

## **APPENDICES**

**I: Total Variance Explained for Religiosity**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.532	38.128	38.128	9.532	38.128	38.128	5.086	20.344	20.344
2	4.544	18.176	56.304	4.544	18.176	56.304	4.223	16.893	37.237
3	1.470	5.882	62.186	1.470	5.882	62.186	4.174	16.694	53.931
4	1.234	4.936	67.121	1.234	4.936	67.121	3.298	13.190	67.121
5	.947	3.788	70.910						
6	.818	3.273	74.183						
7	.733	2.931	77.114						
8	.669	2.675	79.788						
9	.581	2.324	82.112						
10	.565	2.259	84.372						
11	.479	1.917	86.289						
12	.429	1.716	88.005						
13	.405	1.621	89.626						
14	.343	1.370	90.996						
15	.297	1.188	92.184						
16	.278	1.110	93.294						
17	.267	1.067	94.361						
18	.245	.981	95.342						
19	.219	.878	96.220						
20	.200	.801	97.021						
21	.177	.709	97.730						
22	.161	.646	98.376						
23	.151	.604	98.980						
24	.142	.569	99.550						
25	.113	.450	100.000						

Extraction Method: Principal Component Analysis.

## II: Total Variance Explained for Hotel Selection

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.042	27.086	27.086	7.042	27.086	27.086	5.583	21.475	21.475
2	4.095	15.750	42.836	4.095	15.750	42.836	3.902	15.009	36.484
3	2.140	8.232	51.068	2.140	8.232	51.068	2.511	9.659	46.143
4	1.338	5.145	56.213	1.338	5.145	56.213	2.340	8.998	55.141
5	1.152	4.429	60.642	1.152	4.429	60.642	1.430	5.501	60.642
6	.966	3.715	64.357						
7	.881	3.388	67.745						
8	.860	3.307	71.052						
9	.806	3.101	74.153						
10	.728	2.800	76.953						
11	.641	2.464	79.417						
12	.615	2.367	81.784						
13	.582	2.238	84.023						
14	.520	2.001	86.024						
15	.486	1.867	87.891						
16	.446	1.716	89.607						
17	.431	1.656	91.263						
18	.379	1.456	92.719						
19	.341	1.312	94.031						
20	.327	1.256	95.287						
21	.296	1.139	96.426						
22	.255	.979	97.405						
23	.235	.902	98.308						
24	.203	.780	99.087						
25	.145	.556	99.644						
26	.093	.356	100.000						

Extraction Method: Principal Component Analysis.

### III: Mean Differences between Choices of Two Religious Groups

Hotel Selection	Religiosity	N	Mean	Std. Deviation	Std. Error Mean
1	Less Religious	103	4.4854	.73916	.07283
	Highly Religious	102	4.3627	.76804	.07605
2	Less Religious	103	4.0583	.86120	.08486
	Highly Religious	102	4.1078	.83140	.08232
3	Less Religious	103	4.5340	.69755	.06873
	Highly Religious	102	4.6078	.61591	.06098
4	Less Religious	103	4.7476	.57255	.05641
	Highly Religious	102	4.7647	.54820	.05428
5	Less Religious	103	4.0583	.87251	.08597
	Highly Religious	102	4.0784	.91939	.09103
6	Less Religious	103	4.5534	.62195	.06128
	Highly Religious	102	4.5588	.80313	.07952
7	<b>Less Religious</b>	<b>103</b>	<b>2.5146</b>	<b>1.06517</b>	<b>.10495</b>
	<b>Highly Religious</b>	<b>102</b>	<b>3.3725</b>	<b>1.11623</b>	<b>.11052</b>
8	Less Religious	103	3.1359	1.11187	.10956
	Highly Religious	102	3.1765	1.10276	.10919
9	Less Religious	103	4.0194	.99981	.09851
	Highly Religious	102	3.8039	1.05342	.10430
10	<b>Less Religious</b>	<b>103</b>	<b>1.8738</b>	<b>1.03545</b>	<b>.10203</b>
	<b>Highly Religious</b>	<b>102</b>	<b>2.8039</b>	<b>1.30528</b>	<b>.12924</b>
11	<b>Less Religious</b>	<b>103</b>	<b>2.2039</b>	<b>1.10577</b>	<b>.10895</b>
	<b>Highly Religious</b>	<b>102</b>	<b>2.6863</b>	<b>1.38579</b>	<b>.13721</b>
12	Less Religious	103	2.5340	1.19489	.11774
	Highly Religious	102	2.6176	1.42845	.14144
13	Less Religious	103	3.2136	1.18529	.11679
	Highly Religious	102	3.5392	1.31006	.12972
14	Less Religious	103	3.9417	1.10990	.10936
	Highly Religious	102	3.8725	1.12286	.11118
15	<b>Less Religious</b>	<b>103</b>	<b>2.4757</b>	<b>1.31242</b>	<b>.12932</b>
	<b>Highly Religious</b>	<b>102</b>	<b>3.7059</b>	<b>1.30185</b>	<b>.12890</b>
16	<b>Less Religious</b>	<b>103</b>	<b>3.7573</b>	<b>1.06150</b>	<b>.10459</b>
	<b>Highly Religious</b>	<b>102</b>	<b>4.1569</b>	<b>1.06003</b>	<b>.10496</b>
17	<b>Less Religious</b>	<b>103</b>	<b>3.2816</b>	<b>1.56817</b>	<b>.15452</b>
	<b>Highly Religious</b>	<b>102</b>	<b>4.2255</b>	<b>1.11610</b>	<b>.11051</b>
18	Less Religious	103	4.5049	.87306	.08603
	Highly Religious	102	4.5098	.80524	.07973
19	<b>Less Religious</b>	<b>103</b>	<b>4.4175</b>	<b>.78621</b>	<b>.07747</b>
	<b>Highly Religious</b>	<b>102</b>	<b>4.6569</b>	<b>.81441</b>	<b>.08064</b>

20	Less Religious	103	2.3398	1.05304	.10376
	Highly Religious	102	4.2647	.98430	.09746
21	Less Religious	103	3.0000	1.32842	.13089
	Highly Religious	102	4.7059	.66880	.06622
22	Less Religious	103	2.1748	1.14127	.11245
	Highly Religious	102	4.5490	.81602	.08080
23	Less Religious	103	2.0388	1.05647	.10410
	Highly Religious	102	4.4804	.84115	.08329
24	Less Religious	103	1.9223	1.18561	.11682
	Highly Religious	102	4.2157	1.06824	.10577
25	Less Religious	103	2.0777	1.09982	.10837
	Highly Religious	102	4.0490	1.09343	.10827
26	Less Religious	103	2.8641	1.05764	.10421
	Highly Religious	102	4.0686	1.05549	.10451

## IV: Pilot Study

### Pilot Study on Muslims' Hotel Selection Behavior in Malaysia

1) What was the purpose of your trip?

Working Related Trip (e.g. for conference, seminar, meeting)

Business Trip

Holiday Trip

Other, Please specify \_\_\_\_\_

2) Which of the following attributes are you looking at when you choose hotel?

1	Comfortable Mattress & Pillow	
2	Well-maintained Furnishings	
3	Friendly Service of by the Hotel Staff	
4	Cleanliness of the Hotel	
5	Good Reputation of the Hotel	
6	Safety and Security of the Hotel	
7	Hotel Frequent Travel Program	
8	Travel Agent's Recommendation	
9	Convenient to Business	
10	Convenient to Downtown	
11	Copy Machine in the Hotel	
12	Hair Dryer in the Room	
13	In-room Minibar in the Room	
14	Laundry Services in the Hotel	
15	Room Services	
16	Free Local Telephone	
17	Family Restaurants (mid-price menu items, no liquors)	
18	No Smoking Rooms	
19	Internet Connection	
20	Halal Certification on the Food Serve	
21	Quran in the Room	
22	Qibla Direction Sign in the Room	
23	Prayer Mat in the Room	
24	Prayer Timetable in the Room	
25	Prayer Room in the Hotel	
26	Mosque Near to the Hotel	
27	Muslim Staffs	
28	Men and Women Separated Swimming Pool	

What other hotel attributes would you like? Please specify \_\_\_\_\_

\_\_\_\_\_

## V: Questionnaire



University of Malaya  
Faculty of Business and Accountancy  
Graduate School of Business  
MBA Program

Research Title:

### **Islamic Religiosity and Hotel Selection**

Dear Sir/Ms/Madam,

This survey is conducted as part of my research project, which shall be submitted in part completion of the Master of Business Administration degree from the University of Malaya.

The purpose of this survey is to evaluate whether there is a relationship between religiosity and hotel selection behaviour among Muslim travellers in Malaysia.

With a great pleasure, I invite you to participate in this survey by filling up the attached questionnaire. The questionnaire is constructed in a straightforward manner and easy to answer, which should take not more than 10 minutes of your valuable time. Please be assured that all information will be treated with the strictest confidentiality.

Thank you for your valuable assistance in participating in the survey.

Yours sincerely,

Muqaddas Abdul'ahad

E-mail: [Muqaddas715@hotmail.com](mailto:Muqaddas715@hotmail.com)

Supervised by:  
Dr. Rusnah Muhamad

## Section 1: Demographic Information

Please, tick (✓) the appropriate responses according to your personal information. Be assured that any information you provide in this section is strictly confidential and will only be used for the purpose of this research.

- 1) You are:  Male  Female
- 2) Marital Status:  Single  Married
- 3) Your Nationality:  Malaysian  Non-Malaysian
- 4) If you are Non-Malaysian, please specify,  
You are:  Tourist  Residing in Malaysia: Further Study  
 Residing in Malaysia: Working  Others, please state \_\_\_\_\_
- 5) You Age is:  under 25  25-34  35-44  
 45-54  55-64  over 64
- 6) Your education:  Did Not Finish High School  High School Diploma  
 College Degree  Graduate College Degree
- 7) What is your monthly income: \_\_\_\_\_
- 8) Which of the following categories of lodging properties do you usually choose in your trip (in Malaysia)?  
 Luxury/Up-scale  Mid-Price or Standard  Budget Economy
- 9) Which of the following categories of hotel do you usually stay?  
 International Hotel  Local (Malaysian) Hotel
- 10) Purpose of your trip?  
 Working Related Trip (e.g. for conference, seminar, meeting)  
 Business Trip  Holiday Trip  Others, please specify \_\_\_\_\_



## Section 2: Muslim Attitude towards Hotel Choice Criteria

Please indicate by ticking (√) the appropriate responses of the level of importance you place on each of the following characteristics with regard to hotel selection on your trips in Malaysia. Please be assured that any information you provide in this section is *strictly confidential* and will only be used for the purpose of this research.

Not Important ←→ Very Important

		1	2	3	4	5
1	Comfortable Mattress & Pillow					
2	Well-maintained Furnishings					
3	Friendly Service by the Hotel Staff					
4	Cleanliness of the Hotel					
5	Good Reputation of the Hotel					
6	Safety and Security of the Hotel					
7	Hotel Frequent Travel Program					
8	Travel Agent's Recommendation					
9	Convenient to Business					
10	Convenient to Downtown					
11	Copy Machine in the Hotel					
12	Hair Dryer in the Room					
13	In-room Minibar in the Room					
14	Laundry Services in the Hotel					
15	Room Services					
16	Free Local Telephone					
17	Family Restaurants (mid-price menu items, no liquors)					
18	No Smoking Rooms					
19	Internet Connection					
20	Convenient - free Parking					
21	Efficient - Quick Service					
22	Halal Certification on the Food Serve					
23	Quran in the Room					
24	Qibla Direction Sign in the Room					
25	Prayer Mat in the Room					
26	Prayer Timetable in the Room					
27	Prayer Room in the Hotel					
28	Mosque Near to the Hotel					
29	Muslim Staffs					
30	Men and Women Separated Swimming Pool					

### Section 3: Muslim Attitude towards Religiosity Scale

The answers to the following questions provide information on the respondents' perception in relation to their religious commitment. Please indicate the extent of your agreement or disagreement with each statement by ticking (√). Be assured that any information you provide in this section is *strictly confidential* and will only be used for the purpose of this research.

		Strongly Disagree ←			→ Strongly Agree	
		1	2	3	4	5
1	I believe beyond a shadow of doubt that Islam is God's religion and that Prophet Muhammad is His Messenger.					
2	I consider myself as a religious person.					
3	I read the <i>Quran</i> for inspiration and motivation.					
4	I believe that <i>Allah</i> helps me.					
5	Saying my prayers helps me a lot.					
6	Islam helps me lead a better life.					
7	I will continuously seek to learn about <i>Allah</i> .					
8	I believe that <i>Allah</i> helps people.					
9	The five prayers help me a lot.					
10	The supplication ( <i>dua</i> ) helps me.					
11	<i>Quran</i> is relevant and applicable to modern day.					
12	I believe that <i>Allah</i> listens to prayers.					
13	Muhammad (peace be upon him) provided a good standard of conduct for me.					
14	I pray five times a day.					
15	I fast the whole month of <i>Ramadan</i> .					
16	I perform the obligation of <i>zakat fitrah</i> annually.					
17	I perform the obligation of <i>zakat maal</i> (asset/income) annually.					
18	I read the <i>Quran</i> everyday.					
19	I performed Friday Prayer regularly.					
20	I perform my daily prayers in the mosque regularly.					
21	I often fast outside the month of <i>Ramadan</i> .					
22	I regularly perform my <i>qiamullail</i> (such as praying/reciting <i>Quran/dua</i> after midnight).					
23	I regularly perform my recommended prayer (i.e. sembahyang <i>sunat</i> such as <i>Isra</i> , <i>Dhuha</i> and <i>Rawatib</i> ).					
24	I regularly spend some amount from my monthly income for charity/ <i>sadaqah</i> .					
25	Performing <i>hajj</i> will be my priority the moment I've fulfilled all the necessary conditions.					

Thank You!  
Thank You!