



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Customer Awareness towards Muslim Friendly Hotel in Malaysia

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ABSTRACT

Various studies are investigating Customer Awareness of Muslim Friendly Hotels in Malaysia. Many people love to travel in Malaysia. However, there is little data on customer awareness of Muslim-friendly hotels in Malaysia. Therefore, research on this topic is an important matter. The aim is to see the relationship between hotel facilities and customer awareness of Muslim - friendly hotels in Malaysia. It also investigates the relationship between room amenities and customer awareness of Muslim-friendly hotels in Malaysia and the relationship between halal food and customer awareness of Muslim-friendly hotels in Malaysia. An online survey will be conducted among Malaysians who love to have a vacation at Muslim-friendly hotels. Respondents will be selected using the non-probability purposive sampling method. The study was to identify the relationship between hotel facilities, room amenities, and halal food in the customer awareness towards a Muslim-friendly hotel in Malaysia. There were 311 participants, and it was done via social media platforms such as Instagram, Facebook, WhatsApp, and Telegram. The questionnaire was divided into four sections; each required prior informed consent. Since every traveller will pay attention to the issue of halal cuisine, the study results show that halal food is an important aspect that must be present in every hotel to attract the attention of Muslim customers.

Keywords: Hotel, Muslim Friendly, Travel, Awareness, and halal food

INTRODUCTION

A Muslim-friendly hotel has Islamic elements such as Qibla direction indicator, prayer materials, halal food, the lack of alcoholic beverages in Islamic hotels and the presence of a mosque in the hotel area. According to Jeaheng, Al-Ansi and Han (2019), a deeper understanding of the precise needs and behaviour of the Muslim customer is required before implementing any service to ensure the most straightforward practices are applied. The Muslim travel sector is rapidly growing and has established itself as an essential segment of the tourism industry. Malaysia is one of the most popular tourist destinations among Muslim tourists, owing to its rich Islamic tradition and values in tourism products and services. Muslim travellers know Malaysia has many Muslim-friendly facilities.

Many people's lifestyles have changed due to modernization, work stress, developments in communication technology, the availability of low-cost airlines, and rising household income, particularly in Islamic countries.. Knowledge, education, business, umrah, and hajj are no longer the only reasons to travel in modern times. The

rise in Muslim travelers has significantly impacted the global hospitality industry's concept. It is time for the tourism industry to consider the new concept of Muslim-friendly hospitality services. Muslim-friendly hospitality is a good deed that involves accepting and meeting the fundamental needs of consumers, such as providing food, drink, and lodging to individuals who are visiting for a short or long period in one location, such as hotels and resorts for leisure or business.

Today, an increasing number of Muslims, particularly those who travel to other nations. When they do, they look for a way of life that is respectful to their religion. Muslim travellers are particularly interested in Muslim-friendly hotels. These hotels cater to halal travellers, who eat the food that is permissible for Muslims to consume. Signs are pointing in the direction of Qibla in the rooms, as well as an alcohol-free eating area and separate spa and swimming sections for men and women.

1.1 To measure customer awareness towards Muslim-friendly hotel in Malaysia.

To identify the attribute of Muslim-friendly hotels in Malaysia.

1.2 To identify the attribute of Muslim-friendly hotels in Malaysia

1.2.1 To identify the relationship between hotel facilities and customer awareness towards

Muslim-friendly hotel in Malaysia.

1.2.2 To identify the relationship between room amenities and customer awareness towards

Muslim-friendly hotel in Malaysia.

1.2.3 To identify the relationship between halal food and customer awareness towards

Muslim-friendly hotel in Malaysia.

SIGNIFICANCE OF THE STUDY

In this study, there are several stakeholders who will get the benefit as follows:

Muslim customer

Muslim means someone involved in the act of movement, acceptance or surrender. Therefore, a Muslim submits to God's will or is a follower of Islam. The word Muslim is used in conversation to qualify or differentiate a person. It can also be defined as a brief description of one's religious beliefs. The client, on the other hand, is a person, a group of people or an organization who receives or may receive goods, services, products or ideas from another person or a corporation in exchange for money or anything of equivalent value.

Non-Muslim customer

Non-Muslim means a person who is not a Muslim or has a belief or religion other than Islam. In many writings, non-Muslims are referred to as infidels. Therefore, non-Muslims or infidels, according to sharia, an attribute of a person who disobeys a law that has been prescribed and mandated by Allah S.W.T. Therefore, Halal ideals can thus be popularized among non-Muslim consumers if the society as a whole is made more aware of issues such as health, cleanliness, safety, the environment, social justice and animal welfare and all of which are accompanied by Halal methods of doing things (Golnaz, Zainalabidin & Nasir, 2012).

Government of Malaysia

The increase of Muslim hotels in Malaysia will greatly impact the government. It is because various benefits will be obtained when the hotel industry, especially Muslim hotels, manage as best as possible their service process throughout the hotel's operation. Therefore, it will help the government attract more customers, especially tourists from abroad who are Muslims. For example, the Ministry of Tourism, Arts and Culture

(MOTAC) will help the hotel industry constantly attract more foreign tourists to the hotels with greater quality services and hospitality.

LITERATURE REVIEW

OVERVIEW OF MUSLIM FRIENDLY HOTEL

Muslim friendly hotel is still considered a new concept in Malaysia's hospitality field. However, many people are still unclear and confused about the concept of the hotel. Most of them think that this hotel is only meant for Muslims. It can lead to misunderstandings and conflicts between hotel operators and customers or guests. One of the reasons why Muslim Friendly Hotel is not well received is because the concept of the hotel is more for Muslims. As a result, it may be complicated due to non-Muslim and Muslim tourists' contrasting reactions.

Furthermore, the primary notion is that non-Muslims regard destinations in some Islamic countries as distinct from those in other "Western" countries (Alom et al., 2019). A Muslim-friendly hotel has Islamic characteristics, such as Qibla direction signs, prayer equipment, halal food preparation or a list of neighboring eateries that serve halal food, and segregation of swimming pools for men and women. It is also included the absence of alcohol and illegal food on the hotel premises. In addition, halal certification is a process in which a government-controlled body or a reputable Islamic organization inspects and certifies that the products comply with the Shariah and that Muslims can consume them legally.

Hotel Facilities

The five daily prayers are an obligation that a Muslim must perform in their life and this can be proven according to Islam-world.net (2011). This is the second pillar of Islamic teachings, according to which a Muslim must pray five times, namely before dawn (Subuh), noon (Zuhur), afternoon (Asar), after sunset (Maghrib), and evening (Isyak). So, it is important for a Muslim to perform their ibadah in a clean and suitable place; for example, a mosque or prayer room should be created in a Muslim hotel to indirectly facilitate the affairs of visitors in performing ibadah. Al-Hamarneh and Steiner (2004) agree that a mosque, which refers to a Muslim's house of worship or prayer room, is one of the most important amenities for Muslims.

Room Amenities

Most the visitors will focus on the position of the bed in this case because in Islam, the position of a person's sleeping body is not recommended to direct both feet facing the Qiblah. After all, it does not respect the Kaaba, the Qiblah for Muslims. However, when Muslims perform ibadah, such as reciting the Quran, taking ablution, and reciting prayers, it is recommended to face the Qibla. In this Muslim hotel, they have provided the Qibla direction which is usually displayed on the coin above the hotel room. This is to make it easier for visitors to perform worship in their rooms. Many Muslim-friendly hotels throughout the world provide amenities like prayer mats, timetables, and prayer attire for ladies. Several hotels also provide a Quran in each guest room and Qibla headings in the rooms. This way makes a guest feel comfortable and do not have to worry about the preparations needed to perform ibadah whenever they travel.

Halal Food

Finding halal food is important for a Muslim as most hotels will serve liquor on one of their menus. Serving alcohol-free drinks in a Muslim hotel is connected with a healthy lifestyle, which is more enticing to everyone. To make this happen, however, Muslim hotels face difficulty in ensuring customer happiness, as well as providing services to these consumers that are wealthy enough to allow competitive comfort and luxury while maintaining the spiritual quality desired by the customer. In addition, these food services and industries still lack knowledge about alcohol which is alcohol sales are immensely profitable and constitute a sizeable portion of revenue for many hotels. So, this shows that this issue is still arguable and

debatable because Islam values are more important for Muslims, and hotels incorporating these values are the ones that best suit their needs.

Hypotheses

- H₁ There is a relationship between hotel facilities and customer awareness towards Muslim-friendly hotels in Malaysia.
- H₂ There is a relationship between room amenities and customer awareness towards Muslim-friendly hotels in Malaysia.
- H₃ There is a relationship between halal food and customer awareness of Muslim-friendly hotels in Malaysia.

Conceptual Framework

Figure 1 below shows the research framework used for this study.

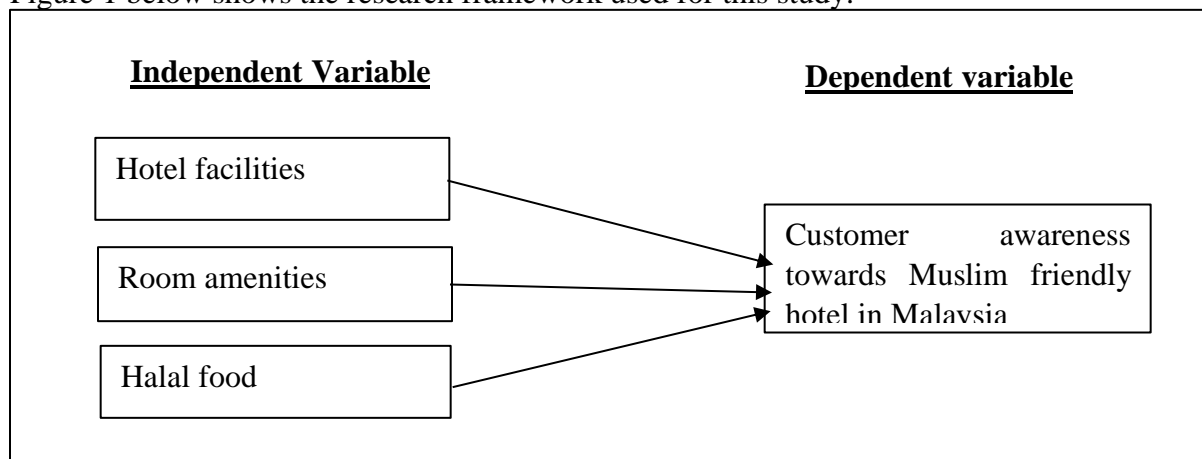


Figure 1: Research Framework

METHODOLOGY

Research Design

Research design ensures that the evidence obtained allows the researcher to effectively address research problems logically and clearly. To shape appropriate research to obtain information relevant to a research problem, researchers must first determine the type of evidence required to test a theory, describe and evaluate the meaning associated with an observable problem, and use the quantitative methodology to investigate similar issues. Quantitative styles are used to understand the process of collecting and analysing numerical data. It can find patterns, test productive connections, and generalize results to a broader population.

Population

Customers in Malaysia were the main target population, consisting of males and females aged 19 and over. To obtain data related to customer awareness of Muslim-friendly hotels as a whole, the researcher will distribute a questionnaire to all customers who have used or have never used the service. The researcher aims to get the respondents who are reached from different demographics, including race, age, and education levels.

Sample Size

Sample size is some persons chosen from the general community to reflect the entire population in a study. Inappropriate, too large, or too small sample sizes affect study quality and accuracy. The number 's' stands for sample size. The Krejcie and Morgan approach for estimating sample size in research is widely used. The following formula was used by Krejcie and Morgan (1970) to determine the sample size:

$$s = \frac{x^2 N_p (1 - P)}{e^2 (N - 1) + x^2 p (1 - P)}$$

s = required sample size

X² = Table value of chi-square for one degree of freedom at the desired confidence level

N = Population size (assumed to be 1 million)

P = Population proportion (assumed to be 0.5 or 50%)

D = Degree of accuracy (assumed to be 0.05 or 5%)

Sampling Method

The researcher can utilize one of two sample approaches in this study: probability sampling or non-probability sampling. The critical criterion for probability sampling is that each of the N sampling units has a specific, known probability of selection and that none of the units has a probability of zero. There are a plethora of options within this constraint. The sampling technique will be used is simple random sampling; the probability sampling technique necessitates a general specification of simple random sampling.

Data Collection Method

Data collection is the process of gathering, measuring, and evaluating correct viewpoints for study using recognized, validated procedures. A researcher's hypothesis may be evaluated based on the evidence gathered. In most cases, data collection is the first and most crucial step in the research process. The process of gathering and measuring information regarding variables of interest in a well-established systematic fashion allows one to answer stated research questions, test hypotheses, and assess results.

Primary data is acquired directly from the source of the information and is considered the most basic type of data in research. Primary data is information obtained directly from primary sources such as interviews, surveys, and experiments by researchers. Primary data sources are usually chosen and adjusted to meet the demands or objectives of a particular scientific study. It is vital to figure out what the research's goal is and who the target demographic.

In this study, a questionnaire was used to collect accurate data on customer awareness towards Muslim-friendly hotels in Malaysia. The questionnaire will be created using Google Forms, making it easier for respondents to answer the questions given. Following that, the google form link will be sent via telegram, WhatsApp, and email platforms so that the respondent can answer the question, making it easier for the researcher to get answers quickly and not have to wait a long time for responses from the respondent. Using this method also does not require a strong internet connection, and respondents can also answer whenever they have free time, allowing them to respond in a calm manner without having to rush in giving answers when asked questions at the same time.

Research Instrument

Part A, B, C, and D are the questionnaire's four sections. A self-completed questionnaire will collect the data for this study. This questionnaire is being modified and developed to consider the respondents' different backgrounds. In addition, due to any problems, the researcher also prepared the questionnaire in two languages: English and Malay. This it will make it easier for the respondents to answer the questionnaire.

Closed-ended questions are prevalent in surveys because they yield higher response rates. This is because closed-ended questionnaires do not require as much typing as open-ended questionnaires do, such as "yes" or "no" and questions that may be replied to with a single word or questions in which participants are given options to pick from, such as agree, disagree, or neutral. Closed-ended responses are also simple to examine statistically, which is what most people want to do with survey data. Respondents do not need to think of their own words to write because the researcher has already provided possibilities for them to choose from. This survey does not take long to complete, and all they have to do is to; all they have to do is choose one of the response alternatives.

Therefore, some the respondents do not entirely comprehend the query. Still, as they answer and consider the available response choices, they can gain a better understanding and knowledge of what have being asked. The interval scale aids researchers in performing numerical operations on data collection such as calculating the magnitude of individual preference variations. As previously stated, each of the study's instruments is being adapted and developed into five sections, with the Likert-scale instrument being used to determine the level of agreement (Mas'adeh, 2016).

Data analysis

The most crucial aspect of every study is data analysis. Data analysis is a summary of the information that will be gathered. It also entails the analysis and interpretation of data to establish a pattern, link, or trend using analytical and logical reasoning. Data analysis is also defined as analyzing, organizing, changing, and transforming data to obtain meaningful information. Furthermore, ensuring that the data analysis is carried out responsibly is critical. Aside from that, other processes must be followed when doing a research experiment. In this study, the researchers will collect statistical data using the Statistical Analysis for the Social Science (SPSS) Statistic at version twenty-eight.

FINDINGS

Results of Frequency Analysis

Part A for background information which are about respondents' demographic profile.

Characteristic	Frequency	Percentage
Age		
10-20 years old	51	16.4
21-30 years old	186	59.8
31-40 years old	20	6.4
41-50 years old	43	13.8
50 years above	11	3.5
Marital Status		
Single	221	71.1
Married	88	28.3
Others	2	0.6
Race		
Malay	306	98.4
Chinese	2	0.6
Indian	1	0.3
Education Level		
Bachelor	190	61.1
Spm	61	19.6
Diploma	32	10.3
Stpm	16	5.1
Master	9	2.9
Pondok	1	0.3
Skm	2	0.6
Did you aware about the existence of Muslim Friendly Hotel?		
Yes	273	76.2
No	74	28.3

Do you prefer staying in Muslim Friendly Hotel when travelling?

Yes	290	93.2
No	21	6.8

Have you ever experience staying in Muslim Friendly Hotel?

Yes	154	49.5
No	157	50.5

The question for a demographic profile from the 311 respondents shows that the frequency with the highest age is (F=186) for the 21-30 years old. Then, the highest of marital status is (F=221) for the single. Meanwhile, the highest respondent from the race is (F=306) for Malay and characteristic of education level is Bachelor (F=190), SPM (F=61), Diploma (F=32), STPM (F=16), Master (F=9), Pondok (F=1) and SKM (F=2).

In addition, in the characteristic “Did you aware about the existence of Muslim Friendly Hotel?” the 311 respondents choose yes with (F=273) while the characteristic “Do you prefer staying in Muslim Friendly Hotel when travelling?” the majority of respondents choose yes with (F=290).

Result of Descriptive Analysis

Descriptive analysis is also known as descriptive analytics or descriptive statistics. This is the process of using statistical techniques to describe or summarize information that was conducted based on the data collected from the 311 respondents.

Variable	Items	Mean Score	Standard Deviation
Hotel Facilities	Majority of the hotel staff are Muslim.	4.34	0.78
	The hotel provide the Qibla sign (direction of Makkah)	4.67	0.61
	No place of entertainment.	3.81	1.00
	Decoration and art should not depict the human and animal form	4.40	0.85
	Separated floors for single male, single female and Families are provided.	4.24	0.96
	Room Amenities	Al - Quran is placed in the hotel room.	4.28
Praying mats are provided in the hotel rooms.		4.53	0.78
Television broadcasts are selected only that are beneficial to the consumer		4.14	0.97

	The hotel rooms are cleaned daily	4.68	0.61
	Wet clothes are provided in the hotel bathroom.	4.38	0.90
Halal Food	Halal mineral water is provided to consumers	4.76	0.52
	There are non-halal foods like pork.	4.78	0.53
	The cuisine at the compliant shariah hotel is prepared according to shariah requirements.	4.75	0.54
	The hotel will ensure that the snacks provided have the halal logo and emblem	4.76	0.54
	Authorities approved halal certificates with stricter conditions.	4.76	0.50

The question for hotel facilities the majority of the hotel staff are Muslim (m=4.34), the hotel provides the Qibla sign (direction of Makkah) (m=4.67), no place of entertainment (m=3.81), decoration and art should not depict the human and animal form (m=4.40), and separated floors for single male, single female and Families are provided (m=4.24). Next, for the question room amenities, Al - Quran is placed in the hotel room (m=4.28), praying mats are provided in the hotel rooms (m=4.53), television broadcasts are selected only those that are beneficial to the consumer (m=4.14), the hotel rooms are cleaned daily (m=4.68) and wet clothes are provided in the hotel bathroom (m=4.38). Lastly, for the halal food question, halal mineral water is provided to consumers (m=4.76), there are non-halal foods like pork (m=4.78), and the cuisine at the compliant shariah hotel is prepared according to shariah requirements (m=4.75), the hotel will ensure that the snacks provided have the halal logo and emblem (m=4.76) and authorities approved halal certificates with stricter conditions (m=4.76).

Result of Reliability Test

Reliability Analysis is a procedure that calculates various commonly used measures of scale reliability and information about the relationships between individual items on the scale. Estimates of inter-rater reliability can be computed using interclass correlation coefficients. So, using Cronbach's Alpha Coefficient in Statistical Package for the Social Sciences (SPSS) is used for this study.

Variable	Number Of Items	Cronbach Alpha
Hotel Facilities	5	0.694
Room Amenities	5	0.748
Halal Food	5	0.898

Customer Awareness Toward Muslim Friendly Hotel	4	0.521
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The result of Cronbach's Alpha values of the questionnaire was in the range of low acceptance level (0.4) to very high acceptance level (0.9). There are five total number questions for each Independent Variables has been tested using reliability Cronbach's Alpha. The number of items is four for the dependent variable is customer awareness towards a Muslim-friendly hotel in Malaysia, and the Cronbach alpha is 0.521. After that, for independent variables is hotel facilities, Cronbach alpha is 0.694. Next, room amenities and the Cronbach alpha is 0.748 and then halal food where is Cronbach alpha is 0.898. For the independent variable in number of items is five.

RECOMMENDATIONS

This research is studied through value and satisfaction based on Muslim customers regarding Muslim-Friendly Tourism in Malaysia. Therefore, this research has shown the variable of Muslim customer satisfaction (dependent variable) and hotel facilities, room amenities, and halal food (independent variable). There were significantly correlated with the dependent. It has a very positive correlation relationship. Future research could also be used by other variables such as hotel facilities and halal food.

First and foremost, hotel facilities should make the customer feel special. This is because using customized welcome messages, such as "Welcome back" if the guest has previously stayed, is what it means to make it unique. There's also the chance to promote special discounts, new features, and hotel services.

Furthermore, the recommendation can provide exclusive deals based on room amenities. These exclusive deals are intended to make guests happy and excited. This is an exclusive call because the deals are not available everywhere else. Furthermore, the hotel administration can offer discounts and packages based on their interests, such as vouchers and tickets that can be utilized at restaurants or retailers affiliated with the hotel.

Finally, for Muslim Friendly Hotels, the proposal for halal food is to strengthen the halal food supply chain. Every Muslim-Friendly Hotel should serve halal food to all of its customers. This is because Muslims place a high value on religion. As a result, they can only use halal products. Furthermore, all food served and searched by hotel management must bear the halal logo and be designated halal to ensure that all Muslims can enjoy it.

CONCLUSION

This research was conducted on customer awareness of Muslim -friendly hotels in Malaysia. Throughout this research, researchers have studied the relationship between independent variables and dependent variables. The parties benefiting from this research are the owners and employee of food and beverage, customers and future researchers.

There are certain limits to this research. The researcher's concern is the data gathering procedure, which is the first constraint. Data can be missing, incorrect, invalid, or incomplete at times. Because specific questions in Google Forms can be marked or answered several times, this is the case. Researchers can solve the challenge by redoing their work and being more diligent in obtaining accurate results. There are certain limits to this research. Furthermore, online surveys were used in this study, which were was distributed via Google forms. Respondents are unable tocannot express a minor opinion using this method because the questionnaire only has multiple choice questions for them to answer. Furthermore, online surveys were used in this study, which was distributed via Google forms. Respondents cannot express a minor opinion using this method because the questionnaire only contains multiple choice questions.

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