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## Appendix

### Questionnaire



## University Malaya Faculty of Business and accountancy

### **The influence of travel motivation and Islamic religiosity on Islamic travel preference: A comparison between Muslim Malaysian and Iranian university students**

Assalamualaikum

I am a University Malaya student conducting a research project entitled “**The influence of travel motivation and Islamic religiosity on Islamic travel preference: A comparison between Muslim Malaysian and Iranian university students**” as a partial fulfilment to my MBA degree. You are kindly invited to participate in this research which would take less than 10 minutes of your valuable time.

Your response to this survey will be anonymous and all the information given will be kept strictly confidential. Data will be analysed in aggregate forms and will be used for research and statistical purposes only.

**Thank you for your assistance!**

Sincerely,

Student: Ali Hemati [alihemati@siswa.um.edu.my](mailto:alihemati@siswa.um.edu.my)

Supervisor: Prof Dr. Ghazali Musa, faculty of business and accountancy, UM

## Part A: Demographic Profile

Please circle your answer for each of the question below:

|   |   |               |       |                      |                |
|---|---|---------------|-------|----------------------|----------------|
| 1 | Your gender?  | Female        |       | Male                 |                |
| 2 | Your marital status?                                | Single        |       | Married              |                |
| 3 | Your age?   | Under 25      | 25-35 | 36-45                | Over than 45   |
| 4 | Your current education?                             | Bachelor      |       | Master               | PHD            |
| 5 | Your nationality?                                   | Malaysian     |       | Iranian              |                |
| 6 | How do you rate yourself in terms of religiousness? |               |       |                      |                |
|   |   | Not religious |       | Moderately religious | Very religious |

## Part B: Religiosity

This section enquires the degree of your Islamic religiosity. Please state the level of your agreement with the following statements using the scale given below. Your honesty in answering the questions is very much appreciated.

|                          |                 |                |              |                       |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| <b>Strongly disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly agree</b> |
| <b>1</b>                 | <b>2</b>        | <b>3</b>       | <b>4</b>     | <b>5</b>              |

| Row | Statements   | Degree of agreement |   |   |   |   |
|-----|--|---------------------|---|---|---|---|
| 1   | I believe that Prophet Muhammad instructs me with good conduct | 1                   | 2 | 3 | 4 | 5 |
| 2   | I believe that the supplication (Dua) helps me in my life      | 1                   | 2 | 3 | 4 | 5 |
| 3   | I am sensitive to my religious needs while travelling          | 1                   | 2 | 3 | 4 | 5 |
| 4   | I believe that Hijab is obligatory for all women               | 1                   | 2 | 3 | 4 | 5 |
| 5   | I regularly contribute to charity (Sadaqah)                    | 1                   | 2 | 3 | 4 | 5 |
| 6   | I annually perform the obligation of Zakat                     | 1                   | 2 | 3 | 4 | 5 |
| 7   | In my personal life, religion is important                     | 1                   | 2 | 3 | 4 | 5 |
| 8   | I believe in judgment day (Qiyamat)                            | 1                   | 2 | 3 | 4 | 5 |
| 9   | I always perform my prayers on time                            | 1                   | 2 | 3 | 4 | 5 |
| 10  | I fast the whole month of Ramadan                              | 1                   | 2 | 3 | 4 | 5 |
| 11  | I believe in prophet Muhammad                                  | 1                   | 2 | 3 | 4 | 5 |
| 12  | Performing Hajj is my priority                                 | 1                   | 2 | 3 | 4 | 5 |
| 13  | Islam leads me to a better life                                | 1                   | 2 | 3 | 4 | 5 |
| 14  | I believe that God helps me                                    | 1                   | 2 | 3 | 4 | 5 |
| 15  | I perform my daily prayers                                     | 1                   | 2 | 3 | 4 | 5 |
| 16  | I read the Quran regularly                                     | 1                   | 2 | 3 | 4 | 5 |
| 17  | I am a religious person  | 1                   | 2 | 3 | 4 | 5 |
| 18  | I believe in Allah   | 1                   | 2 | 3 | 4 | 5 |

## Part C: Motivation

This section enquires about your motivation to travel. Please rate the importance of the following statements as your travel motivation using the scale given below.

|                             |                      |                |                  |                       |
|-----------------------------|----------------------|----------------|------------------|-----------------------|
| <b>Not at all important</b> | <b>Not important</b> | <b>Neutral</b> | <b>Important</b> | <b>Very important</b> |
| <b>1</b>                    | <b>2</b>             | <b>3</b>       | <b>4</b>         | <b>5</b>              |

| Row | Statement   | Degree of importance |   |   |   |   |
|-----|---|----------------------|---|---|---|---|
| 1   | To challenge my personal capabilities                             | 1                    | 2 | 3 | 4 | 5 |
| 2   | To experience different climates                                  | 1                    | 2 | 3 | 4 | 5 |
| 3   | To experience other cultures                                      | 1                    | 2 | 3 | 4 | 5 |
| 4   | To visit friends or relatives                                     | 1                    | 2 | 3 | 4 | 5 |
| 5   | To experience new things  | 1                    | 2 | 3 | 4 | 5 |
| 6   | To improve my health  | 1                    | 2 | 3 | 4 | 5 |
| 7   | To pursue education   | 1                    | 2 | 3 | 4 | 5 |
| 8   | To conduct business   | 1                    | 2 | 3 | 4 | 5 |
| 9   | To enjoy adventure  | 1                    | 2 | 3 | 4 | 5 |
| 10  | To enjoy nature   | 1                    | 2 | 3 | 4 | 5 |
| 11  | To have fun   | 1                    | 2 | 3 | 4 | 5 |
| 12  | To relax  | 1                    | 2 | 3 | 4 | 5 |
| 13  | To strengthen the bond of Sillaturrahim (Muslim brotherhood)      | 1                    | 2 | 3 | 4 | 5 |
| 14  | To spread the teaching of Islam (Tabligh)                         | 1                    | 2 | 3 | 4 | 5 |
| 15  | To gain education and knowledge                                   | 1                    | 2 | 3 | 4 | 5 |
| 16  | To witness the greatness of God                                   | 1                    | 2 | 3 | 4 | 5 |
| 17  | To submit to the ways of God                                      | 1                    | 2 | 3 | 4 | 5 |
| 18  | To conduct Islamic business                                       | 1                    | 2 | 3 | 4 | 5 |
| 19  | To act in the cause of God  | 1                    | 2 | 3 | 4 | 5 |
| 20  | To learn Islamic values   | 1                    | 2 | 3 | 4 | 5 |
| 21  | To experience beaches and swimming pools which allow mixed gender | 1                    | 2 | 3 | 4 | 5 |
| 22  | To be free to display affection to my partner in public           | 1                    | 2 | 3 | 4 | 5 |
| 23  | To be free to dress from strict Islamic requirements              | 1                    | 2 | 3 | 4 | 5 |
| 24  | To be free to attend exciting hedonistic events                   | 1                    | 2 | 3 | 4 | 5 |
| 25  | To be able to drink alcohol without restriction                   | 1                    | 2 | 3 | 4 | 5 |
| 26  | To socialize freely with opposite gender                          | 1                    | 2 | 3 | 4 | 5 |
| 27  | To have easy access to adult media                                | 1                    | 2 | 3 | 4 | 5 |
| 28  | To experience non Halal cuisines                                  | 1                    | 2 | 3 | 4 | 5 |
| 29  | To enjoy bars and night clubs                                     | 1                    | 2 | 3 | 4 | 5 |
| 30  | To enjoy gambling   | 1                    | 2 | 3 | 4 | 5 |

## Part D: Preference

This section enquires your Islamic preference for travel. Please rate the degree of your preference with the following statements.

|                             |                      |                |                  |                           |
|-----------------------------|----------------------|----------------|------------------|---------------------------|
| <b>Not preferred at all</b> | <b>Not preferred</b> | <b>Neutral</b> | <b>Preferred</b> | <b>Strongly preferred</b> |
| <b>1</b>                    | <b>2</b>             | <b>3</b>       | <b>4</b>         | <b>5</b>                  |

| Row | Statement   | Degree of preference |   |   |   |   |
|-----|---|----------------------|---|---|---|---|
| 1   | I prefer to use public transportation with separate areas for men and women | 1                    | 2 | 3 | 4 | 5 |
| 2   | I prefer to choose hotels with separate sport facilities for men and women  | 1                    | 2 | 3 | 4 | 5 |
| 3   | I prefer to fly with airlines which provide praying opportunity onboard     | 1                    | 2 | 3 | 4 | 5 |
| 4   | I prefer to visit countries which have more freedom to practice religion    | 1                    | 2 | 3 | 4 | 5 |
| 5   | I prefer to study in Islamic countries rather than non Muslim countries     | 1                    | 2 | 3 | 4 | 5 |
| 6   | I do not like to travel in the company of people who drink alcohol          | 1                    | 2 | 3 | 4 | 5 |
| 7   | I only choose a travel package that provides Halal entertainment            | 1                    | 2 | 3 | 4 | 5 |
| 8   | I prefer to stay in hotels with Islamic design and architecture             | 1                    | 2 | 3 | 4 | 5 |
| 9   | I prefer to stay in hotels which do not serve non Halal food                | 1                    | 2 | 3 | 4 | 5 |
| 10  | I prefer to choose Islamic countries for medical treatment                  | 1                    | 2 | 3 | 4 | 5 |
| 11  | I prefer to stay in a hotel which provides praying facilities               | 1                    | 2 | 3 | 4 | 5 |
| 12  | I do not like to go to beaches which allow mixed gender                     | 1                    | 2 | 3 | 4 | 5 |
| 13  | I do not like to have sex with strangers during my travel                   | 1                    | 2 | 3 | 4 | 5 |
| 14  | I like to visit Islamic historical places in other countries                | 1                    | 2 | 3 | 4 | 5 |
| 15  | I prefer to travel to Islamic countries for entertainment                   | 1                    | 2 | 3 | 4 | 5 |
| 16  | I prefer to travel with my family to Islamic countries                      | 1                    | 2 | 3 | 4 | 5 |
| 17  | I prefer to conduct my business in Islamic countries                        | 1                    | 2 | 3 | 4 | 5 |
| 18  | I prefer to experience nature in Islamic countries                          | 1                    | 2 | 3 | 4 | 5 |
| 19  | I do not plan to go to bars and or night clubs                              | 1                    | 2 | 3 | 4 | 5 |
| 20  | I only eat in restaurant with Halal certificate                             | 1                    | 2 | 3 | 4 | 5 |
| 21  | I do not like to gamble during my holiday                                   | 1                    | 2 | 3 | 4 | 5 |
| 22  | I prefer not to travel during Ramadan                                       | 1                    | 2 | 3 | 4 | 5 |
| 23  | I prefer to visit Islamic holy places                                       | 1                    | 2 | 3 | 4 | 5 |

**Thank you for your valuable time!**