

## **CHAPTER V CONCLUSION**

### **5.0 Introduction**

Overall, four chapters have been presented in this study. The first chapter was an overview of objectives, motivations, significance and scope of the study. The second chapter reviewed past and present literature based on the objectives of this research. In the third chapter, the methodology to conduct this research was explained. The fourth chapter discussed the data analysis process through data screening, normality test, factor analysis, reliability test, participants' profile analysis and hypothesis testing. The hypothesis testing was proceeded by using Pearson Correlation and T-test, both hypotheses were accepted.

This chapter is a summary for the whole study. The chapter is divided into four main sections. Section 5.1 summarizes major findings. Section 5.2 discusses implications of the study. Section 5.3 highlights limitations of the study. Section 5.4 suggests potential areas for future research.

## **5.1 Summary of the Major Findings**

The primary intentions of this study: firstly, to find out relationship between Muslim's religiosity level and their hotel selection behavior, secondly, to investigate differences between highly religious and less religious travelers' hotel selection behaviors. This section summarizes the major findings based on the analyses result in the pervious chapter.

### ***Relationships between Religiosity and Hotel Selection Behavior***

This study provides evidence that travelers' religiosity and hotel selection behavior have strong positive relationship.

Testing on each factor suggested that Muslim-friendly Attributes, has significant relationship with all four factors of Religiosity. The result indicated that Muslim-friendly Attributes may have strong effect on the choices of the travelers who scored high on Religiosity factors Recommended Practices and Mandatory Obligations, has smaller effect for those who scored high on Attitude and Belief. In terms of attributes related to Hotel Environment, it is revealed that the travelers who have high score on Religiosity factors Attitude and Belief may be influence by attributes related Hotel Environment in their hotel selection, but the possibility is smaller. The travelers who scored high on Religiosity factors Recommended Practices and Mandatory Obligations may not be influenced by the factor Hotel Environment. Hotel Additional Service and Facilities was found has weak effect on the travelers' choice who scored high on Religiosity factors Recommended Practices and Mandatory Obligations; on the other hand, the hotel

Additional Service and Facilities, was found has no effect on hotel selection behavior of those scored high on Religiosity factors Attitude and Belief. In general, it can be concluded that Muslim-friendly hotel attributes have influences on hotel selection decision of Muslims who scored high in any factor of Religiosity. Furthermore, hotel Additional Service and Facilities may have some effect on choices of highly religious Muslims (who perform recommended and obligatory Islamic practices on their daily life).

Analysis for relationship between Religiosity and the given 26 hotel attributes revealed that Religiosity has significant positive relationship with 14 of the 26 hotel attributes which meant the higher the religiosity, the higher the 14 hotel attributes were rated. The 14 hotel attributes are shown in the **Table 5.1**. Among the 14 attributes, strong relationship is found with 6 attributes, the highest ranked is Prayer Mat in the Room.

**Table 5.1 Ranking for Relationship Strength of 14 Hotel Attributes**

Rank	Hotel Attributes	r	p
1	Prayer Mat in the Room	.703**	.000
2	Prayer Timetable in the Room	.697**	.000
3	Qibla Direction Sign in the Room	.644**	.000
4	Prayer Room in the Hotel	.627**	.000
5	Quran in the Room	.626**	.000
6	Mosque Near to the Hotel	.589**	.000
7	Muslim Staffs	.425**	.000
8	Free Local Telephone	.354**	.000
9	No Smoking Rooms	.326**	.000
10	Copy Machine in the Hotel	.325**	.000
11	Hotel Frequent Travel Program	.308**	.000
12	Hair Dryer in the Room	.164**	.005
13	Halal Certification on the Food Serve	.140*	.016
13	Family Restaurants (mid-price menu items, no liquors)	.140*	.016

\*\* . Correlation is significant at the 0.01 level (2-tailed). \* . Correlation is significant at the 0.05 level (2-tailed).

### *Differences between Highly Religious and Less Religious Travelers' Hotel Selection Behavior*

Results revealed that choices of less religious and highly religious consumers have significant differences.

Testing differences between highly religious and less religious travelers' preferences according to each factor of hotel selection showed that the highly religious and less religious Muslim travelers' choices are significantly different for two Hotel Selection factors, Muslim-friendly Attributes and Additional Service and Facilities; the findings indicated that highly religious travelers think the Muslim-friendly Attributes and Additional Service and Facilities more important than less religious Muslim travelers. There is no significant difference is found between the two groups of travelers in selecting attributes related to Hotel Environment.

Findings from analyzing differences between highly religious and less religious customers' rating the importance of the 26 hotel attributes suggested that the two groups have significantly different attitude towards 14 hotel attributes. As shown in the **Table 5.2**, the Mean Difference indicated that highly religious travelers consider all the 14 items more important than less religious.

Finally, in selecting hotel lodging criteria, both highly religious and less religious travelers were seen to more prefer mid-price hotel rooms; less religious travelers were appeared to select luxury rooms more frequently and highly religious travelers had

chosen budget economy rooms more than less religious. This may be because highly religious people have less interest on the worldly things compare to less religious people.

**Table 5.2 Ranking for Mean Difference of 14 Hotel Attributes**

<b>Rank</b>	<b>Hotel Attributes</b>	<b>Religiosity</b>	<b>Mean</b>	<b>Mean Difference</b>
1	Prayer Timetable in the Room	Less Religious Highly Religious	2.0388 4.4804	-2.4416
2	Prayer Mat in the Room	Less Religious Highly Religious	2.1748 4.5490	-2.3742
3	Prayer Room in the Hotel	Less Religious Highly Religious	1.9223 4.2157	-2.2934
4	Mosque Near to the Hotel	Less Religious Highly Religious	2.0777 4.0490	-1.9713
5	Quran in the Room	Less Religious Highly Religious	2.3398 4.2647	-1.9249
6	Qibla Direction Sign in the Room	Less Religious Highly Religious	3.0000 4.7059	-1.7059
7	Free Local Telephone	Less Religious Highly Religious	2.4757 3.7059	-1.2302
8	Muslim Staffs	Less Religious Highly Religious	2.8641 4.0686	-1.2045
9	No Smoking Rooms	Less Religious Highly Religious	3.2816 4.2255	-.9439
10	Copy Machine in the Hotel	Less Religious Highly Religious	1.8738 2.8039	-.9301
11	Hotel Frequent Travel Program	Less Religious Highly Religious	2.5146 3.3725	-.8579
12	Hair Dryer in the Room	Less Religious Highly Religious	2.2039 2.6863	-.4824
13	Family Restaurants	Less Religious Highly Religious	3.7573 4.1569	-.3996
14	Halal Certification	Less Religious Highly Religious	4.4175 4.6569	-.2394

## **5.2 Implication of the Study**

The findings of the research provide implications towards Malaysian hospitality industry.

Firstly, since the factor, Muslim-friendly attributes, was found to have positive relationships with Muslims who scored high in any factor of Religiosity, hoteliers in Malaysia should consider providing as many Muslim-friendly attributes to attract more Muslim guests. If it is not possible to offer some of the attributes, they may consider customizing their hotel rooms according to religious need of guests, specially, when they are expecting highly religious guests.

Next, Muslim-friendly attributes Prayer Mat in the Room, Prayer Timetable in the Room, Qibla Direction Sign in the Room, Prayer Room in the Hotel, Quran in the Room and Mosque Near to the Hotel were found to have strong relationship with Religiosity construct. Hoteliers should pay attention to these attributes; availability of the desired attributes may increase possibility to be booked by highly religious guests, leave good impression on them and increase their satisfaction.

Thirdly, except from the Islamic hotel attributes, the Additional Services and Facilities, which included attributes Laundry Services in the Hotel, In-room Mini bar in the Room, Hair Dryer in the Room, Copy Machine in the Hotel, Hotel Frequent Travel Program, and Travel Agent's Recommendation were also found to be preferred by highly religious travelers. Therefore, providing these attributes is recommended to hoteliers. The additional services and facilities may complement and enhance their service and help

them to attract more Muslim travelers.

Lastly, comparing Means of the highly religious and less religious groups indicated that some of the attributes related to Hotel Environment were ranked higher by less religious than highly religious. Thus it is advisable to pay even more effort on these attributes for less Religious travelers.

### **5.3 Limitation of the Study**

This research generated some useful findings for hospitality industry in Malaysia. However, as everything has its shortcomings, the study could not avoid several limitations, following aspects of this research paper impose limits on the accuracy of the study output.

First limitation is the number of the respondent and location the study held. Findings of the study are based on 296 respondents in the area of Klang Valley of Malaysia. Consequently, the study is subject to the limitations concerning possible biases exist when only one geographic area is selected.

Secondly, the sampling method may not be generalized to the actual target market as a whole. The convenience sampling and snow balling methods are employed in this study as its shortcoming in which this sampling method cannot be viewed to be an actual representation of the total market.

Thirdly, respondent bias could not be avoided in terms of religiosity testing. The research questionnaire includes questions about Islamic religiosity level. There is a

possibility that those who are not fully practicing Islam may not give the answers that reflecting their real life activity.

Finally, instruments and explanations were provided only in English, there is no instrument available to ensure that all respondents truly understood the questions and the oral explanations.

#### **5.4 Recommendation for Future Research**

Firstly, each religion has different effect on consumer behavior. Therefore, further studies can be conducted among different religion followers to compare and contrast hotel selection behavior of highly religious and less religious travelers.

Next, doing this research in other countries, especially in non-Muslim countries, is strongly recommended. Malaysia is a Muslim country that *Halal* foods, mosques and other Islamic facilities are widely available, which means travelers always have alternatives if the hotels do not provide any of them. However, Muslim travelers in non-Muslim countries may face difficulties during their visit. For this reason, it is important to know hotel selection behavior of Muslim travelers in non-Muslim countries.

Thirdly, this study may show different results if the sample is taken only among the tourists who are from a same country. Although Islamic culture is common for all Muslims, each nation, and each race has different, very unique cultural background. Thus, the different cultural backgrounds may lead different preferences of hotel selection among Muslims.

Finally, 26 hotel attributes are used in this study to examine Muslims' hotel selection behavior. Researchers may conduct the study with more, different hotel attributes to get deep insight about hotel selection behavior of Muslims.

## **5.5 Conclusion**

Religion, whether working through taboos and obligations or through its influence on the culture and society, is known to affect followers' behavior. Muslims expect the products and service that not only satisfy their needs but also accepted by Islam. In order to succeed and benefit from the Muslims' market, it is important for marketers to understand their target market and how Muslim customers evaluate products and make buying decisions.

This study is conducted based on the two objectives: 1) to investigate the relationship between religiosity and hotel selection behavior of Muslim travelers, and 2) to examine differences between highly religious and less religious customers' hotel selection behavior. It is conclude that the religiosity of Muslim travelers has significant influences on their hotel selection behavior.