THE ACCEPTANCE OF SHARIAH COMPLIANT ON RESORT: A STUDY OF PERDANA RESORT, PCB BEACH, KELANTAN

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JUNE 2012
ACKNOWLEDGEMENT

“In the name of Allah, The Most Gracious, the Most Merciful, Selawat and Salam to His Messenger our Prophet Muhammad SAW.”

Firstly, I would like to express my gratitude to Allah S.W.T. for giving me the strength to complete this tough task. It is for sure that without His will and blessing, I will not be able to complete this task in the stated period and able to hand it over to my lecturers.

Then, I would like to express my sincere gratitude and appreciation to my respected advisors, Madam Wan Marhaini Binti Wan Omar and Mr Nik Rozhan Bin Nik Ismail for their continuous guidance, advice and support that they gave throughout completing this task. I really enjoy and love doing this task and I admit that I have learned a lot of new knowledge which able to improved my knowledge. Not forgotten, my genuine appreciation to my lovely and understanding family who always keep on praying to The Almighty and supporting me throughout my life.

Finally yet importantly, special thank you to all of my friends who lend their hands and support me from behind, I appreciate everything that you have done. All your help support and guidance as well as time spent, only ALLAH SWT can repay which I highly appreciate it. Without all this precious guidance, I would not be able to finish this project paper within the duration time.

Thank you…

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ABSTRACT

The researcher has conducted a study about “The Acceptance of Shariah Compliant on Resort: A Study of Perdana Resort, PCB Beach, Kelantan”. The aim of the study is to identify the factors in demanding to the acceptance of Shariah among the staff and guests of Perdana Resort and the researcher interest to know how acceptance of the principle at resort. The researcher has selected 100 respondents whose come from the staff and guests of Perdana Resort. The researcher was using Statistical Packages for the Social Science (SPSS) version 16.0 to analyzed the data in term of frequency, descriptive analysis, reliability analysis and multiple linear regression. The variables to encourage the acceptance of Shariah Compliant consist of acceptance as dependent variable and independent variables are service quality (operations), availability of the facilities (design and interiors), financial management and dealing with Non Muslims. The highest value in Mean is the acceptance at 6.880, followed by availability of the facilities (designs and interiors) at 6.8017. Next is dealing with Non Muslims at 6.7417, then the financial management at 6.6650 and the last is service quality (operations) at 6.5417. The result showed that staff and guests of Perdana Resort agree to adopt or accept the Shariah Compliant. By the way, the researcher likes to recommend several ideas regarding the acceptance of Shariah Compliant for the next coming soon study.
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