

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING CONSUMER'S  
INTENTION IN CHOOSING ISLAMIC HOTEL  
SERVICE: A CASE STUDY IN KUALA LUMPUR**

**NUR FARHANAH BINTI ABDUL GHANI  
2016645632**

Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
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(Islamic Banking)**

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## **AUTHOR'S DECLARATION**

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced 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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

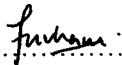
Name of Student : Nur Farhanah binti Abdul Ghani

Student I.D. No. : 2016645632

Programme : Bachelor of Business and Administration (Hons)  
Islamic Banking

Faculty : Business and Management

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Islamic Hotel Service: A Case Study in Kuala Lumpur

Signature of Student :  .....

Date : June 2019

## **ABSTRACT**

Islamic hotel service which also known as shariah compliant hotel are defined as a services or activities provided by the hotelier or the owner of the hotel in accordance to the shariah principles. The introduction of shariah compliant hotel service in the hotel industry is because Malaysian government has recognised tourism industry as an economic catalyst for the country (Patwary, 2018a). This is because by offering services that meet the demand of the consumer especially the Muslim travellers has bring forward the hotel industry towards new revolution era. Therefore, the aims of this study is to determine factors influencing the intention of consumer in choosing Islamic hotel service among respondent in Kuala Lumpur with a set of dependent variables consist of halal awareness, subjective norms, brand image and attitude. Besides, the sampling technique employed in this study is stratified random sampling. A total of 400 targeted Muslim respondents from Kuala Lumpur area are participated in this study. The collected data was then analysed in order to identify the relationship between both dependent and independent variables by using Statistical Package for the Social Sciences (SPSS) version 22.0. Thus, the hotelier can focus on these selected factors to improve the hotel services performance.

**Keywords:** Intention, Islamic Hotel Service, Subjective Norms, Halal awareness, Brand Image, Attitude

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