



**MUSLIM TOURIST PERCEIVED VALUE ON SATISFACTION IN MUSLIM-FRIENDLY TOURISM IN KUALA LUMPUR AND MELAKA**

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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, Aimi Hajar Binti Abdul Aziz, (I/C Number: 960504145210)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ 

Date: 3<sup>rd</sup> January 2020

## LETTER OF SUBMISSION

The Head of Program  
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110, Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir/Madam,

### **SUBMISSION OF RESEARCH PAPER (IBM 672)**

Enclosed here is the project paper entitled “MUSLIM TOURIST PERCEIVED VALUE ON SATISFACTION IN MUSLIM-FRIENDLY TOURISM IN KUALA LUMPUR AND MELAKA” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,



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## TABLE OF CONTENTS

	<b>PAGE</b>
TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	II
LETTER OF SUBMISSION	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENTS	V
LIST OF FIGURES	VII
LIST OF TABLES	X
LIST OF ABBREVIATIONS	XI
ABSTRACT	XII
<b>CHAPTER 1</b>	
<b>INTRODUCTION</b>	
1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Objectives	10
1.4 Research Questions	11
1.5 Significance of Study	11
1.6 Limitation of Study	12
1.7 Definition of Terms	13
1.8 Conclusion	15
<b>CHAPTER 2</b>	
<b>LITERATURE REVIEW</b>	
2.0 Introduction	16
2.1 Muslim-Friendly Tourism	16
2.2 Dependent Variable	19
2.2.1 Tourist Satisfaction	
2.3 Muslim Tourist Perceived Value	22
2.4 Independent Variable	23
2.4.1 MPTV Cognitive Value of Quality and Price	23
2.4.2 MPTV Affective Value of Emotion and Social	25
2.4.3 MPTV Halal Value of Physical Attributes and Non-physical Attributes	27

## **ABSTRACT**

Muslim consumerism is rapidly growing and expanding annually in which there is a surge demand on services that caters to Muslim needs especially in the tourism industry. Thus, this research focuses on Muslim Tourist perceived value on satisfaction in Muslim-Friendly Tourism that is, a study on foreign tourist as well as local tourist in Kuala Lumpur and Melaka. Due to a large population, a sample size decision model from Krejcie and Morgan (1970) is used with a target sample size as suggested is 384. However, in this research a total of 400 questionnaires were distributed in targeted states as well as through online platforms. The objectives of this study are to identify the correlation between Muslim Tourist Perceived Value (MTPV) and tourist satisfaction as well as to identify which dimensional factors in MTPV is the most influential factor on tourist satisfaction. The questionnaires were distributed offline to local Muslim tourist and foreign Muslim tourist in areas in Kuala Lumpur such as Kuala Lumpur Conventional Centre (KLCC), Pavillion, and KL Sentral. In Melaka, questionnaires were distributed in Mahkota Parade, Dataran Pahlawan and Klebang. The questionnaires were also distributed online as well in order to find out if MTPV influence Muslim tourist satisfaction in MFT. The result obtained from this study indicate that the most influential factor of this study is cognitive value of emotion, whereby hypotheses H1b, H2a, H3a, H4a are accepted, and hypotheses H1a, H2b, H3b, H4b are rejected. Therefore, this research has been carried out to identify the perceived value that influences satisfaction.