



**SATISFACTION OF MUSLIM TRAVELLERS ON
ISLAMIC TOURISM BUSINESS**

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ABSTRACT

The purpose of this study is to investigate about the satisfaction of Muslim travellers on Islamic tourism business. Briefly, one of the issues faced by Muslim travellers is whether to choose operators of Islamic tourism business or not which meet with their satisfaction and expectation. Therefore, the basis from previous studies has been inspired to develop the ideas into two objectives to be achieved through out of this study. The objectives are to examine the Muslim travellers' satisfaction with the services offered by operators in the tourism industry through Islamic management and to discover the factors of services operated by Islamic tourism business specifically at Langkawi in affecting Muslim travellers' satisfaction. The variables are divided into dependent and independent variables. Dependent variable is satisfaction of the Muslim Travellers on Islamic tourism business. Meanwhile, independent variables are known into tourism motivation, service quality and destination image. A survey instrument by using questionnaire, which will be distributed to the subset of population in Langkawi such as Chenang and Cable Car as focus point of travellers. The collected primary data will be used on the SPSS statistical software to test for the purpose of this analysis. From the finding, we might find that Islamic tourism business is accepting by Muslim travellers, and the objectives of Shariah that applied in Islamic tourism bring them satisfaction. The recommendation that more services and facilities will develop with Shariah principle.

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CHAPTER 1

INTRODUCTION AND BACKGROUND OF THE STUDY

1.0 Introduction

This chapter is divided into ten sections. The first section is background of the study, which defines and explains the overview of the Islamic tourism business. It focuses on Muslim travellers based on their satisfaction. The second section is problem statement which describes on the issue related to this topic. The third section is the purpose of this study on the reason to settle the issue. Next, the section of research question and research objective that related to each other as to achieve the objectives at the end of research. Then, section on definition of terms which used in the research as to explain and define the terms included in this topic. Section on the significance of study describes as to show the relationship of study with each components of research meant to each other such as Muslim travellers, Islamic tourism business and the researcher. Otherwise, scope of research explains on the section which focuses on the target of research closely. Meanwhile, there is limitation of research as to mention on restriction from Islamic tourism, limitation of data and time constraint included during the research. The last section is summary for overall of this chapter that explains and defines the study of topic based on previous study and other information.

1.1 Background of the study

Islam is the foundation of public and private life in Muslim nations and its influence extends to politics, especially in theocracies where the state and religion are indivisible. In these countries, society is ordered in conformity with the principles of Islamic law, which directly and indirectly affect recreation and travel. Religion thus influences individual host and guest experiences, but also the operation of the industry, tourism policy-making and destination development (Arasteh & Eilami, 2011).