

ABSTRACT

Islamic rules and regulations have huge influence on Muslims' choices and preferences. This research was started by considering the fact that despite the potential importance of the religion, less attention has been paid to the role of Islam on Muslims' behavior as customer. Therefore, it is conducted as a contribution to establishing link between Islamic religiosity and consumer behavior.

This study investigates the relationship between religiosity and hotel selection behavior of Muslim travelers, and also, examines differences in hotel selection between highly religious and less religious customers. Findings suggested Muslim travelers' religiosity has influences on their hotel selection behavior. A positive, significant relationship found between religiosity of the travelers and 14 hotel attributes (a total of 26 hotel attributes were tested). For the two religious groups, highly religious and less religious travelers, the result showed that their hotel selection preference is significantly different for the sample as a whole. The two different religious groups showed significant different priority on selecting 14 hotel attributes. Furthermore, analyzing relationship between highly religious and less religious travelers' lodging selection more specifically revealed that there is significant relationship between Muslims' religiosity and their selection behavior.

*Dedicated to my dear parents Fatimah Hasen &
Abdul'ahed Yusuf Aji*

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