



**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

**MUSLIMS' PROPENSITY TO PURCHASE NON-MUSLIMS
TRAVEL PACKAGE**

AMALINA DIYANAH BINTI ABDUL JALIL

2013274826

NURULASYIEKIN BINTI ABDUL RAZAK

2013675222

SITI RASIDAH BINTI MOHAMAD ASHARI

2013204082

**BACHELOR OF SCIENCE (HONS) TOURISM MANAGEMENT
FACULTY OF HOTEL AND TOURISM MANAGEMENT**

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ABSTRACT

Islamic Tourism is a new type of tourism that widely focuses in Malaysia. This type of tourism may influence the Non-Muslim travel agencies to offer travel package that consist Islamic attributes for Muslim people accordance to the sharia compliance needed by Muslims. This research discusses on Islamic attributes which have tendency of Muslims in deciding to purchase travel packages offered by Non-Muslim travel agencies. Propensity is tendency or an intention that lead someone behavior to purchase or used something. The respondents for this study are Muslims around Banda Hilir, Melaka who already employed. Thus, the research will discuss more and clarify better understanding about the Muslim propensity toward non-Muslim travel package. So, the study sought to identify attributes that may influence propensity of Muslims to purchase Non-Muslim travel packages. The researchers used questionnaires as a primary data to discover the Muslims' propensity to purchase Non-Muslim travel packages. 100 set of questionnaires were distributed around Banda Hilir, Melaka. The result indicated that most of the respondents do not have propensity to purchase Non-Muslim travel packages, however they have willingness to purchase such packages if there are presence of Islamic attributes on that packages.

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