

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING THE
SELECTION OF UMRAH
TRAVEL AGENCIES IN MALAYSIA**

**SHARIFAH LA'AIBA BINTI SYED REDHWAN
2014238022**

Thesis submitted in fulfillment
of the requirements for the degree of
**Bachelor of Business Administration
(Islamic Banking)**

Faculty of Business Administration

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LETTER OF SUBMISSION

21st December 2017

Zuraidah Binti Sipon (ISB 672)
Faculty of Business Management

Universiti Teknologi MARA
85000 SEGAMAT
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached in this project paper titled “**Factors influencing the selection of Umrah travel agency in Malaysia**” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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SHARIFAH LA'AIBA BINTI SYED REDHWAN
Bachelor of Business Administration (Hons) Islamic Banking

2014238022

AUTHOR'S DECLARATION

I declare that the in this project paper was carried out in accordance with regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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

Name of Student : Sharifah La'aiba Binti Syed Redhwan
Student I.D. No : 2014238022
Programme : BBA (Hons) (Islamic Banking)
Faculty : Business and Management
Project paper title : Factors influencing the selection of Umrah travel agency

Signature of Student : _____

Date : December 2017

ABSTRACT

Religious travel has grown consistently with the growth of the tourism industry worldwide (Siti Hasnah Hassan, 2015). In selecting an agent is a vital part of Umrah preparation. It is important that pilgrims understand the criteria and apply them when buying an Umrah package. However, many cases like fraud and scam occurred in Malaysia where the agents hide some information from the pilgrims which lead to the problem and poor satisfaction level towards the agent. Besides, visa issues where the agent did not handle it properly which will affect to the pilgrim journey and service received not as per agents promised is an example of issue occur today (Buang, 2017). According to Kiki & Adrian (2014) increasing to Umrah leads to increasing number of fraud cases on potential pilgrims however the government promises to take down the license of travel agency that proved to swindle Umrah travel agency. There are not yet research regarding this topic, but there are a lot of studies about Travel Agency. The dependent variable in this study is “Factor influencing the selection of Umrah travel agency”). The independent variables are trust, cost value, attractive marketing and customer services. Thus, the present study has shown that cost value and customer service have a significant relationship with the selection of Umrah travel agency. However, for trust and attractive marketing, there are not having significant relationships with the selection of Umrah travel agency. In a nutshell, cost value is the most factors that contribute to the selection of Umrah travel agency: a case study in Kuala Lumpur and Selangor.

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Last but not least, I wish that this project paper would be some information for me as a student and useful for me to be applied in work in future.