



FACTORS INFLUENCE DECISION INTERNATIONAL TOURIST TOWARDS
TABUNG HAJI ISLAMIC CONCEPT

MUHD SAIFULLAH MUSADAD BIN AHMAD TAMIZI

2013886636

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU SABAH

SEPTEMBER 2015

TABLE OF CONTENTS

Research Title	i
Declaration of Original Work	ii
Letter of submission	iii
Acknowledgement	iv
List of Tables	v-vi
List of Figures	vii
Abstract	viii
1.0 INTRODUCTION	
1.1 Background of study	1
1.2 Background of the organization	1-4
1.3 Overview Choosing Target Respondent	5
1.4 Overview of TH Hotel offering	6-8
1.4.1 Product focus	9
1.5 Problem Statement	10-11
1.6 Research Question	11
1.7 Research Objective	11
1.8 Scope of Study	12
1.9 Significant of Study	12
1.10 Limitation of Study	13
1.11 Summary	13
2.0 LITERATURE REVIEW	
2.1 Introduction	14
2.1.1 Travel Motivation	14-15
2.1.2 Muslim-friendly amenities and lifestyle	16
2.1.3 Service Quality	17
2.2 Theoretical Framework	18

2.3 Summary	19
3.0 RESEARCH METHODOLOGY	
3.1 Introduction	20
3.2 Research Design	20-21
3.3 Sampling Design	22
3.3.1 Population	21
3.3.2 Sampling Frame	21
3.3.3 Sampling Size	22-23
3.3.4 Sampling Technique	23-24
3.4 Data Collection Technique	24
3.4.1 Primary Data	24-25
3.4.2 Secondary Data	25
3.5 Survey Instrument	26
3.6 Summary	26
4.0 FINDING AND ANALYSIS	
4.1 Introduction	27
4.1.1 Questionnaire Distribute, Returned and Completed	27
4.2 Reliability Test	28
4.2.1 Cronbach's Alpha Pilot Test	28
4.2.2 Cronbach's Alpha Final test	29
4.3 Data Analysis	30
4.3.1 Gender	30
4.3.2 Age	31
4.3.3 Nationality	32-33
4.4.4 Employment	34
4.4 Multiple Regression Analysis	35
4.5 Coefficients Analysis	35-36
4.6 Descriptive Analysis	37
4.6.1 Mean Analysis	38-48
4.7 Result Mean Analysis	49
4.8 Pearson Correlation Analysis	50-51

ACKNOWLEDGEMENT

It is a pleasure to express my sincere gratitude to my Marketing Research advisor, Datuk Dr. Worrان Hj Kabul for his support throughout the research process. He has share a lot of knowledge and gave guidance throughout the process of completing this project paper. Therefore, I would like to convey my special thanks to him for the assistance and encouragement.

Special thanks should be given to my supervisor, Haji Jamalulnasir bin Alias which has helped in delivering the best project paper and guiding me to real situation in the project paper case.

Deepest gratitude also due to all respondents, without their time and energy to answer my questionnaire, this study would not have been successful.

Last but not least, I wish to express my love and gratitude to the beloved families and friends for their endless understanding and support through the duration of the project paper.

ABSTRACT

The purpose of this project is to study factor influence international tourist towards Tabung Haji Hotel Islamic Concepts in Kota Kinabalu Sabah. TH Hotel Kota Kinabalu has known TAHA D' Bayu was operate since Mac 2001 in Kompleks Tabung Haji Sembulan. It also known as one of the best hotels that is in close approximation to many culture and wild life related activities.

TH Hotel there are focused and emphasize Islamic concepts for all tourist either Muslim or non-muslim who are choose their hotel to stay. Purpose of this study to investigate the factors that influence international tourist intentions to choose TH Hotel as a place to stay during their tourist activity.

The research is focus on international tourist that choose Tabung Haji Hotel in Kota Kinabalu only. Quantitative data collection method and the simple random sampling are used to aid the research. The target population is International tourist. 100 questionnaires will be distributed to the respondent and will be analysed by using the Statistical Product and Service Solutions (SPSS) software.