UNIVERSITI TEKNOLOGI MARA

INFLUENCING FACTORS TOWARDS CUSTOMER’S CHOICE OF UMRAH TRAVEL AGENCIES

NUR ALIAA DIYANA BINTI MD. HANIF

Academic Writing submitted in partial fulfilment of the requirements for the degree of Bachelor in Mualamat

Academy Contemporary Islamic Studies (ACIS)

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I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nur Aliaa Diyana binti Md. Hanif
Student I.D. No. : 2014461454
Programme : Bachelor in Muamalat – IC 210
Faculty : Academy of Contemporary Islamic Studies (ACIS)
Academic Writing : Influencing Factors Towards Customer’s Choice of
Title : Umrah Travel Agencies

Signature of Student : ..........................................................
Date : January 2018
ABSTRACT

Nowadays, too many fraud cases that involve in Umrah package that are arrange by certain travel agency. We as Muslim Malaysian are disallowed to go to Umrah by ourselves or in other term “Do It Yourself (D.I.Y)”, we cannot avoid but still need to choose which Umrah travel agency we want to pick. By that there is a problem which is how the customer need to choose to avoid from being cheating and to make them clear what they really need in the Umrah travel agency. This research aim is to study the influencing factors towards customer’s choice of Umrah travel agency. It is generally studied in public Muslim Malaysia but in specifically Muslim Malaysia that are also customer of Tabung Haji. This research is based on data obtained from survey questionnaire that polled public attitudes regarding the influencing factors towards customer’s choice of Umrah travel agency. The data was analysed to evaluate and determine the major factor that influence customer’s choice of Umrah travel agency. The research suggested that the most influence factor is trust on travel agency. The results of the study also shown that the other factor that may influence in choosing Umrah travel agency is the factor of quality customer services. It is hope that the study can contribute to the improvement of Umrah travel agency arrangement and marketing also give a clear view to the customer that ned to choose Umrah travel agency.
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