a person that has more experience and outbound tourism is considered as a good chance for them to open their eyes to see the outside world (Jiang, et. al., 2015). When a country is free of terrorist attacks, it could reduce the anxiety in the tourists to travel to the country (Glassner, 1999; Sommez, Apostolopoulos & Tarlow, 1999; Tarlow, 2006; Bongkosh & Goutam, 2009). Muslim tourists have changed their choice of travel destinations from Western countries to Middle Eastern and Muslim countries since

September 11 Islamic terrorists' attacks (Henderson, 2003). Tourists are easily getting influenced when choosing to travel certain places based on the perceived levels of risk and the chances of disaster and attacks happen (Raoul, 2006). For Muslim tourists who travel for recreational and cultural activities but under convalescence condition with doctor's permission, they tend to choose the places that able to provide healthcare facilities that suitable with their Islamic law in order for them to feel secure when travel. When the advanced healthcare facilities are available and affordable, the perceived risk of Muslim tourists would be lower (Chee, 2007). The perceived risk would be higher if the political is unstable and violent in the destination (Bongkosh & Goutam, 2008).

2.3.4 Bond of Sillaturrahim

Social needs explain why people engages in the leisure activities as it meets the need for inter-personal relationship, respect by others and friendship (Elena, 2011). For Muslims, social goal of travel is to strengthen and encourage the Muslim fraternity, the bond of Sillaturrahim among Ummah (Muslim community), and to associate with others (Din, 1989). Social need has become a motive for Muslims to initiate a good relationship within Ummah or others, maintaining strong bond, and to affiliate. When Muslims go travel, they would feel belonging in a social group like Ummah which is strongly encouraged among Ummah. Muslims would feel this is one of the ways to follow the way of God which is to strengthen bond of Sillaturrahim. In perspective of Muslims, reciprocal hospitality could help in promote fraternal affinity among the Ummah like if travelers are treated friendly by the host, they should be hospitality towards the host too (Din, 1989). Need to initiate and maintain relationship could induce Muslims to travel because they view traveling as a chance to make friends or make existing friendship getting closer. Besides, travel brings benefit to Muslims by meeting unknown people and making friend with them (Jafar & Noel, 2014).

According to the quotes of al-Quran, Muslims are encouraged to have cultural encounters as well as associate with others. Thus, when Muslims travel, it could help them promote a better understanding upon cross-cultural. Muslims could share their faiths to others and at the same time could learn other communities' cultures (Timothy & Iverson, 2006). Travel could strengthen bond of Sillaturrahim because when Muslims

travel to other countries, they would still carry out basic spiritual duties such as performing five prayers a day. Thus, Mosques which are considered crucial for all Muslims would serve as a prayer house and could carry out numbers of functions of community centre for Ummah (Kristel, 2015). When other Muslims with from different countries could gather in mosques and interact with each other which help them in maintaining a strong bond of Sillaturrahim within Ummah.

2.3.5 Knowledge Widening

Travel is considered as a linkage to knowledge and learning in Islamic point of view and the aim for Muslims to travel is the aim of seeking and spreading the knowledge (Syeda & Evana, 2014). In Islamic tourism, Muslim tourists is more on seeking the mercy of Allah S.W.T rather than just visiting the places that able to give them mental and spiritual benefits (Abdul, et.al, 2013). The common motivations of tourists are to gain the belongingness feeling, to challenge personal capabilities and to use abilities and skills in extreme sports (Ryan & Glendon, 1998; Teoman, 2011) while the motivations for Muslims are Tabligh (promoting Islam), educating people, seeking knowledge, working to gain halal earnings and taking lessons from the past (Teoman, 2011). With motive to understand oneself more encourages tourists to travel like they could realize themselves could be open-minded towards different cultures, independent, or they have the ability to overcome communication difficulties (Adam, 2016). The curiosity of people about other people and the places could make people travel to there to have interaction with local people in order for them to understand their culture more (Sally, 2005). The tourists that want to learn new things or gain more knowledge would use their holiday for learning purpose (Elena, 2011). Tourists willing travel as they see travel as an opportunity to learn some technique or ability such as living skills in foreign countries with different cultures and values (Jiang, et. al., 2015).

2.4 Proposed Framework

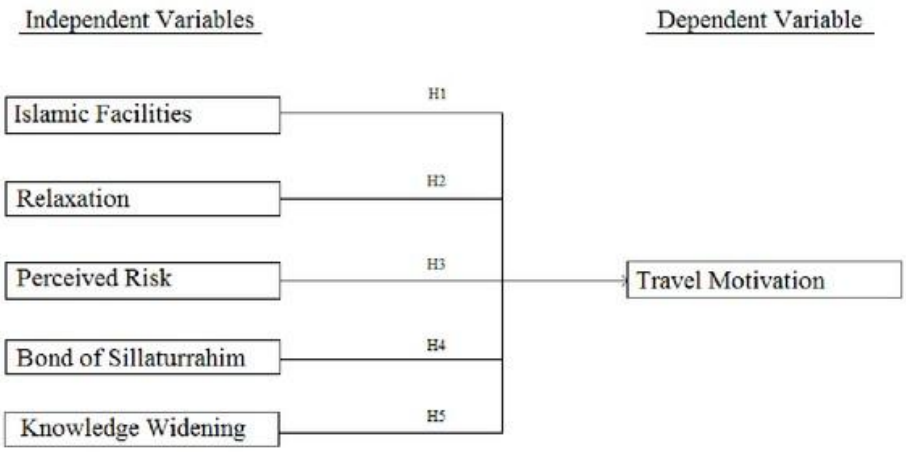

Figure 2.1 Research Framework

Source: develop for the research

2.5 Development of hypotheses

H1: There is a significant relationship between Islamic facilities and travel motivation among Muslim tourists in Malaysia.

Shariah law is the most important fundamental to consider in the attraction and destination that is suitable for Muslim tourists to travel (Jafar & Noel, 2010). Muslims tourists are very depending on the Shariah that guiding them to make choices on tourist activity, destinations, hotel, tours and food in order for them to perform religious rituals (Kristel, 2015). If the travel destinations have the Islamic facilities, Muslim tourists are willing to travel to those places. Muslims are following the Islamic principles which would directly or indirectly affect on the decisions of Muslim tourists in choosing travel plans (Zamani & Henderson, 2010). The number of Muslims concern about products and services that complement their faith in their decision making for travel are increasing (Mohamed, et. al., 2010).

H2: There is a significant relationship between relaxation and travel motivation among Muslim tourists in Malaysia.

Relaxation is found to influence Muslims to choose their destination (Teoman, 2012). According to Athena and Chang (2009), relaxation is most important attributes in influence the Muslim's travel motivation. Since natural scenery in the destinations could provide good environment that help them to relax so if the destination image are available, them would be motivated to travel to those places (Jiang, et. al., 2015). According to the John (1979), when some Muslim tourists away from home, they tend to feel free and more relax to achieve physical and psychological retrieval from stress. Muslim tourists might motivated to travel in order to enjoy entertainment, sightseeing, leisure time, experience other cultures which is a form of relaxation for them (Tammy & Judith,

H3: There is a significant relationship between perceived risk travel motivation among Muslim tourists in Malaysia.

The perception of safety is one of the important attributes in tourists' travel decision including Muslim tourists (Bongkosh & Goutam, 2009). The perceived level of risk of the places is affecting Muslim tourists in choosing travel destinations (Raoul, 2006). If those travel destinations able to give positive destination image like free of terrorist attacks and providing the products and services that fulfill Muslim tourist's needs, they are willing to visit those places (Abdul, et. al., 2013). If Islamic religious attributes are available at those destinations, Muslim tourists would feel safe and willing to travel to those places (Mohamed, et. al., 2010).

H4: There is a significant relationship between bond of Sillaturrahim and travel motivation by Muslim tourists in Malaysia.

Muslims are positively motivated to visit their relatives and friends to strengthen the bond of Sillaturrahim within Ummah (Syeda & Evana, 2014). The act of the travel is considered as a purposeful action that emphasizes on Islamic motivations as to act favora ways) in which Muslims are encouraged to always travel to strengthen the bond of Sillaturrahim (Teoman, 2011). To strengthen the bond of Sillaturrahim is the social goal of Muslims that would positively motivate to travel (Jafar & Noel, 2014). Having good time, building friendship and being with others within Ummah are considered as social goals for Muslims whenever they go travel (Teoman, 2011).

H5: [redacted] knowledge widening and [redacted] motivation by Muslim tourists in Malaysia.

There is positive relationship between knowledge widening and travel motivation by Muslims. Islam has motivated Muslims to travel for the [redacted] obtaining experience and maturity by performing religious duty, record knowledge and disseminate it to others (Anowar, et. al., 2011). In order to gain more knowledge, they would be motivated to travel since in perspective of Islam, travel is closely linked with seeking knowledge, learning and spreading knowledge (Syeda & Evana, 2014). Muslims are motivated to achieve social, physical and spiritual goals such as widen their knowledge by travelling which enables Muslim to gain more knowledge (Teoman, 2011).

2.6 Conclusion

This chapter is discussed clearly on the determinants of travel motivation among Muslim tourists in Malaysia by TCL whereby TCL are modified into Muslim context which comprises Islamic facilities, relaxation, bond of Sillaturrahim, and knowledge widening. The research framework and hypotheses was developed from the research based on the literature review.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

In chapter 3, it discusses research design, sampling design. Besides, sample size, sample technique and data collection procedures are also discussed in detail. Pre-test and pilot test are carried out to assess the validity and reliability of data collected. Moreover, the data analysis method has discussed in the chapter later.

3.1 Research Design

Quantitative research approach is used to describe the characteristics of respondents. This research design is used to investigate the relationship between the travel motivation and the determinants and self-administered survey approach is being used in this research. Most of the past similar studies, they adopted the same method in their researches (Khalilur, 2014, Mohamed & Mohd, 2014). The key benefit of quantitative survey approach is it is extensive which useful in describing the characteristics of a large population (Mathiyazhagan & Deoki, 2010). There are no other research method is able to provide this ability that could ensure a more accurate sample to get the aimed results to make conclusions as well as any important decisions (Mathiyazhagan & Deoki, 2010).

3.2 Sampling Design

3.2.1 Target Population

The target population for the research are both local and foreign Muslim travelers. Kuala Lumpur Sentral is a world class transportation hub and the largest transit hub in Malaysia which offers connectivity globally (KLsentral, 2009). Kuala Lumpur Sentral is having travelers from Malaysia and all over the world as it is a direct link to Putrajaya, Kuala Lumpur International Airport, Cyberjaya, as well as the whole East Malaysia. Such incredible connectivity has been developed through its direct access to the 6 rail systems, links to major highways and bus transportations (KLsentral, 2009). Hence, those travelers

that pass through there have different demographic background and come from different geographic area which very suitable as the target respondents of this research.

3.2.2 Sampling Frame

There is no accessible sampling frame as it is impossible to compile the list of local and foreign Muslim who are tourist.

3.2.3 Sample size

A fine minimum sample size is 200 to ensure statically reliable results (Guilford, 1954). According to Comrey and Lee (1973), the sample size of 100 is considered poor, 200 is considered fair, good is 300, 500 is consider very good, and above 1000 is outstanding (Williams, Brown and Onsman, 2012). While according to Roscoe (1975), the principles to determine sample size is it must be more than 30 and less than 500 respondents where such rule suitable for most of the research. Accordingly, sample size of this study was 500.

3.2.4 Sampling Technique

The sampling technique applied in the research is judgmental sampling. Judgmental sampling is said as technique whereby [redacted] and believe the selected elements are representative of the population of interest or appropriate (Burns & Bush, 2014). Judgement sampling involves a selection of respondents have specific characteristics that would enable a detailed exploration and understanding upon the central theme that the researcher wants to study (Sekaran, 2003). Judgement sampling is considered as the most appropriate for this study because it enables to select the right respondents-Muslim tourists as representatives of respective respondent groups to provide opinions upon the Muslim travel motivations. Firstly, target respondents were observed, before asking filtering question. The filtering questions are as followed: 1.) Are you a Muslim? 2.) Do you always go for travel? Lastly, questionnaires were then distributed to those respondents who met the requirements. This method helps to identify the right respondents.

3.3 Data Collection Procedure

This research is using mall-intercept approach where the target respondents were approached while they are wondering or passing by the waiting area in the Kuala Lumpur Sentral complex. First, the target respondents were approached and asked filtering questions. After the target respondents were confirmed, the research purpose was explained and the questionnaire was distributed to them. Then, the questionnaires were collected once they completed. Some target respondents' clarification questions were clarified during the questionnaires answering process.

3.3.1 Description of Questionnaire

The questions included in questionnaire are constructed from the literature review of this research. The questionnaire is designed in bilingual which is English and Malay version. There are 4 sections in the questionnaire. Section A contains of 5 questions about travel behaviour. Section B contains of 15 questions about travel motivation. Section C contains of 10 questions about destination's attributes and facilities while section D contain of 6 questions about the respondent profile. Five-point Likert-scale is used in Section A, B and C in questionnaire that range from "strongly disagree" to "strongly agree". In which, the respondents are required to state their agreement level by selecting on the [redacted]. Whereby, primary scale measurement of Nominal scale is used in section D. Refer to appendix 1.0

3.3.2 Preliminary Work

3.3.2.1 Pre-test

A pre-test was carried out before all questionnaires were distributed. A total of 6 set questionnaire survey forms used as pre-test have been distributed to Muslim lecturers who are well-experiences in research field and always travel. During the pre-test, the target respondents were asked to comment on the understanding of questions, instructions and flow of questions. Comments received from the pre-test are the questionnaire is too

lengthy, some grammar errors, flow arrangement and choice of words. The questionnaire was amended accordingly.

3.3.2.2 Pilot Study

After pre-test has been done, pilot study was then conducted to evaluate accuracy and consistency of the questionnaire design. It is a dry run of survey data in small, representative target respondents to disclose the questionnaire errors before any actual survey is being launched (Burns & Bush, 2003). A small group of 26 target respondents has been approached to participate in the survey in Kuala Lumpur Sentral. After the pilot test was completed accurately, 500 sets of questionnaires were printed and distributed to the target respondents.

3.3.2.3 Reliability and Validity

Cronbach's Alpha test was conducted on the result shown 0.715 which is close to 1.0 indicates it has high internal consistency reliability (Robert, 2012). On the other hand, Composite Reliability was also conducted to test internal consistency (Chin, 1998) whereas the result shown 0.816 which considered adequate since the value should be at least 0.7 (Nunnally & Bernstein, 1994). Therefore, it is not required for further amendment on the questionnaire.

Facial validity is a non-statistical method where apply a superficial and subjective assessment of is the questionnaire measures what it is supposed to be measured. For facial validity, Muslim lecturers would read through the questionnaire and use their expert to verify the questionnaire is valid or not. Therefore, the questionnaire of this research are given to the Muslim lecturers who are always travel because they are qualified to comment or reject the questions in the questionnaire.

3.4 Data Analysis

3.4.1 Demographic analysis

Demographic statistic provides a summary on the basis features in the data collected to provide better insight (Zikmund, 2003). In order to deliver better insight, the analysis generated would be presented in table form.

3.4.2 Inferential statistic

Partial Least Squares (PLS) is used for the estimation of the structural model. Furthermore, PLS that developed by the Professor Herman Wold in 1982 (Bontis, Booker & Serenko, 2007; Morales, 2011) has been increasingly applied as alternative to AMOS (Hair et al., 2010). PLS is appropriate to this study as it can estimate interaction effects accurately (Booker & Serenko, 2007). Besides, PLS is proposed where the relationships might or might not occur and where the theory is insufficiently supported (Chin, 1998; Acedo & Jones, 2007).

The path coefficients provide statistical basis for the hypotheses testing to describe whether the hypothesized relationships are statistically significant. In order to supported the path coefficients, the path coefficients value (β) must exceed 0.1 and the T-statistic must exceed 1.96 and the significant value in path coefficients must at least 0.05 (Huber et al, 2007). The R^2 shows the predictive power of the model for the endogenous variables. In which, the R^2 shows that the variations could be explained by predictors' variations. R^2 is used to examine the relationship of variables explained variance to its total variance (Chin, 1998). The value of R^2 around or above 0.67 are considered generous while values that around 0.333 are considered as average and values that below 0.19 are considered as weak (Chin, 1998). Lastly, collinearity statistic implies that two variables are mostly perfect linear with each other (Allison, 2012).

3.4.2.1 Convergent Validity

Outer loading is used to test the consistency of variables with what it expects to measure (Urbach & Ahlemann, 2010). Besides, it is independent and calculated disparately from other constructs. Outer loadings consider as reliable when the loading greater than 0.7 at the significant level, however if it is at least 0.5, the measurement model also consider has satisfactory indicator reliability (Chin, 1998; Bagozzi & Yi,

1988). Convergent validity is denotes the extent to which instruments designed to measure the construct are associated to each other (Malhtra, 2007). To study the convergent validity, average variance extracted (AVE) is used in order to figure out how each indicators is corresponding to every constructs. If AVE value is 0.5 and above, it shows that the measurement model reach a satisfactory convergent validity (Bagozzi & Yi, 1988). The convergent validity is sufficient validity when the construct AVE value is 0.5 and above (Fornell & Larcker, 1981). Composite reliability (CR) is to examine the construct's internal consistency (Chin, 1998). CR is to evaluate the duplication and takes into account that each indicator has distinct loading (Werts, Linn & Joreskog, 1974). If the CR of the variables above 0.7 threshold value indicates that the measurement model's internal consistency reliability reach satisfactory level (Bagozzi & Yi, 1988; Nunnally & Bernstein, 1994).

3.4.2.2 Discriminant Validity

Discriminant validity clarifies the situation that the measures of constructs are clearly different which not related to other variables (Churchill, 1979). When √AVE is higher than its common [redacted], discriminant validity could be recognized by each other (Battour, 2010). Discriminant validity is determined by applying the procedure proposed by Fornell and Larcker (1981) in which it is developed for a construct if the √AVE is greater than its shared variance with any other constructs. When √[redacted] is higher than [redacted] common [redacted] with other [redacted] discriminant validity could be recognized. Thus, each variable's √AVE shall be higher than the correlation value with other variables (Fornell & Larcker, 1981).

Discriminant validity is also measured by examining cross loading (Chin, 1998). Cross loading value is accomplished by interacting scores of variables component with all other items. Where every cross loading must be higher for its designed construct when compared to any other constructs, thus the different construct's indicators are not synonymous. In order to prove discriminant validity, the indicators' loadings must be higher than the respective construct compared to other constructs.

3.5 Conclusion

This chapter was discussed on self-administered survey approach of quantitative research approach was been applied. The target population of the research is both local and foreign Muslims in Malaysia. Furthermore, the sample size is 500 target respondents and the target respondents was identified by using judgmental sampling. Smart PLS was chosen for the data analysis which would be discussed on the next chapter.

4.0 Introduction

During [redacted] checking process, there [redacted] 100 sets of unqualified questionnaire detected. Thus, the total sample size for this research is reduced to 400. The data collected was being analyzed by using SmartPLS 3 statistical software. The result obtained is being discussed in the following parts.

4.1 Demographic Analysis

Descriptive	Frequency (f)	Percentage (%)
Gender		
Male	149	37.3
Female	251	62.8
Nationality		
Malaysia	367	91.8
Non-Malaysia	33	8.3
Education Level		
Primary School	[redacted]	1.3
[redacted]	121	30.3
Diploma	137	34.3
Bachelor Degree	116	29.0
Master/ PHD	21	5.3
Age		
18-23	162	40.5
24-29	135	33.8
30-35	50	12.5
36-41	20	5.0
42 or above	33	8.3
Income (RM)		
24000 or below	253	63.3
24001-48000	73	18.3
48001-72000	29	7.3
72001-96000	5	1.3
96001- above	7	1.8
Non-Malaysian	33	8.3
Income (USD)		

6000 or below	18	4.5
6001-8000	5	1.3
8001-12000	6	1.5
16001 or above	4	1.0
Malaysian	367	91.8
Information Sources		
Internet	339	84.8
Printed Media	145	36.3
TV Radio	112	28.0
Consultant	47	11.8
Family/ Friends	170	42.5
Others	6	1.5

Table 4.1Frequency and Percentage of Respondents

Source: develop from this research

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analysis of the respondents. In gender, are 149 male and 251 female respondents which total up is 400 respondents. Male respondents consist of 37.3% and female respondents consist of 62.8 respondents. Based on the table above, there are 367 of Malaysian respondents and 33 of non-Malaysian involved in the research. Most of the respondents' education level is Diploma which consists of 137 respondents out of 400 respondents. It is followed by Secondary School with 121 respondents and Bachelor Degree with 116 respondents. The majority age group of respondents in this research is from 18 to 23 which consist of 162 respondents from the total respondents while the respondents in the age group from 36 to 41 only 20 respondents. The Malaysian respondents that were earning RM 24,000 or below annually which consist of 63.3% from the total respondents while only 1.3% earning between RM 72,001 to RM 96,000. For non-Malaysian respondents, 4.5% of total respondents were earning US $6000 or below annually while only 1% earning between US $16,001 or above. For the information sources, the respondent enabled to select more than one options of where they gather the travel information. According to the table above, there are 339 out of 400 respondents that are using internet, 145 respondents use printed media, 112 respondents use TV Radio, 47 respondents find consultant, 170 respondents find family/friends and 6 respondents use other channels to gather travel information.

4.2 Variables Relationship Analysis

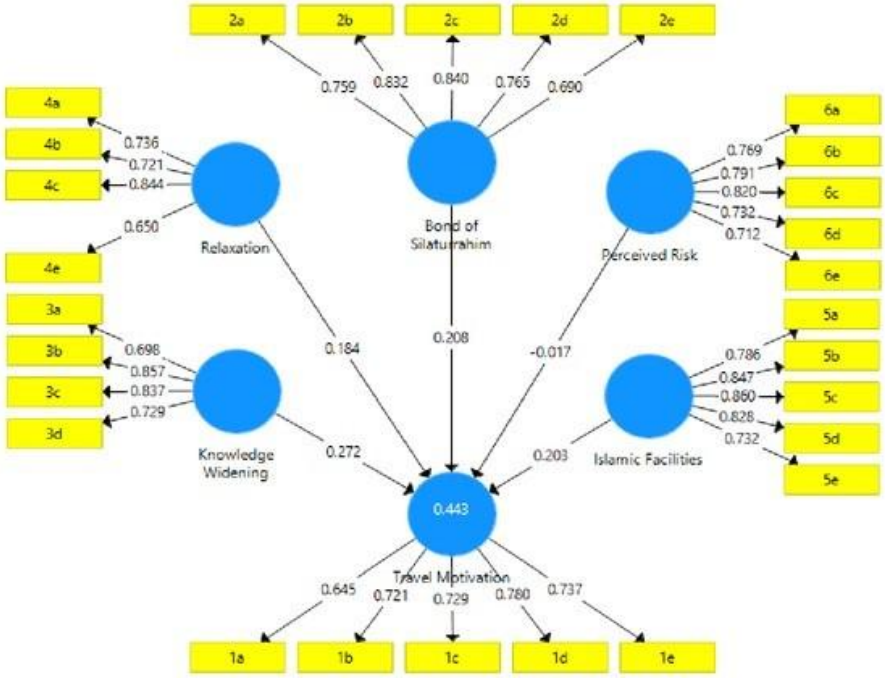

Figure 4.1 Result of PLS

Source: develop from the research

4.2.1 Convergent Validity

Variables	Items	Outer Loading	CR	AVE
Islamic Facilities	5a	0.786	0.906	0.659
	5b	0.847		
	5c	0.860		
	5d	0.828		
	5e	0.732		
Relaxation	4a	0.736	0.828	0.549
	4b	0.721		
	4c	0.844		
	4e	0.650		
Perceived Risk	6a	0.769	0.876	0.586
	6b	0.791		
	6c	0.820		
	6d	0.732		
	6e	0.712		
Bond of Sillaturrahim	2a	0.759	0.885	0.607

	2b	0.832		
	2c	0.840		
	2d	0.765		
	2e	0.690		
Knowledge Widening	3a	0.698	0.863	0.613
	3b	0.857		
	3c	0.837		
	3d	0.729		
Travel Motivation	1a	0.645	0.846	0.524
	1b	0.721		
	1c	0.729		
	1d	0.780		
	1e	0.737		

Table 4.2 Convergent Validity

Source: develop from this research

There are two items (3e and 4d) were withdraw from the measurement scale due to the outer loadings that are below 0.6. According to Bagozzi and Yi (1988), the magnitude of outer loadings is considered acceptable when it more than 0.6. For outer loadings, most of the items are more than 0.7 except few items show some figures that range from 0.645 to 0.698 after withdrawal two items that the values below 0.6. After the two items has been withdrawn, the variables in the research are being accepted since more than 0.6. All CR values from each variable are more than 0.7 in which the highest 0.906 for Islamic facilities, the lowest 0.828 is for relaxation, 0.876 for perceived risk, 0.885 for bond of Sillaturrahim, 0.863 for knowledge widening and 0.846 for travel motivation. Hence, the result shows that all variables have satisfactory internal consistency reliability. In Table 4.2 shows values for AVE from the research are exceeding 0.5 ranging from 0.549 to 0.659. This show the convergent validity is valid since all the AVE values are more than 0.5.

4.2.2 Discriminant Validity

Discriminant validity could be tested by comparing square roots of AVE, correlation coefficient and cross loading (Fornell & Larcker, 1981; Chin, 1998).

	Islamic Facilities	Relaxation	Perceived Risk	Bond of Sillaturrahim	Knowledge Widening	Travel Motivation
Islamic Facilities	**0.812**					
Relaxation	0.364	**0.741**				
Perceived Risk	0.581	0.428	**0.766**			
Bond of Sillaturrahim	0.349	0.508	0.371	**0.779**		
Knowledge Widening	0.429	0.601	0.474	0.537	**0.783**	
Travel Motivation	0.449	0.520	0.386	0.512	0.573	**0.724**

Table 4.3 Fornell and Larcker's Criterion

Source: develop from this research

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In Table 4.3, all the bold [redacted] are [redacted] roots of AVE and [redacted] values are exceeding correlation coefficient between the measure and all other measures. Thus, the result shows that all variables meet discriminant validity.

	Islamic Facilities	Relaxation	Perceived Risk	Bond of Sillaturrahim	Knowledge Widening	Travel Motivation
1a	0.285	0.389	0.248	0.389	0.392	**0.645**
1b	0.302	0.325	0.207	0.333	0.426	**0.721**
1c	0.322	0.342	0.252	0.335	0.374	**0.729**
1d	0.428	0.461	0.354	0.407	0.450	**0.780**
1e	0.269	0.346	0.320	0.380	0.425	**0.737**
2a	0.227	0.383	0.281	**0.759**	0.428	0.408
2b	0.221	0.411	0.227	**0.832**	0.359	0.403
2c	0.270	0.378	0.304	**0.840**	0.435	0.403
2d	0.300	0.381	0.311	**0.765**	0.386	0.397
2e	0.348	0.424	0.323	**0.690**	0.484	0.379
3a	0.262	0.401	0.284	0.380	**0.698**	0.395
3b	0.414	0.470	0.413	0.482	**0.857**	0.477
3c	0.386	0.526	0.427	0.471	**0.837**	0.476
3d	0.267	0.480	0.348	0.340	**0.729**	0.442
4a	0.198	**0.736**	0.314	0.403	0.511	0.457
4b	0.232	**0.721**	0.287	0.302	0.311	0.255
4c	0.393	**0.844**	0.382	0.477	0.513	0.452
4e	0.238	**0.650**	0.267	0.268	0.384	0.308
5a	**0.786**	0.307	0.450	0.336	0.409	0.426
5b	**0.847**	0.283	0.505	0.319	0.359	0.365
5c	**0.860**	0.250	0.508	0.291	0.326	0.336
5d	**0.828**	0.359	0.459	0.241	0.378	0.397
5e	**0.732**	0.261	0.443	0.207	0.219	0.257
6a	0.460	0.404	**0.769**	0.285	0.377	0.318
6b	0.432	0.342	**0.791**	0.312	0.412	0.312
6c	0.532	0.333	**0.820**	0.327	0.366	0.285
6d	0.419	0.272	**0.732**	0.252	0.321	0.312
6e	0.374	0.275	**0.712**	0.237	0.334	0.236

Table 4.4 Cross Loading

Source: develop from this research

Table 4.4 is the result of cross loading. The indicators' loadings must be higher than the respective construct compared to other constructs to prove the discriminant validity (Chin, 1998). The result above proves that all variables have satisfactory discriminant validity because the bold indicators' loading value of each variable is higher than the other variables.

4.2.3 Path Analysis

Dependent Variable	Independent Variable	VIF	Path Coefficient	T-Statistics	Result
Travel Motivation	Islamic Facilities	1.599	0.202	3.955	Accept
	Relaxation	1.746	0.183	3.723	Accept
	Perceived Risk	1.713	-0.009	0.292	Reject
	Bond of Sillaturrahim	1.547	0.209	4.114	Accept
	Knowledge Widening	1.919	0.272	5.289	Accept
$R^2 = 0.443$					

4.5 Path Analysis

Source: develop from this research

Table 4.18 shows that the VIF values for Islamic facilities, relaxation, perceived risk, bond of Sillaturrahim, and knowledge widening are ranging from 1.547 to 1.919. It eliminates the multicollinearity problem in this research because all VIF values are less than 2.5. Besides, the path coefficient value and T-statistics value of Islamic facilities, relaxation, bond of Sillaturrahim and knowledge widening are exceeding 0.1 and 1.96 which mean H1, H2, H4, H5 are supported and they could be accepted (Huber et al, 2007). According to Mohamed, Mohd, Moustafa (2010), significant relationship is existed between Islamic facilities and travel motivation. Islamic facilities have been identified as a significant variable towards travel motivation (Kristel, 2015). On the other hand, the relationship between relaxation and travel motivation is shown to be significant from the past research done by Teoman (2011). Syed and Evana (2014) proved a significant relationship exists between bond of Sillaturrahim and travel motivation. Besides, Syeda and Evana (2014) also indicated significant relationship between knowledge widening and travel motivation. However, perceived risk, H3 is not supported as its path coefficient less than 0.1 and its T-statistics value is less than 1.96. The perceived risk is said to have no relationship or influence upon travel motivation (Ayed, 2011). This illustrates that the travel motivation is influenced directly by bond of Sillaturrahim, Islamic facilities, knowledge widening, perceived risk, and relaxation, but not influenced directly by perceived risk. The R^2 in this research is 0.443 which means

44.3% show that the R^2 is considered moderate. 44.3% of the travel motivation could be explained by bond of Sillaturrahim, Islamic facilities, knowledge widening, perceived risk and relaxation.

4.3 Conclusion

There are two items (3e and 4d) were withdrawn from the measurement scale before doing data analysis. The result of data analysis was then being explained and interpreted clearly in this chapter. In chapter 5, it would discuss on the major findings, limitations and recommendations of this research.

1 [redacted]

5.0 Introduction

Apparently, this chapter summarizes the study. The chapter discuss the implications of the study in both managerial and theoretical perspective as well as limitations and recommendations.

5.1 Summary and Discussion on key findings

Muslim tourism is now a rapid growing niche segment in tourism. Pilgrimage no longer is the only reason for Muslims to travel which they also will travel for leisure purpose. Due to the rising of Muslim population, tourism industry is putting more effort in providing halal complied facilities to attract Muslim tourists. Therefore, this research able to provide the insight on the determinants that influence the travel motivation among Muslim tourists in Malaysia from amended TCL model. The response from the respondent had created useful result 85 [redacted] purpose.

The data collected from the questionnaire shows a high reliability and validity 84 from Cronbach's Alpha test, Composite Reliability test and face validity test. After the data analysis, the result shows the determinants have significant relationship with the travel motivation among Muslim tourists in Malaysia. Knowledge widening has the highest effect on the travel motivation among Muslim tourists while perceived risk has the less effect on the travel motivation.

In the research, [redacted] show significant relationship with dependent variable except [redacted] perceived risk. Perceived risk has the lowest influence on the travel motivation among Muslim tourists due to it is also an important factor for the non-Muslim tourists to determine before travel. In addition, knowledge widening has the highest influence on the travel motivation due to the teaching of Islamic Law which always encourages Muslims to experience the world through travel.

Besides, the heavy use of internet is also one of the key findings of the research. The result shows most the respondents are using internet as their main source to gather travel information which show the opportunity for the travel agencies to reach its target customers more effectively.

5.3 Implications of the Study

Implication		
Key Findings	**Practical**	**Academic**
The heavy use of Internet	• Use internet to reach target audience.	• Adding internet as new variable.
Perceived Risk: insignificant	• Avoid emphasis on promoting destination on safety.	• Study in detail on perceived risk. • May withdraw perceived risk from the framework.
Knowledge Widening: significant	• Travel agencies able to come out travel packages focus on travel destination able to broaden knowledge.	• Study in details of the items • Consider possible factors would moderating or mediating knowledge widening.

Figure 5.1 Implication of study

Source: develop from research

5.3.1 Managerial Implications

The travel agent are suggested to reach their target audience by integrate internet in their marketing communications as the result shown that the Muslim tourists heavily relied on internet to search for travel information. This finding is also supportive for travel agent to consider on the determinants of Muslim tourist's travel motivation in which they could have an idea on how to persuade tourist in any travel package. It is

suggests that travel agents could exclude the consideration of perceived risk of any destination. It is because perceived risk is rejected from the hypothesis in which it is unlikely to influence Muslim tourist's travel motivation. In fact, it might bring negative impact of reminds Muslim tourists to worry about whether they would be perceived as terrorists at particular destination if travel agents mention perceived risk in promoting the destination. Travel agents are suggested promote travel package to Muslim tourists by emphasizing on the distinctive cultures that they could experiencing and expose to.

5.3.2 Academics implications

For future research on the particular topic, researcher is suggested considering internet as a new variable to investigate the travel motivation among Muslim tourist. Future research is also recommended to be carry out upon the reasons of why perceived risk is failed to show its influence on travel motivation. More insights on whether perceived risk is only less influence on Muslim tourists or it is a common less concern issue by all tourists could be carried out. Otherwise, possible alternatives are proposed to be investigated in order to replace perceived risks that is rejected from the hypothesis. On the other hand, since knowledge widening is very significant in influencing Muslim tourist's travel motivation, thus further study is recommends to be carry out to identify which item in knowledge widening is the main driven to motivate Muslim tourist to travel. Future research could also examine whether the knowledge widening is only motivating Muslim tourists, or also encourage non-Muslims to travel. Future research could consider to add new variables that are able to moderate or mediate the relationship between knowledge widening and travel motivation in order to increase its impacts on Muslim's travel motivation.

5.4 Limitation of the Study

This research lacks of the precise information upon the travel frequency and recency of the Muslim respondents. Although researchers did verbally confirm with respondents whether they always go travel, it is still lack of respondents' information about their travel frequencies or how recently of their latest travel. This would affect the reliability of this research because there are no particular data to be collected and analyzed for Muslims travelers who are really travelling at high frequency. Thus, existing

results collected are difficult to conclude that respondents of this research are having the same opinions with other Muslim tourists who actually travel more frequently. On the other hand, according to the demographics data collected, it is found that only 33 out of 400 questionnaires are carried out by our foreign Muslim tourists. This could be explained by the research location of KL Sentral is mostly occupied by local Muslim tourist instead of foreigners. This would cause this research become less considerate on behalf of foreign Muslim tourist's opinion.

5.5 Recommendations for Future Research

In order to further improve its reliability of the research, questions such as how frequent is respondent's travel per year and when is their last travel should be included in survey to enable the analysis on what are the opinions between frequent travelers and normal travelers. This enable researchers to understand more about the differences between frequent travelers and normal travelers upon their determinants on travel motivation. Furthermore, changing location from KL Sentral to KLIA is recommended in order to balance the number of local and foreign respondents for research. Since KLIA is an international airport in Malaysia, the number of foreigner crowd would be greater than any other places. Thus, it would be the ideal location to carry out research. Surveys would be more fairly distributed for both local and foreign Muslim tourists.

5.6 Conclusion

The research objectives set in previous chapter had been accomplished. The key findings had been discussed in details in this chapter. Knowledge widening having the highest influence travel motivation of Muslim tourist. Whereby, perceived risk could be said that it is unlikely to influence Muslim tourist's travel motivation. Lastly, the travel industry and future researcher are encourage to look into the internet as the result shown the Muslim tourist heavy use of internet to gather the travel information.

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