

UNIVERSITI TEKNOLOGI MARA



GUEST SATISFACTION TOWARDS
SHARIAH COMPLIANT HOTEL IN MALAYSIA

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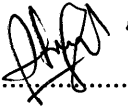
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AUTHOR'S DECLARATION

I declare that the work in this thesis 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.

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ABSTRACT

Shariah Compliant Hotel can be defined as a hotel that provides services in accordance to the Shariah principles. Particularly, "Sharia" is considered as code of conduct that regulates the Muslim life. Moreover, the operation of Shariah Compliant Hotel was based on the list of the attribution that follows the code of conduct of Muslim life. Though, the Shariah Compliant Hotel is considered as one of the most unique concepts but only a few numbers of this hotel are found in Malaysia that are to be known as one of the Islamic Country. The aim of this study was to determine the current level of guest satisfaction toward the attribution of Shariah Compliant Hotel in Malaysia which could help hotel industry understand on how important this concept toward market. In total of 112 valid respondents of the guest of Shariah Compliant Hotel in Kuala Lumpur, Negeri Sembilan and Selangor were analyzed in order to achieve research objective. The mean score was used to analyze the data.

Keywords: shariah compliant hotel, shariah hotel

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