

Table of Contents

CHAPTER I INTRODUCTION	1
1.0 Introduction.....	1
1.1 Motivation and Contribution of the Study.....	2
1.2 Research Objectives.....	6
1.3 Research Questions.....	6
1.4 Scope of the Study.....	6
1.5 Organization of the Chapters	7
CHAPTER II LITERATURE REVIEW.....	9
2.0 Introduction.....	9
2.1 Consumer Behavior	10
2.1.1 Factors Influencing Consumer Behavior	11
2.2 Religion	15
2.2.1 Religiosity	18
2.3 Religion and Consumer Behavior	20
2.3.1 Islam and Consumption	24
2.4 Hotel Attributes.....	27
2.4.1 Hotel Attributes and Needs of Religious Customer	28
2.5 Conclusion	32
CHAPTER III RESEARCH METHODOLOGY	33
3.0 Introduction.....	33
3.1 Research Philosophy.....	34
3.2 Variables	35
3.3 Research Framework and Hypotheses	35
3.4 Instrumentation and Measures.....	36
3.5 Types and Sources of Data.....	39
3.6 Sampling	39
3.7 Data Collection.....	40
3.8 Data Analysis.....	41
3.9 Conclusion	42

CHAPTER IV DATA ANALYSIS	43
4.0 Introduction.....	43
4.1 Preliminary Procedures	44
4.1.1 Data Screening	44
4.1.2 Normality Test.....	44
4.1.3 Factor Analysis.....	46
4.1.4 Reliability.....	52
4.2 Respondents' Profile Analysis	53
4.2.1 Demographic Profile.....	53
4.2.2 Religiosity Profile	55
4.3 Chi-square	56
4.4 Hypothesis Testing.....	57
4.4.1 Pearson Correlation.....	57
4.4.2 T-test	61
4.5 Conclusion	66
CHAPTER V CONCLUSION	67
5.0 Introduction.....	67
5.1 Summary of the Major Findings	68
5.2 Implication of the Study	72
5.3 Limitation of the Study.....	73
5.4 Recommendation for Future Research.....	74
5.5 Conclusion	75
REFERENCES.....	76
APPENDICES.....	i
I: Total Variance Explained for Religiosity	ii
II: Total Variance Explained for Hotel Selection	iii
III: Mean Differences between Choices of Two Religious Groups	iv
IV: Pilot Study.....	vi
V: Questionnaire.....	vii

List of Tables

1.1	International Tourist Arrivals by Country Destination	4
2.1	Almulla Hospitality Shariah Rules	29
3.1	Summary for Section “Muslim Attitude towards Hotel Choice Criteria”	40
4.1	Descriptive Statistics	45
4.2	Descriptives for Normality	46
4.3	KMO and Bartlett's Test for Religiosity	48
4.4	KMO and Bartlett's Test for Hotel Selection	48
4.5	Total Variance Explained for Religiosity	49
4.6	Rotated Component Matrix for Religiosity	50
4.7	Total Variance Explained for Hotel Selection	51
4.8	Rotated Component Matrix for Hotel Selection	52
4.9	Reliability Statistics for Religiosity	53
4.10	Reliability Statistics for Hotel Selection	53
4.11	Frequency of Demographic Information	54
4.12	Statistics for Religiosity Profile	55
4.13	Frequency Religiosity Profile	56
4.14	Chi-Square Tests	57
4.15	Lodging * Religiosity Cross-tabulation	57
4.16	Correlations for Hypothesis 1	58
4.17	Correlations between Factors of Hotel Selection & Religiosity	60
4.18	Correlations Matrix for Religiosity and Items on Hotel Selection	61
4.19	Group Statistics for Hypothesis II	62
4.20	Independent Samples Test for Hypothesis II	63
4.21	Group Statistics Religiosity and Factors in Hotel Selection	66
4.22	Independent Samples Test for Religiosity and Factors in Hotel Selection	66
4.23	Independent Samples Test for Each Items of Hotel Selection	67
5.1	Ranking for Relationship Strength of 14 Hotel Attributes	69
5.2	Ranking for Mean Difference of 14 Hotel Attributes	71

List of Figures

2.1	Consumer Decision Making Framework	13
2.2	Black Box Model	16
2.3	Components of Religious Influences	18
2.4	Religious Influences and Role Structure Paradigm	24
3.1	Research Framework	37