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**PROCEEDING**  
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**2021 (ISHEC '21)**

**“ISLAMIC HERITAGE: STRENGTHENING THE KNOWLEDGE,  
EMPOWERING THE ACHIEVEMENT”**

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# **HALAL AWARENESS EFFECT ON MALAYSIAN MUSLIMS' INTENTION TO VISIT HOMESTAYS IN SABAH, MALAYSIA: THE MODERATING ROLE OF GENDER**

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## **ABSTRACT**

Even though the importance of halal awareness in determining Muslims' purchase intentions is recognized in the marketing literature, empirical research on this issue, particularly in the tourism context, is still limited. Hence, to fill this knowledge gap, this study examines the effect of halal awareness on Malaysian Muslims' intention to visit homestays in Sabah, Malaysia. Besides, gender was tested as a moderator in the hypothesized relationship. A quantitative cross-sectional approach was applied to gather data from a sample of 72 males and 72 females of local Malaysian Muslims. A convenience sampling method was employed to collect data for the study. Data collected were analyzed using SmartPLS 3.3.2.9 software. The study's findings indicate that halal awareness significantly influences Malaysian Muslims' intention to visit homestays in Sabah, Malaysia. Additionally, the link between halal awareness and the Muslims' intention to visit the homestays in Sabah are moderated by the factor of gender. The results indicate that the female respondents are having a higher halal awareness than the male respondents.

**Keywords:** Halal Awareness, Intention To Visit, Muslim's Intention, Malaysian Homestays, Gender