



**CONSUMER'S PURCHASE INTENTION TOWARDS SHARIAH COMPLIANT
HOTEL**

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DECEMBER 2018

Acknowledgement

Alhamdulillah praised to Allah SWT because I can complete my project paper with the time given. I gave full of gratitude to God for his blessings and grace and may he shower upon us. Special appreciation goes to my first advisor, Prof Zaihan binti Abd Latip, for her supervision and constant support. Her invaluable help in giving me constructive suggestions and enthusiasm have contributed to the success of completing this research during the progression of this study. It is through her concern and guidance and encouragement that this work came into completion. My sincere appreciation goes to my second advisor, Madam Nur Syuhada binti Muhamad for her support and knowledge on this research.

Great appreciation is also extended to my bestfriend Siti Khadijah binti Abd Rahim and my family, they are supporting me in terms of money, time and motivate me that make me to have high spirit to completed my task. I also would like to thank to all my lecturer of Faculty of Business Management especially lecturers in Marketing Programme, the librarians and others at UiTM Melaka Kampus Bandaraya for their positive cooperation and helpful in providing the required information for this study. Sincere thanks to all my friends and classmates for their kindness and moral support during this study.

Last but not least, I would like to thank all the respondents who participated in my research who also have provided me with necessary information used for the successful accomplishment of this study. To those who indirectly contributed toward the completion of this research, your kindness means a lot to me. Thank you.

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1.1 Background of Study

A study has conducted that the population of Muslim is growing worldwide. According to a research made by Pew Research Centre, Muslim population is 1.6 billion in 2010 and expected to be 2.2 billion in 2030 (Pew Research Centre, 2011). In Malaysia, Islam is the largest practiced religion, which is about 60.4 % are Muslim adherents, or around 17 million people, as of 2012, Chinese 23.7%, Indigenous 11% and another 7.8% .

This has proved that Islam has monopolized the world and today the “culture and practiced” in Islam has spreading everywhere especially in the world of business. It is a trend in the business industry producing a product and services that meet the halal standard including Malaysia which has set a goal to establish Malaysia as global halal hub for halal product and services to the Muslim country all over the world. *Halal* hub is a concerted effort among the Islamic countries such as *Halal* food, *halal* manufacturers, *halal* pharmaceuticals, *halal* cosmetics, *halal* packaging and *halal* logistics products as well as *halal* services from all over the world.

There are a lot of verses asking the Muslim to consume halal foods such as in Surah al-Baqarah : 173 and 168. Allah SWT says in Surah al-Baqarah: 168: ”O ye people! Eat of what is on earth lawful and good, and do not follow the footsteps of the Evil One, for he is to you an avowed enemy.” Again in Surah al- Baqarah : 172, Allah reminds ”O ye who believe! Eat of good things that We have provided for you and be grateful to Allah, if it is Him ye worship.”