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**ANALYSIS OF THE IMPACT ON HALAL TOURISM TOWARDS
TOURISM STUDENTS AT UNIVERSITI MALAYSIA KELANTAN**

by

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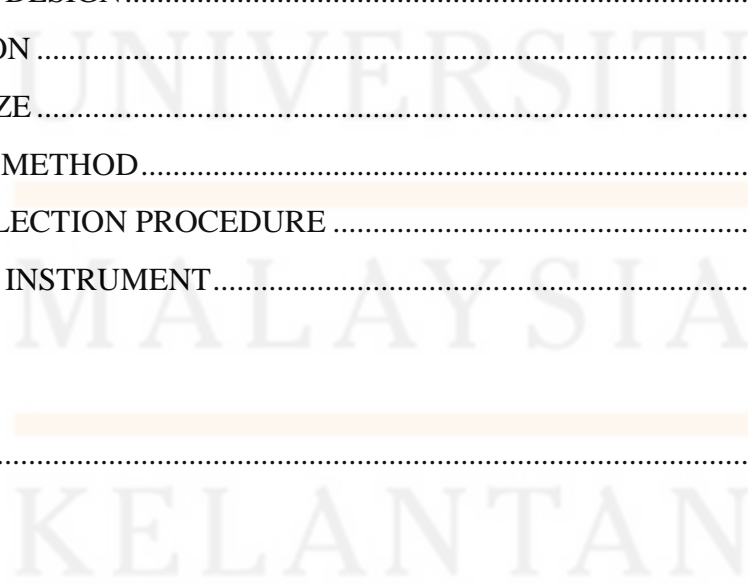
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CHAPTER 1

1.1 BACKGROUND OF THE STUDY

Halal tourism, sometimes known as halal-friendly tourism or just halal tourism, is a subcategory of tourism geared towards Muslim families that adhere to Islamic law. Hotels in these places do not sell alcohol, have separate spa and swimming areas for men and women, only serve halal meals, and have prayer rooms and common spaces. At university, there are instances when students desire to unwind after spending time studying. Most Muslim students who desire to travel will take into consideration the amenities that are offered in the destinations they choose, including meals, places of worship, relaxing areas, and others. The study's primary objective is to ascertain how Muslim students will navigate their travels. We also look at Halal travel from the view point of non-Muslim visitors. This strategy should make it easier for Muslim students to travel without experiencing anxiety. The goal of academic mobility is to expand the Muslim and non-Muslim travel markets.

This study looks at the effects of halal tourism on students. Traveling to foreign countries using halal tourism services is very important for Muslim students. Halal tourism can be defined as tourism with holiday equipment provided that does not involve the use of any prohibited substances, besides that, it is Muslim-friendly in terms of prayer rooms and religious activities. For example, non-Muslim tourists taking this package will not be able to eat pork, drink alcohol and other things that *haram* in Islam. The study of halal tourism can help more Muslim tourists to travel easily and can help to reduce the cost of traveling. Muslims globally spent \$142 billion on travel in 2014, according to Thomson Reuters statistics (excluding Hajj and Umrah). Chinese tourists spent \$160 billion on travel in 2014, while Americans spent \$143 billion, placing the Muslim tourism industry third in terms of global travel spending. Based on

the recently released Global Muslim Travel Index in 2017 by Crescent Rating, Muslim travel increased the global GDP by more than US\$156 billion in 2016 and is projected to do so again in 2020, reaching US\$220 billion. This study was carried out to understand more about the significance of halal travel in today's globe.

1.2 PROBLEM STATEMENT

Compared to religiously oriented travel before, halal tourism is an innovation that offering a more independent and promising travel experience for the future. However, intellectual discourse continues to ignore the experience of traveling according to Islamic sharia. This study develops a model to determine how travelers perceive the existence of halal tourism. To create and analyze models using structural equation modeling, deductive reasoning is used in this work. In this approach, halal service quality, halal tourist satisfaction, halal destination image, and halal destination loyalty are all simultaneously represented as build. To understand the relationship between the constructs, the model's hypothesis findings are very important. To improve visitor satisfaction, image, and repeat business, halal tourism service providers must consider and improve the service quality of halal destinations.

This research model aims to measure how difficult it is to find halal tourism destinations perceived (Aji, Muslichah, & Seftyono, C (2020). Nowadays, service businesses have demonstrated that they may contribute as much money as manufacturing, particularly in the tourist industry. As previously said, tourism contributes a significant amount of our GDP, and the industry is presently the second greatest contributor to our economic growth. With the events of September 11, the world has been unofficially divided into two, western and eastern, whereby tourists from the Middle East countries have shifted (Kamali, 2011) their holiday destination from west to east (Henderson, 2003), and Malaysia is one of the favourite countries to visit due to religious, cultural, and currency

exchange similarities. As a result, the Malaysian Ministry of Tourism launched the "Malaysia is Truly Asia" campaign, as well as the debut of Malaysia as a tourist destination.

Halal has lately been a popular topic of discussion, and most company owners regard it as an opportunity. According to Jumaathon Azmi (2005), as referenced by Hanzaee and Ramezani (2011), "Halal is no longer perceived solely as a religious issue, but as a realm of business and trade, and it is becoming a global symbol for quality assurance and lifestyle." As a result, Halal businesses such as food, logistics, hotels, services, tourism, and others are being launched. The topic is if Middle Eastern visitors are concerned about Halal while choosing a destination and how this affects their experiences in Malaysia.

1.3 RESEARCH OBJECTIVES

The implementation of halal food product services and non-halal services have a major impact on the quality and cost of the trip. While travel enjoyment is unrelated to trip value, general halal services are positively correlated with it. Additionally, the quality and cost of the vacation have a big impact on satisfaction. The findings reveal that non-Muslim visitors' happiness is linked to the intention of tourists to remain faithful.

1. To study the opportunity of banning non-halal services towards satisfaction of tourism students at University Malaysia Kelantan.
2. To examine general halal services towards satisfaction of tourism students at University Malaysia Kelantan.
3. To investigate the need of Halal food product services towards satisfaction for tourism students at University Malaysia Kelantan.

1.4 RESEARCH QUESTION

It is now possible for halal tourism to contribute significantly to economic growth. Despite the importance of halal stated to Muslims, Muslims should be more sensitive when there is a party that fails to take these important requirements seriously. Therefore, it is a duty for Muslims to always ensure that the food they take is halal. This study, which uses a qualitative approach using an open survey, aims to identify the sensitivity of Muslim students to halal issues in their food selection. Many parties can gain benefits through the concept of halal tourism. The findings of this study can be used to more studies where the notion of halal tourism can benefit more parties.

- i. What is relationship between the banning non-halal services towards satisfaction Muslims and non-Muslims students in University Malaysia Kelantan?
- ii. State the potential in general halal services towards satisfactions for Muslims students of University Malaysia Kelantan.
- iii. What are the ideas and opinions of halal food product and satisfaction for students in University Malaysia Kelantan?

1.5 SIGNIFICANCE OF THE STUDY

Based on the study, it can contribute to individual, which can easily find out the most impact on halal tourism towards tourism students at University Malaysia Kelantan. This allows them to have a better experience by having the halal food during the period. Moreover, the experience of conducting halal tourism can allows them to have the feeling of satisfying towards the halal food. Indirectly, it can help the individual to prepare themselves for conducting the satisfaction of it.

Besides that, this research can be used as a valuable reference for further investigation. By conducting further investigation, this may be the second tool in using other types of methodologies to be conducting the impact on halal tourism towards UMK's students. Therefore, the investigator needs to learn and understand more about the halal tourism and its impact on it. For future investigator to know whether student's perception on halal tourism and what does the effects of it to the UMK students.

1.6 SCOPE OF THE STUDY

This study involving Islamic students at the University of Malaysia Kelantan Kota Campus as many as 50 students. Hence, is to identify what Halal Tourism is, the problems that occur, halal and non-halal foods and how the halal logo accepted by Jakim is in accordance with the actual specifications.

1.7 DEFINITION OF TERMS

○ Banning non-halal services

A worthwhile business opportunity that might affect both Muslim and non-Muslim tourists. It is a big challenge because the negligence that occurs in the provision of the needs of non-Islamic people leads to a drop in profits in the global market and also hinders the growth of tourism.

- General halal services

Halal is something that is confirmed and accepted by Islam itself in accordance with the established Shariah. Halal service in the tourism sector means the separation between men and women who are not mahram such as bedrooms, bathrooms, swimming pools and spas. It has an impact on Muslim tourists' pleasure and also applies to non-Muslims.

- Halal food product services

Halal food products and services are in international demand for Muslims and non-Muslims alike. It is also not only for the business sector but has become important for sustainable environment, social justice and human welfare according to Shariah standard.

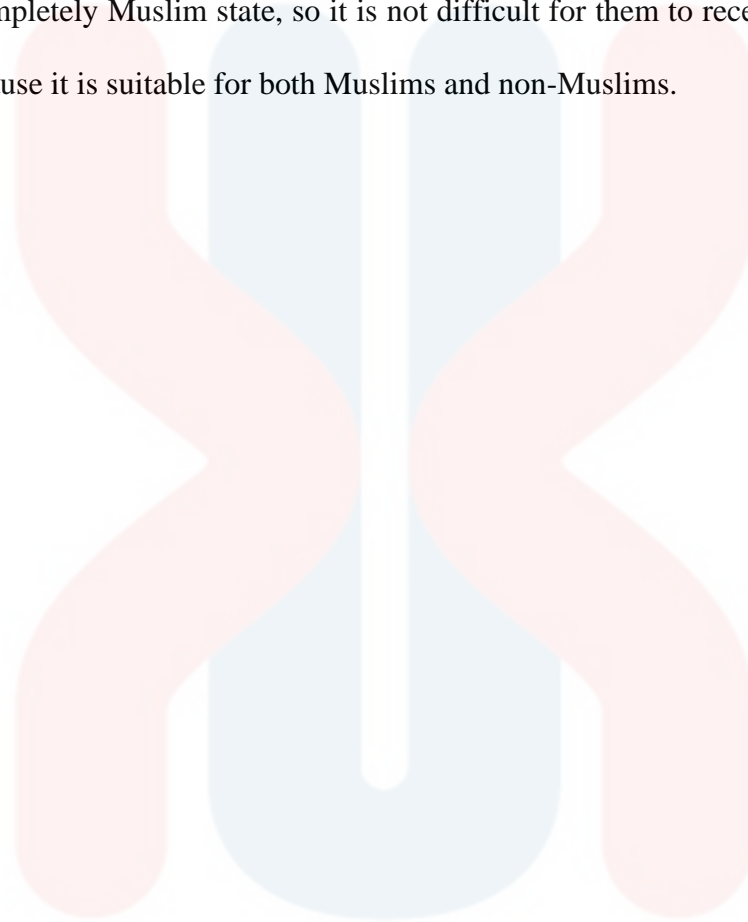
- Satisfaction

Satisfaction relates to the appraisal, importance, or lack thereof, as well as the positive or negative aspects of what is experienced or required in halal tourism. Tourist satisfaction has a favourable influence on loyalty to the tourist location.

1.8 CHAPTER SUMMARY

In this chapter 1, we can learn that halal tourism is very important in the tourism sector around the world because it is a sign of respect for Muslim tourists. We can see here that if Muslim tourists travel to countries such as China, Thailand, Africa, and others, it is very difficult for them to get halal services, accommodation, services and food in accordance with what has been ordered in their Shariah. We know that every state and country have a Muslim population. Therefore, the government in each state should make and create services and food services that are Muslim-friendly so that they are satisfied, enjoy, and facilitate, accept with an

open heart, and will return again for tourism in the future. In University Malaysia Kelantan there are also non-Muslim students such as Chinese, Indian, Sabah and Sarawak. However, Kelantan is a completely Muslim state, so it is not difficult for them to receive any service or choose food because it is suitable for both Muslims and non-Muslims.



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CHAPTER 2

2.1 INTRODUCTION

Providing an overview and knowledge of earlier studies on the independent variable and dependent variable is the goal of the literature review in this study. This will help to develop a hypothesis for this study. The literature review will focus on the halal tourism industry and its impact on University Malaysia Kelantan students. The major findings will be discussed in detail to provide a more thorough understanding of this research topic and be used to determine how the findings can be incorporated into a model that provides answers to the research question. The chapter begins with a discussion of literature on halal tourism, then will be followed by a presentation of hypotheses based on that literature. The conceptual framework will then be introduced, which will provide insights into how the variables are related. The chapter ends with a summary of the major conclusions from the evaluated studies. It is significant to note that this review of the literature only provides an overview of earlier investigations on the independent and dependent variables of halal tourism.

The aim of this research is to explore the impact that halal tourism has on students who are studying tourism. To achieve this, a literature review will be conducted to discuss different aspects of the topic. This will allow for a more in-depth understanding of the subject matter and provide relevant information that can be used in furthering research on the issue. For tourism students, a literature review on halal tourism can be hugely beneficial. This type of review examines existing research related to the topic and provides an overview of the current impact and challenges. This literature can help university students to shape and gain a better understanding of the industry, its growth, potential and its relevance to University Malaysia

Kelantan student. The impact of halal tourism on students is an important area worth exploring as it can help shape the students view and understanding about one of the fastest growing sectors within global travel.

2.2 THE RELATIONSHIP BETWEEN NON-HALAL SERVICES, GENERAL HALAL SERVICES, HALAL FOOD PRODUCT SERVICES AND SATISFACTION

2.2.1 NON-HALAL SERVICES

Halal goods and services are not only advertised to Muslims in Malaysia. They are also advertised to non-Muslims, considering that this is an opportunity to promote better cultural exchange and advertising within the nation between Muslims and non-Muslims.

2.2.2 GENERAL HALAL SERVICES

In Malaysia, "Muslim-friendly hotels" are common place that offer halal food, alcohol-free drinks, prayer mats and surau with the call to prayer to Muslim tourists who follow Islamic beliefs. Due to security and privacy concerns, the researcher's study of hotels in Malaysia revealed that isolated lodging is also accessible in "women only floor" and "family only floor" in Muslim-dominated neighborhoods of such as Chow Kit, Jalan Masjid India, and Jalan Tunku Abdul Rahman in Kuala Lumpur.

2.2.3 HALAL FOOD PRODUCT SERVICES

Non-Muslim tourists said they prefer to stay in accommodations that welcome both vegetarian and non-vegetarian visitors and they have no issues consuming halal food because they think all halal food is hygienic. Furthermore, they do not mind halal meals and are willing to forego pork or alcohol in order to comply with halal travel packages when travelling with halal travel packages.

2.2.4 SATISFACTION

Some travelers who engage in halal tourism also believe that halal goods and services are more safe and more hygienic since they have the blessing of Islamic religious authorities also halal tourism participants claim that the hotels where they stay are reasonably priced because the proprietors conduct their operations in accordance with Islamic principles rather than merely looking to make a quick buck. Many non-Muslim tourists claim they have no problem staying in a hotel run by Muslims if they don't make any comments about their attire when using the hotel's pool or nearby beach. Additionally, they added that they always adhere to the belief that halal products should only be consumed since they do not have any negative health consequences and require special licensing from the relevant health authorities. Next, they stated that since Muslim-friendly hotels are less concerned with making a profit, they are a better option if they need a place to stay. Their main priority is always travelling affordably but comfortably.

2.3 HYPOTHESES

From the conceptual framework, an independent variable was being connection with halal tourism satisfaction. Based on the variable above, these hypotheses are defining as;

H1: There is relationship between banning non-halal services towards satisfaction University Malaysia Kelantan student of halal tourism.

H2: There is relationship between general halal services towards satisfaction University Malaysia Kelantan student of halal tourism.

H3: There is relationship between halal food product services towards satisfaction University Malaysia Kelantan student of halal tourism.

2.4 CONCEPTUAL FRAMEWORK

Based on the literature review, a study framework was developed to investigate the relationship between satisfaction and the influence of visitors' views of halal tourism destinations. The proposed conceptual framework is depicted in Figure 2.1, which contains the independent variables of prohibiting non-halal services, general halal services, and halal food product services. Satisfaction is the dependent variable.

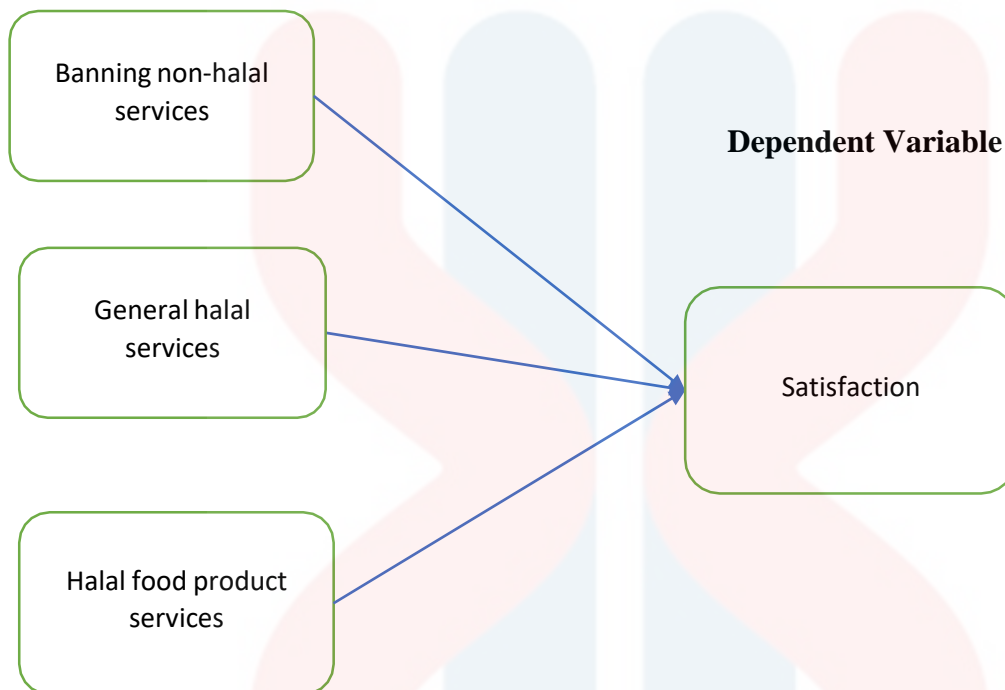
Independent Variables

Figure 2.1: Conceptual Framework

2.5 CHAPTER SUMMARY

Finally, this chapter examined the factors that influenced the components studied. A review of the literature will be used to construct the proposed conceptual framework. The researchers want to look at all of the independent and dependent factors.

CHAPTER 3

3.1 INTRODUCTION

This chapter is about methodology in the research paper. Methodology brings the meaning in which the research is conducted or the foundation upon. A research study's methodology refers to the particular procedures and strategies utilized to carry it out. Along with the theoretical framework that directs the research, it also comprises the techniques and tools used to gather and analyze data. The methodology used should be the most appropriate for giving to researcher to achieve the research's goals. Second, other similar studies' methodologies should be repeatable (Brown, 2006). As a result, the research technique used to conduct this study includes the research design, target population, sample size, sampling method, data collection, research instrument, data analysis, and conclusion for this chapter.

The methodology section is an important part of a research study as it provides a clear and detailed description of the methods and techniques used, allowing other researchers to understand and evaluate the validity and reliability of the study. The methodology chapter is an essential part of a research paper as it provides a clear and detailed description of the methods and techniques used. It also serves as a roadmap for the rest of the paper, guiding the reader through the research process and providing a clear understanding of the research question and objectives.

In addition to describing the research methods, the methodology chapter may also include a discussion of the theoretical framework or conceptual model that guided the study as well as any limitations or biases that may have influenced the results. It is important to be

transparent and thorough in the methodology chapter as this will help to ensure the credibility and integrity of the research. Research is a form of intellectual endeavor when making a study and the term must be used in an industrial sense (Kothari,2004). The main elements of research methodology include the research methodology, data collection methodology, sample plan, and field work (Mukesh, Salim, & Ramayah,2013).

3.2 RESEARCH DESIGN

Research design is the framework for a researcher's techniques and methods. Researchers can use the design to help them develop appropriate research methods for the subject matter and create successful studies. The decision of the research approach is important because it determines how relevant information for the study will be obtained. Several connected decisions are made during the research design phase. It comprises the kinds of data needed to gather, analyze, and assess data as well as test hypotheses and evaluate programs. Instead of deliberating about what information is needed to answer the researcher's queries, the research team can go immediately into their inquiry.

The research design identifies the problem, its scope and its context. It also addresses how people learn, what they need to know, and why they need it. The design includes a theoretical framework that explains what you will study and how you will do it. The design also includes procedures that describe how you will collect data, analyze it and present the findings. In addition to these elements of research design, there are important considerations that must be addressed during your data collection process, ethical issues related to human subject research, confidentiality of information collected, proper documentation, data accuracy, and quality control procedures for data analysis (Kernis & Singh, 2009).

An approach for employing empirical data to address an issue is referred to as a study design. When a researcher establishes a study design, the researcher will decide on the overall goals and methodology. A research design is a blueprint or plan for answering the research question while minimizing variance. The primary objective of every research is to provide an answer to the research question or test the research hypothesis (Dulock, H. L. (1993). Research designs are often categorized as descriptive, experimental or mixed methods. Descriptive research designs focus on how people experience a particular event or phenomenon, experimental research designs concentrate on how it is possible to change that experience mixed designs combine both approaches into one study (Shannon & Hargis, 2013).

In the research, it consists of qualitative and quantitative methods. Quantitative methods are a method for obtaining information about the world based on rigorous, objective, and systematic numerical data. This research strategy is used to define variables and investigate their relationships. Qualitative research is essentially exploratory in nature. It's used to figure out what factors influence people's choices, opinions, and motivations. It aids in the development of quantitative research concepts or hypotheses by providing information about the problem (Nicholas Bodnar, 2015). Therefore, this research is using quantitative methods.

As a result, quantifiable data were gathered through the use of questionnaires and a Google form. Questionnaires which are standardized tools used to collect data from a large community or number of people which is need frequently used quantitative method to collect data. It is often used when the research question requires precise measurement and when the research goal is to establish cause and effect relationships between variables. Because it relies on numerical data, it is well-suited for situations where the research question can be answered through statistical analysis.

Google Forms is a free survey tool included in the Google Docs productivity package. It allows users to create online forms and surveys that can be shared with others through a link. Google Forms can be used to collect a variety of information and data for research purposes. Some specific reasons why Google Forms is a good choice for administering questionnaires include, it enables users to construct questions with a professional appearance and a range of question formats, such as short answer, checkboxes, and multiple choice. It allows users to share the questionnaire with others through a link, making it easy to gather data from many people. It includes features such as automatic data validation, which helps ensure the data collected is accurate.

However, compared to qualitative research design, quantitative research design uses procedures that are different. Quantitative designs are divided into four categories: descriptive, correlation, quasi-experimental, and experimental. The primary distinction between the four types is the extent of researcher control over the experiment's variable (Fatima, 2019). Quantitative research will be used in this investigation. This is due to the requirement of collecting both continuous and discrete numerical data when using a quantitative research technique. The numerical version is also known as the qualitative.

3.3 POPULATION

A population is a collection of objects, subjects, or other things that are being studied. It is preferable to examine each member of the population to determine the true level of learning achievement in relation to the subject under consideration, but it is typically impractical to do so. When conducting a sample survey, a subset of the population is chosen from which observations are made or data is gathered and conclusions about the full population are drawn.

This definition has a clear connection to the study's goal. The population level participants in Halal tourism were the main subject of the study.

3.4 SAMPLE SIZE

A sample is a more limited set of participants chosen from the overall population of the study to make inferences about the target population. Additionally, if a sample is accurately representative, conclusions drawn from it can be applied to the full population. The study was conducted on several types of people who fit the study's design. This study used a sample of respondents from every possible area and had a total of 10 respondents.

This equation provided the sample's formula with a 95% confidence interval and a 5% level of significance.

The Formula for sample size: $n = \frac{N}{1+N(e)^2} \dots \dots \dots (i)$

Where:

n = Sample size to be studied

N = Population size

e = margin of error

The following formula provided, the sample size for this study :

$$n = \frac{57}{1 + 57(0.05)^2}$$

$$n = \frac{57}{1 + 0.1425}$$

$$n = \frac{57}{1.1425}$$

$$n = 49.89$$

The sample in this study is 50

From the formula above, the sample required for this study is fixed at 50 students which will focus on University Malaysia Kelantan students.

3.5 SAMPLING METHOD

The quantitative study sampling method in this research is to obtain representative data of a small group from a large group. Quantitative research based on analysis in which statistical, mathematical and computational methods are used to analysis measurable or quantifiable data sets. Sampling strategy is a non-probability facility that is quick, easy, and affordable to use.

3.6 DATA COLLECTION PROCEDURE

This research uses the question method to obtain data from the survey questions given. This question method is very easy to use by simply answering a few questions given and submitting according to the procedure and relatively free from several types of error.

3.7 RESEARCH INSTRUMENT

A questionnaire was used to conduct the survey for this investigation. Participants in this research must be 18 years of age or older and must have visited locations in Malaysia that offer a variety of services. Since this study is based on travelers' experiences with halal travel,

travelers were chosen as representatives to offer input on the influence of unique halal travel experiences on satisfaction. Questionnaires are the fundamental instrument in both quantitative and descriptive research methodologies. The questionnaire was designed to collect all data relevant to the study's purpose.

Based on a review of the literature, a system for gauging non-Muslim tourists' perceptions of halal tourism goods and services such as general halal services, services that forbid non-halal behavior and services related to halal food products as well as their travel experiences and trip values was developed. Multiple-choice questions are included in the demographic part of the questionnaire. Each respondent must select the determinant choice. The Likert Scale has been used in the A and B part to determine the tourist's behavioral intentions. One can choose from one strongly disagree to five strongly agree.

This study employed a self-administered questionnaire with a two-part design to gather data. Whereas Part A measures the participants' socio-demographic profile and Part B focuses on assessing the participants' education, entertainment, and experience.

According to Sekaran (2003), 5 to 7 points on each scale should be used to measure conduct, attitude, and opinion. As a result, all the items in Sections B were evaluated using a five-point Likert scale, with the range being 1 Strongly Disagree to 5 Strongly Agree.

Following is an illustration of the Likert scale.

Strongly Disagree 1 2 3 4 5 Strongly Agree

The participants' sociodemographic data was collected in Section A. The questions covered their gender, age, race, and educational history. Table 3.7.1 provided a list of the items for this area.

Items	Measures	Sources
Gender	Male/Female	Researcher
Age	Above 20 and less than 30	
Race	Muslim only	
Education Background	Diploma/Degree/ /Master	
Participate in Kelantan (frequently)	Never/Rarely/Sometimes/Frequently	

3.8 DATA ANALYSIS

The researchers will analyze the primary data using (SPSS), SPSS is a social science statistical software. The generation of tables and pie charts is made possible by the program-based data analysis and processing window known as SPSS. Computers made it easier for academics to collect data and facilitate quantitative analysis. Utilizing Pearson's correlation, regression, reliability statistics, and descriptive statistics, the researcher assesses quantitative data.

3.8.1 DESCRIPTIVE STATISTIC

According to Holcomb, descriptive statistics are used to organize and summarize data from population or sample investigations (2017). However, constructing population-level generalizations from samples necessitates the use of inferential statistics, a different category of statistics. The level of collaboration would be determined by the researchers using descriptive analysis. Researchers may communicate data more clearly and effectively by using descriptive analysis. The percentage of participants who disagree or agree with the statements for one dependent variable, three independent variables, and three independent variables is shown below. Level 5 denotes neutrality, scales 6–10 denote the degree of agreement to high agreement, and scales 1-4 denote the degree of strongly disagree to strongly disagree.

SCALE	RANGE OF MEAN	LEVEL OF AGREE
10	9.51 – 10.00	Strongly Agree ↑
9	8.51 – 9.00	
8	7.51 – 8.00	
7	6.51 – 7.00	
6	5.51 – 6.00	
5	4.51 - 5.00	Neutral
4	3.51 - 4.50	Disagree ↑ Strongly Disagree
3	2.51 - 2.50	
2	1.51 - 2.50	
1	1.0 - 1.50	

3.9 CHAPTER SUMMARY

In the end, the aim of this study is to gather data from respondents on the independent and dependent variables using a questionnaire and a quantitative method that is utilized for data presentation.

CHAPTER 4

4.1 INTRODUCTION

This chapter included respondent demographics, descriptive analysis, a reliability test, and inferential analysis. The study's data was gathered from 163 individuals. The data for this inquiry was gathered and analyzed using IBM SPSS Statistics. This data research may be obtained by a survey sent over social media platforms such as WhatsApp and Telegram. The study team administered a questionnaire to the chosen respondents to gather evidence for the hypothesis stated in the preceding chapter. Through descriptive analysis, the respondents' demographic profile will be described. The sample of 163 respondents, representing The Impact of Halal Tourism on Tourism Students at The University of Malaysia Kelantan, Has Been the Subject of Analysis.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis refers to the process of organizing, summarizing, and presenting data in a meaningful way to gain insights and understand the characteristics of a particular dataset or phenomenon. It involves using statistical measures and visual representations to describe and interpret the data. It is used to explain the demographic characteristics in the questionnaire section, descriptive analysis can be applied by examining the distribution and summary statistics of the demographic

variables. The main goal of descriptive analysis is to provide a concise summary of the data, uncover patterns, identify trends, and present the information in a manner that is easily understandable and interpretable. This analysis is typically the first step in any statistical investigation and serves as the foundation for further exploration and inference. These variables may include gender, age, race, education background, status and travel period.

4.2.1 DEMOGRAPHIC PROFILE

		GENDER	AGE	RACES	EDUCATION BACKGROU ND	STATUS	TRAVEL PERIOD /
N	Valid	151	151	151	151	151	151
	Missing	0	0	0	0	0	0
Mean		1.76	1.31	1.18	2.07	1.16	2.09
Std. Deviation		.428	.759	.578	.854	.385	.819

Table 4.2.1 Frequencies Statistic

4.2.2 NUMBER OF RESPONDENT BASED ON GENDER

GENDER	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
MALE	36	23.8	23.8	23.8
FEMALE	115	76.2	76.2	100.0
TOTAL	151	100.0	100.0	

Table 4.2.2 Number of Respondent Based on Gender

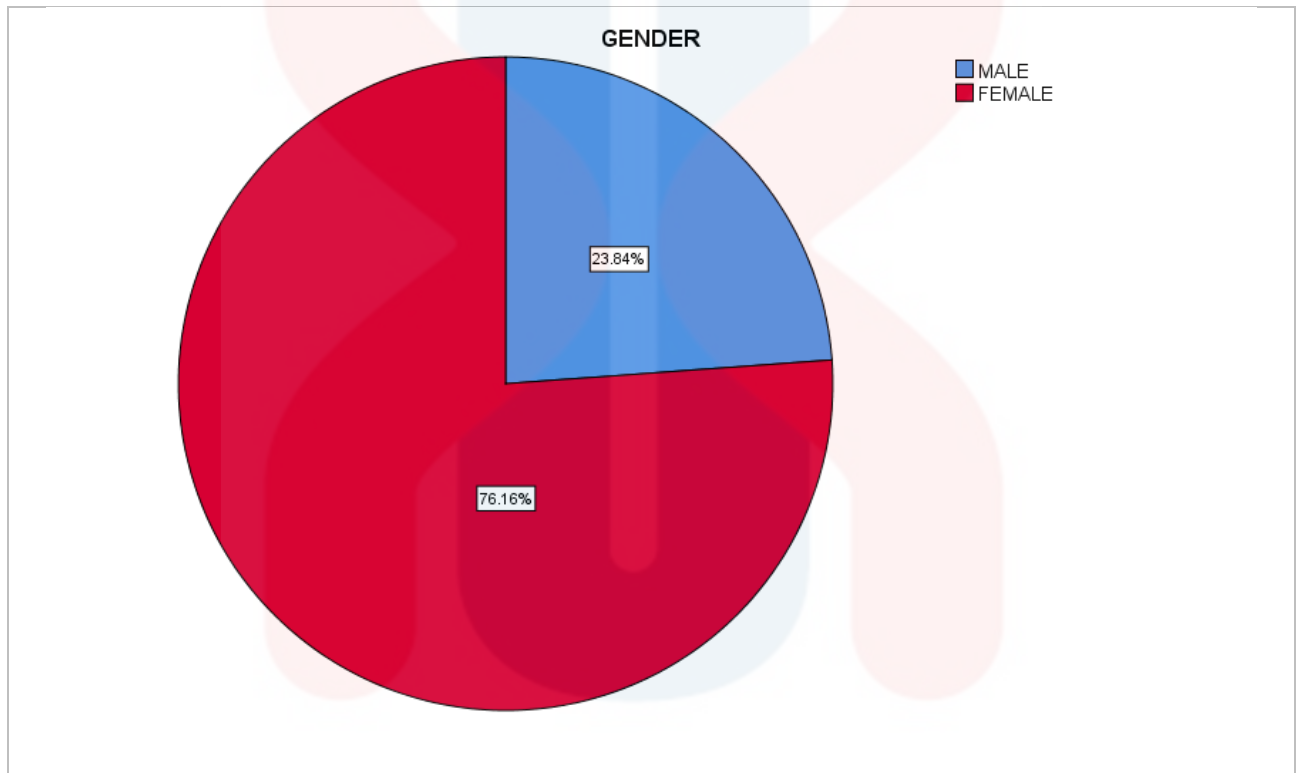


Figure 4.2.2 Percentage of Respondents by Gender

The table above shows the frequency and proportion of respondents' gender. This survey elicited replies from 151 participants. Females made up 36 of them, accounting for 23.8% of the total. Female respondents made up 115 of the totals, accounting for 76.2% of the total. This finding shows that the percentage of male and female replies is unequal, it actually raises concerns about the study's validity rather than increasing it. An unfairly balanced gender distribution may introduce gender bias and limit the generalizability of the findings.

4.2.3 NUMBER OF RESPONDENT BASED ON AGE

AGE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
20-25 YEARS OLD	125	82.8	82.8	82.8
26-30 YEARS OLD	11	7.3	7.3	90.1
31-35 YEARS OLD	9	6.0	6.0	96.0
OTHER	6	4.0	4.0	100.0
TOTAL	151	100.0	100.0	

Table 4.2.3 Number of Respondent Based on Age

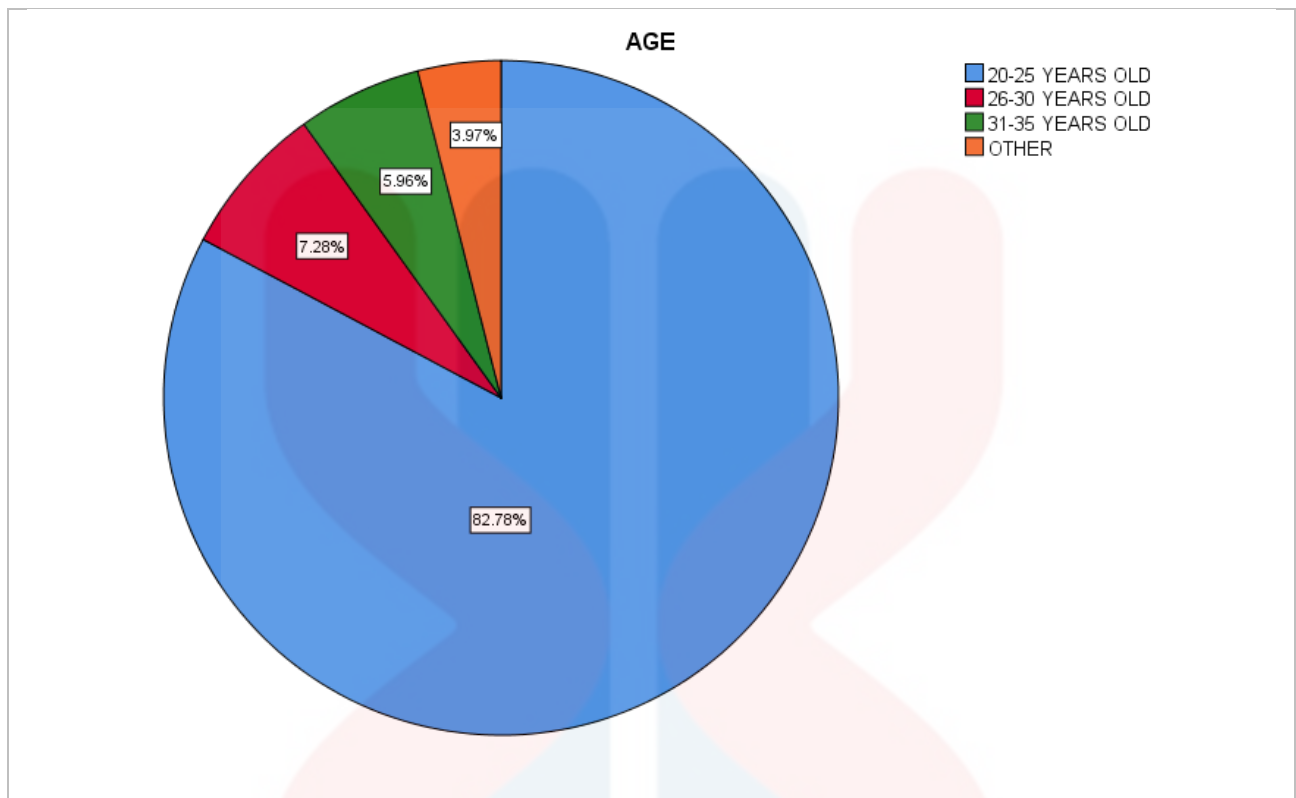


Figure 4.2.3 Percentage of Respondents by Age

This table shows the age range of all respondents who completed our questionnaire. The ages of all responses have been classified into five groups. The age range of 20 to 25 was the largest, with 125 (82.8%) respondents falling into this category. Then, 11 (7.3%) of those polled were between the ages of 26 and 30. Then, nine (6.0%) of those surveyed were aged 31 to 35. In our study, this age group was the third most represented. Finally, 6 (4.0 %) of respondents are other categories of age complete this questionnaire. The goal would be to understand the age distribution of individuals interested in or engaged in halal tourism activities. This analysis can provide insights into the preferences, behaviors, and characteristics of different age groups within the context of halal tourism.

4.2.4 NUMBER OF RESPONDENT BASED ON RACE

RACE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
MALAY	135	89.4	89.4	89.4
INDIAN	8	5.3	5.3	94.7
CHINESE	5	3.3	3.3	98.0
OTHER	3	2.0	2.0	100.0
TOTAL	151	100.0	100.0	

Table 4.2.4 Number of Respondent Based on Race

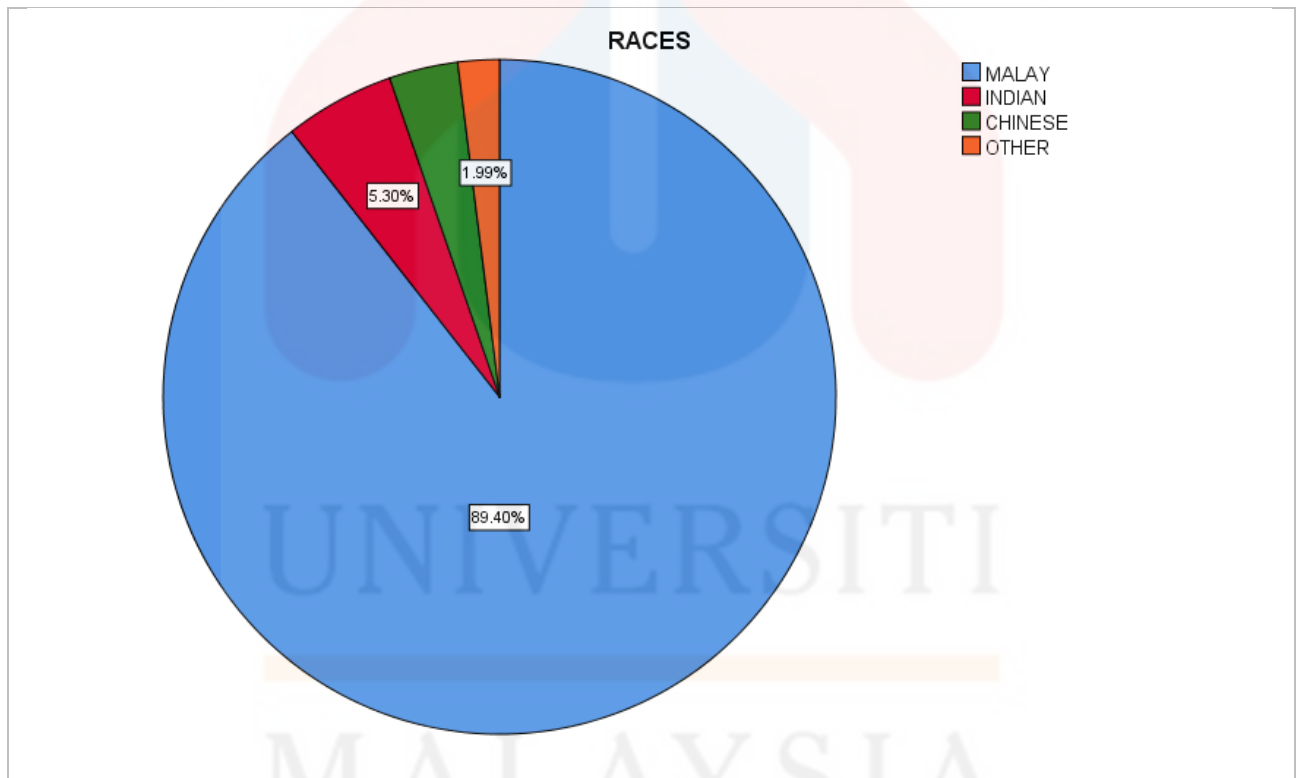


Figure 4.2.4 Percentage of Respondents by Race

This table shows the race of respondents who completed our survey. Malays made up 135 (89.4%) of those surveyed. This was the ethnic group that replied the most to the poll. Then, 8 (5.3%)

of respondents identified as Indian. This is the race that received the second highest number of questionnaire responses. Five Chinese people then completed the questionnaire. They account for 3.3% of the total share. Finally, three responses are of a different race. This category accounts for 2.0% of the total. It's important to note that race is a sensitive and complex topic, and this research approach the analysis with care and respect for cultural diversity. Analyzing the respondents' race can provide insights into the diversity and representation within the sample, identify potential disparities or inequalities, and help researchers understand the influence of race on the research objectives or outcomes.

4.2.5 NUMBER OF RESPONDENT BASED ON EDUCATION BACKGROUND

EDUCATION BACKGROUND	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
DIPLOMA	24	15.9	15.9	15.9
DEGREE	111	73.5	73.5	89.4
MASTER	6	4.0	4.0	93.4
PHD	2	1.3	1.3	94.7
OTHER	8	5.3	5.3	100.0
TOTAL	151	100.0	100.0	

Table 4.2.5 Number of Respondent Based on Education Background

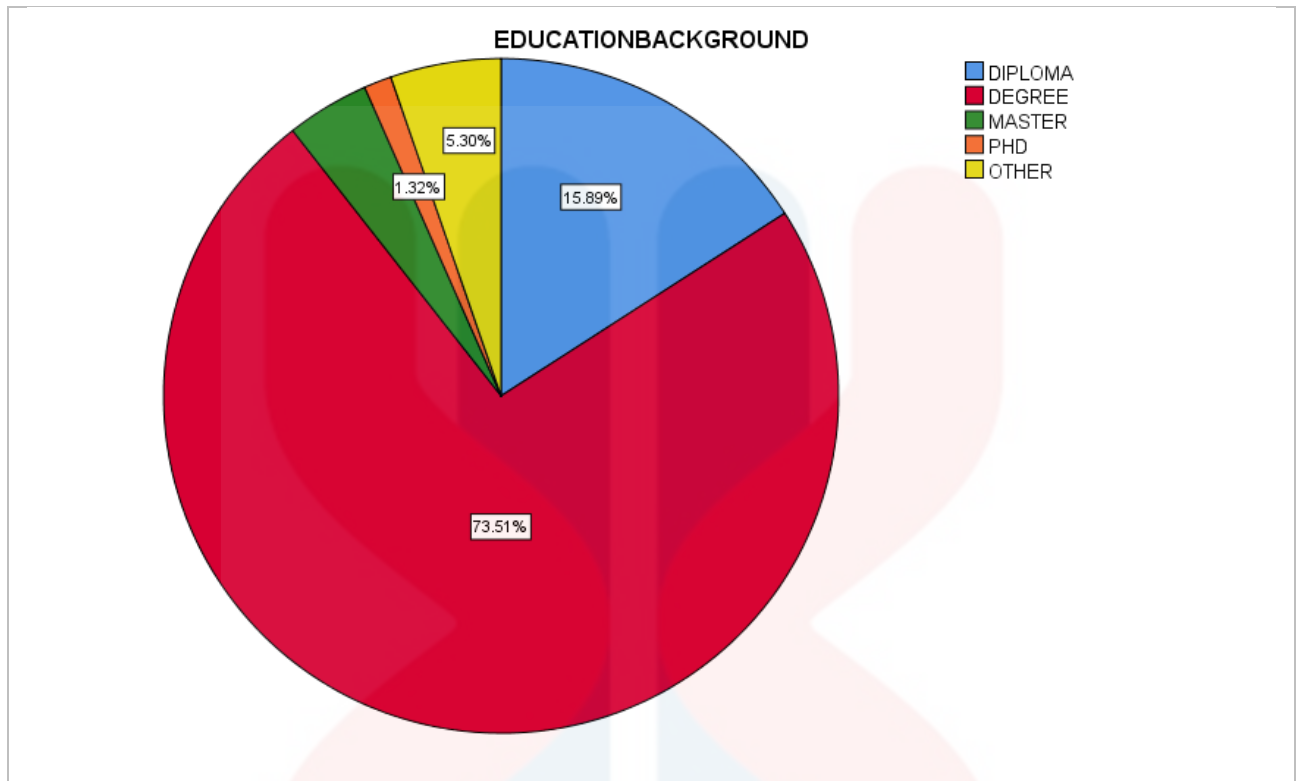


Figure 4.2.5 Percentage of Respondents by Education Background

The degree of education for all respondents is displayed in table 4.2.5. 24 (15.9%) of those polled held the Diploma level. Then, 111 (73.5%) of those polled held by Degree level of Respondent completed the majority of this inquiry. Following that, 6 (4.0) of the respondents held a degree credential. Following that, 2 (1.3%) of respondents held a PHD. They have received the fewest answers out of the entire group. Finally, 8 (5.3 percent) respondents of other completed this questionnaire. Analyzing respondents' education background in descriptive analysis provides a deeper understanding of the educational characteristics of the sample and sheds light on the role of education in this research topic.

4.2.6 NUMBER OF RESPONDENT BASED ON STATUS

STATUS	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
SINGLE	128	84.8	14.6	84.8
MARRIED	22	14.6	14.6	99.3
OTHER	1	7	7	100.0
TOTAL	151	100.0	100.0	

Table 4.2.6 Number of Respondent Based on Status

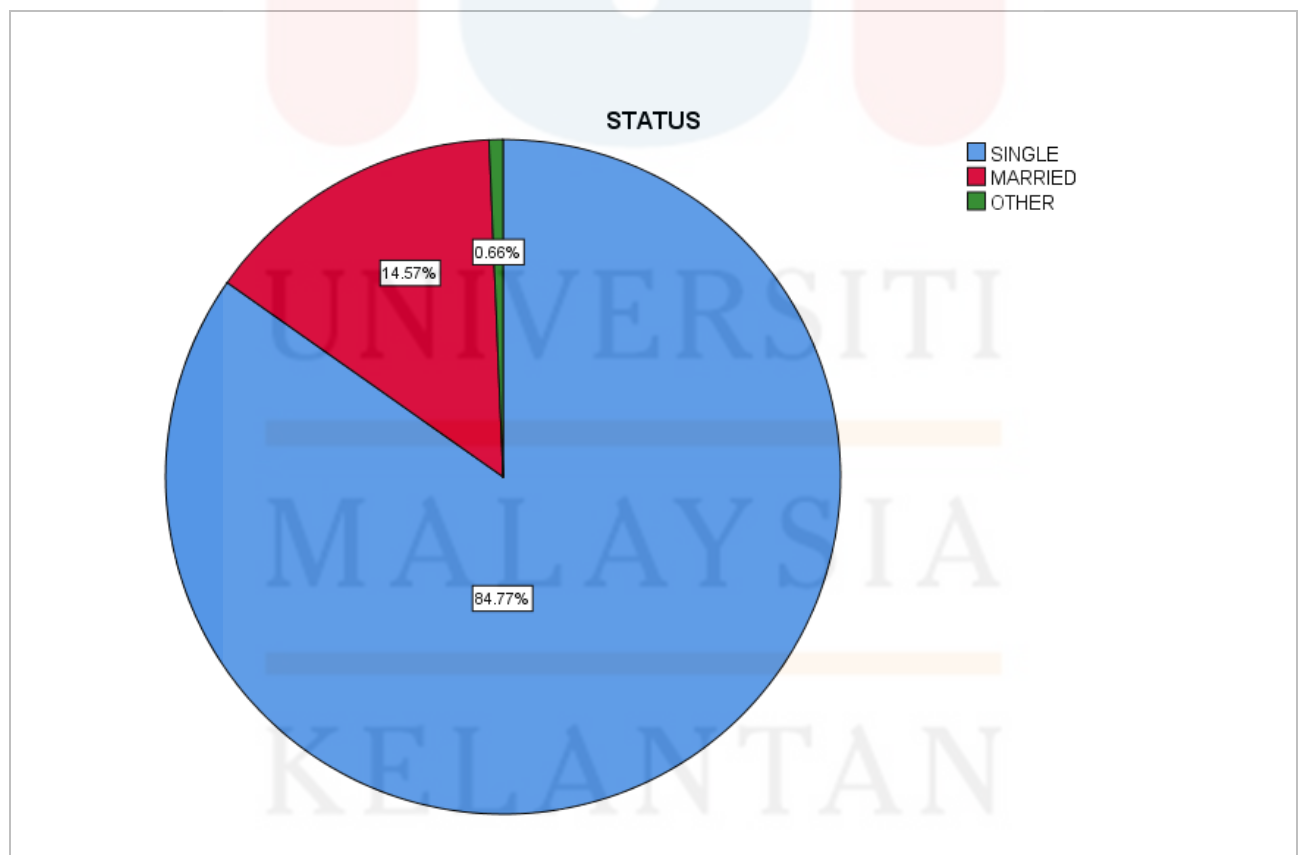


Figure 4.2.6 Percentage of Respondents by Status

Table 4.2.6 displays the status of all respondents who completed this questionnaire. First and foremost, 128 (84.8%) of those polled were single. Following that, 22 (14.6 %) of respondents were married. Finally, 1 (7.0) of other completed this questionnaire. Analyzing the respondent status variable can provide insights into the composition of the sample and potential relationships between marital status and other variables of interest. It can help researchers understand how marital status may impact the research objectives or outcomes, and can inform further analysis or comparisons based on this demographic characteristic.

4.2.7 NUMBER OF RESPONDENT BASED ON TRAVEL PERIOD

TRAVEL PERIOD	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
PUBLIC HOLIDAY	43	28.5	28.5	28.5
SEMESTER BREAK / WEEKENDS	52	34.4	34.4	62.9
ANYTIME	55	36.4	36.4	99.3
OTHER	1	7	7	100.0
TOTAL	151	100.0	100.0	

Table 4.2.7 Number of Respondent Based on Travel Period

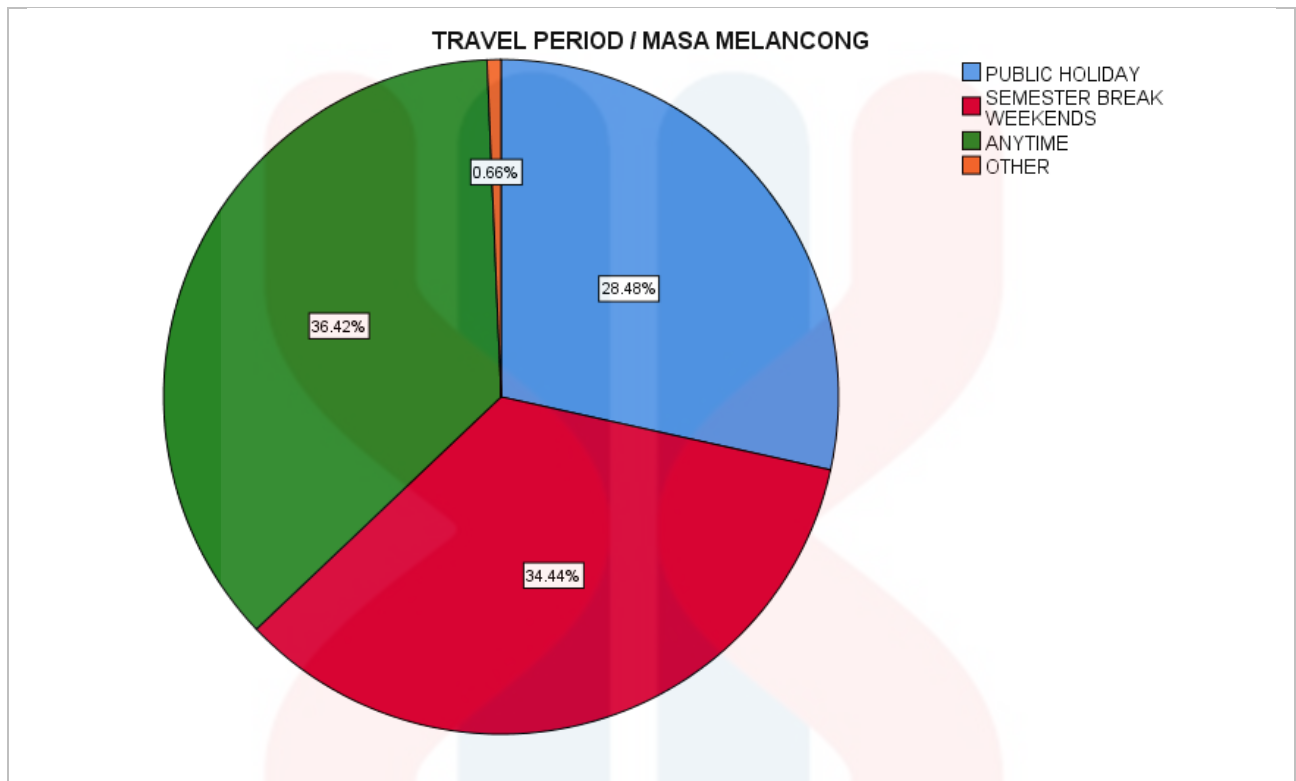


Figure 4.2.7 Percentage of Respondents by Travel Period

The travel duration of all responders is shown in Table 4.2.7. It was a public holiday, according to 43 (28.5%) of those questioned. Following that, 52 (34.4%) of respondents said they went on vacation during semester breaks or weekends. This was the survey's second most populous group. Following that, 55 (36.4%) of respondents said they would travel at any time. Finally, there was one more (7.0%) response. According to these figures, the questionnaire respondents came from a range of travel durations. Analyzing respondents' travel period in descriptive analysis of halal tourism allows for a comprehensive understanding of the temporal characteristics and preferences of individuals engaged in halal tourism activities.

4.3 MEAN AND AVERAGE MEAN OF INDEPENDENT AND DEPENDENT VARIABLES

The mean and average mean of the dependent and independent variables were computed in the descriptive analysis, and their interpretations were based on the levels of agreement. This process involves examining each statement, determining its mean value, and then interpreting the results based on the level of agreement. By interpreting the mean values within the context of the degrees of agreement, you can understand the level of consensus or divergence among respondents regarding each statement or variable. Interpreting the mean values based on degrees of agreement provides insights into the overall perception, attitudes, or opinions of the respondents towards the statements or variables under consideration.

Table 4.3 Range of Mean and Level of Agreement

Range of Mean	Level of Agree
4.51 – 5.00	Strongly Agree
3.51 – 4.50	Agree
2.51 – 3.50	Neutral
1.51 – 2.50	Disagree
1.0 – 1.50	Strongly Disagree

Table 4.3 displays the mean range and degree of agreement for each questionnaire item. It strongly disagrees when the mean range is between 1.0 and 1.50. The values then range from 1.5 to 2.50, with the degree of agreement varying. As a result, the neutral mean ranged from 2.51 to 3.50. It demonstrates that neither the replies nor the statement on the issue agreed or disagreed. The range of 3.51 to 4.5 is then displayed as the response to the inquiry. Finally, the mean score, which runs from 4.51 to 5.00, indicates a high degree of agreement (strongly agree).

		HALAL SERVICE IS VERY IMPORTANT TO ME WHEN TRAVELING	BANNING NON-HALAL SERVICES IS GOOD FOR SOCIETY	I AM HAPPY IF BANNING NON-HALAL SERVICES	NON-HALAL SERVICES ARE MUCH NEEDED FOR NON-MUSLIM
N	Valid	151	151	151	151
	Missing	0	0	0	0
	Mean	4.52	3.91	3.85	3.79
	Std. Deviation	951	1.251	1.283	1.054

	Item Description	N	Mean	Level of Agreement
1	Halal Service is Very Important to Me When Travelling	151	4.52	Strongly Agree
2	Banning Non-Halal Services Is Good for Society	151	3.91	Agree
3	I Am Happy If Banning Non-Halal Services	151	3.85	Agree
4	Non-Halal Services Are Much Needed for Non-Muslim	151	3.79	Agree
	Average Mean	151	3.97	Agree

The average mean of each question in the first independent variable, the restriction of Non-Halal Services, is shown in this table. The item with the highest mean was "Halal service is very important to me when travelling." It had a satisfactory mean of 4.52. The second highest average, at the same degree of agreement, was 'banning non-Halal services is good for society', with a mean of 3.91. According to the data in the table, the remaining questions for this independent variable are both at the agree level. I am pleased if prohibiting non-Halal services with 3.79 means that non-Halal services are desperately needed by non-Muslims with 3.79.

This independent variable's average mean is 3.97, which is at the level of agreement. As a result, the majority of Muslims may oppose limiting or even prioritising non-Halal services when abroad. Views and preferences can vary among individuals based on the personal beliefs, cultural backgrounds, and travel priorities.

Statistics

		I STRONGLY EMPHASIZE HALAL SERVICES	HALAL SERVICES ARE VERY IMPORTANT FOR EVERYONE	HALAL SERVICES ARE ONLY IMPORTANT TO MUSLIMS	GENERAL HALAL SERVICES PLAY AN IMPORTANT ROLE TO EVERY TOURIST
N	Valid	151	151	151	151
	Missing	0	0	0	0
Mean		4.52	4.37	3.37	4.23
Std. Deviation		.871	.921	1.350	.927

Table 4.3.1 General Halal Services

No.	Item Description	N	Mean	Level of Agreement
1	I Strongly Emphasize Halal Services	151	4.52	Strongly Agree
2	Halal Services Are Very Important for Everyone	151	4.37	Agree
3	Halal Services Are Only Important to Muslim	151	3.37	Neutral
4	General Halal Services Play an Important Role to Every Tourist	151	4.23	Agree
	Average Mean		4.12	Agree

The independent variable, general Halal services, has mean values, which are displayed in table 4.3.1 above. The statement "I strongly emphasise Halal services" had the highest mean. On a scale of very agreeable, it had a mean of 4.52. Again, at the degree of agreement, the second-highest

average question was, ‘Halal services are very important for everyone’ with a mean of 4.37. Meanwhile, the mean with neutral level of agreement which is Halal services are only important to Muslim with 3.37 mean. Lastly, “general halal services play an important role to every tourist”, with mean of 4.23.

There is agreement as seen by the 4.12 average mean across all questions in this independent variable. Overall, General Halal services play a crucial role in enhancing the travel experiences of Muslim travelers, providing them with options and services that cater to their specific needs and preferences. They promote inclusivity, convenience, and cultural sensitivity, allowing Muslim travelers to enjoy their journeys while maintaining their Halal practices.

		Statistics			
		HALAL FOOD IS VERY IMPORTANT IN MY LIFE	HALAL FOOD AND DRINKS ARE AVAILABLE IN EVERY HOTEL	HALAL FOOD AND DRINKS CAN BE FOUND IN HOTELS AND MALLS	FREE ALCOHOLIC BEVERAGES HAVE BEEN PROHIBITED BY THE AUTHORITIES IN THE HOTEL
N	Valid	151	151	151	151
	Missing	0	0	0	0
Mean		4.50	4.16	4.33	4.16
Std. Deviation		1.012	1.065	.957	.932

Table 4.3.2 Halal Food Product Services

No.	Item Description	N	Mean	Level of Agreement
1	Halal Food Is Very Important in My Life	151	4.50	Strongly Agree
2	Halal Food and Drinks Are Available in Every Hotel	151	4.16	Agree

3	Halal Food Can Be Found in Hotels and Malls	151	4.33	Agree
4	Alcoholic Beverages Have Been Prohibited by The Authorities in The Hotel	151	4.16	Agree
Average Mean		151	4.29	Agree

The table 4.3.2 above shows the mean values for the independent variable, Halal Food Product Services. The item with the greatest mean was “Halal food is very important in my life”. It had a mean of 4.50, which is on the very agreeable scale. Next ‘Halal food and drinks are available in every hotel’ with a mean of 4.16 on agreeable scale. Meanwhile, the mean with second most is 4.33 was “Halal food can be found in hotels and malls” which with level of agreement. Lastly, “Alcoholic beverages have been prohibited by the authorities in the hotel”, with mean of 4.16.

This independent variable's average mean of all questions is 4.29, showing agreement. As a result of our investigation, for Muslim travelers, Halal food product services are important as they seek to maintain their dietary restrictions and fulfill their religious obligations while being away from home. Finding Halal food can provide them with peace of mind, enable them to adhere to their religious practices, and enhance their travel experience.

		Statistics			
		I AM SATISFIED WITH THE FACILITIES PROVIDED IN THE HOTEL	I AM SATISFIED WITH HALAL SERVICES ON TOURISM SITE	I AM SATISFIED WITH THE RULES ON THE TOURIST SITE	I AM SATISFIED TO SEE A CLEAN AND TIDY HOTEL
N	Valid	151	151	151	151

Missing	0	0	0	0
Mean	4.07	4.23	4.12	4.44
Std. Deviation	1.011	.920	.959	.928

Table 4.3.3 Descriptive Analysis Statistic of Satisfaction Towards Halal Tourism

No.	Item Description	N	Mean	Level of Agreement
1	I Am Satisfied with The Facilites Provided in The Hotel	151	4.07	Agree
2	I Am Satisfied with Halal Services on Tourism Site	151	4.23	Agree
3	I Am Satisfied with The Rules on The Tourist Site	151	4.12	Agree
4	I Am Satisfied to See a Clean and Tidy Hotel	151	4.44	Agree
Average Mean		151	4.22	Agree

Table 4.3.3 shows the mean values for the dependent variable in this study, which is satisfaction towards halal tourism. From this table, “I am satisfied with the facilities provided in the hotel” the mean for this statement is 4.07. Then, the second most mean of ‘I am satisfied with halal services On Tourism Site’ is 4.23. Both questions' average values are at the agreed-upon level. Then, ‘I am satisfied with the rules on the tourist site’ with mean level of 4.12 and on agreeable scale. Finally, questions ‘I am satisfied to see a clean and tidy hotel’ are at agree level with mean 4.44. This shows that the great majority of respondents were uncertain about the dependent variable.

This dependent variable has an agree level with an average mean value of 4.22. As a result, the majority of respondents are hesitant to buy viral foods. This might be connected to the respondents' own views towards viral foods or their comprehension of the issues included in the questionnaire. It is important to note that satisfaction in Halal tourism can vary among individuals based on their personal preferences and experiences. Conducting surveys or collecting specific feedback from Muslim travelers can provide a more accurate measure of satisfaction towards Halal tourism.

4.4 RESULTS OF RELIABILITY TEST

The reliability test is one approach for determining the internal consistency of a scale. To test consistency, we used the Cronbach's alpha coefficient. The questionnaire's dependability was examined using reliability analysis. Cronbach's Alpha was used to validate the survey's validity and internal consistency. Cronbach's alpha measures the degree of internal consistency on a scale of 0 to 1.

Cronbach's Alpha	Level of Reliability
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Cronbach Alpha Coefficient Values (Rule of Thumb for Result)

If the value is less than 0.5, the results are unacceptable, according to Cronbach's Alpha. When the coefficient is frequently greater than 0.5 and less than 0.6, the dependability is poor. When the readings are between 0.6 and 0.7, the strength of the relationship is called into doubt. If the number was 0.7 or below but greater than 0.8, the relationship was considered acceptable. The correlation frequency should be between 0.8 and 0.9. On the other side, Cronbach's Alpha score of 0.9 or higher denotes a high level of reliability.

Overall Result for Reliability Analysis of Q1IV1 Q2IV1 Q3IV1 Q4IV1

Cronbach's Alpha	N of Items
0.783	4

The table below depicts the overall results of the variable reliability analysis, which includes. The table below summarizes the findings of the variable reliability analysis, which included both independent and dependent variables. Cronbach's alpha coefficient for the variable is 0.783, which is regarded satisfactory in terms of Level of Reliability. As a consequence, the questionnaire utilized in this study is trustworthy, and the data obtained may be used.

Overall Result for Reliability Analysis of Q1IV2 Q2IV2 Q3IV2 Q4IV2

Cronbach's Alpha	N of Items
0.669	4

The table below summarises the findings of the variable reliability analysis, which included both independent and dependent variables. Cronbach's alpha coefficient value for the variable is 0.669, which is considered poor in terms of Level of Reliability. As a consequence, the questionnaire used in this study is reliable, and the data collected is useful.

Overall Result for Reliability Analysis of Q1IV3 Q2IV3 Q3IV3 Q4IV3

Cronbach's Alpha	N of Items
.835	4

The table below shows the overall results of the variable reliability analysis, which takes into consideration both independent and dependent variables. The variable is very reliable, with a Cronbach's alpha coefficient of 0.835. As a consequence, the study questionnaire is reliable, and the data it produced is useful.

Overall Result for Reliability Analysis of Q1IV4 Q2IV4 Q3IV4 Q4IV4

Cronbach's Alpha	N of Items
.896	4

The entire outcomes of the independent and dependent variable reliability analysis are shown in the following table. The variable's Cronbach's alpha coefficient value is 0.896, which indicates a high level of reliability. As a result, the questionnaire utilised in this study is trustworthy, and the information gathered is applicable.

Reliability Analysis of Statistics

		I AM SATISFIED WITH THE FACILITIES PROVIDED IN THE HOTEL	I AM SATISFIED WITH HALAL SERVICES ON TOURISM SITE	I AM SATISFIED WITH THE RULES ON THE TOURIST SITE	I AM SATISFIED TO SEE A CLEAN AND TIDY HOTEL
N	Valid	151	151	151	151
	Missing	0	0	0	0
Mean		4.07	4.23	4.12	4.44
Std. Deviation		1.011	.920	.959	.928

This Table Shows the Calculation of The Questions I am Satisfied with The Facilities Provided in The Hotel, I am Satisfied with Halal Services on Tourism Site, I am Satisfied with The Rules on The Tourist Site and I am Satisfied to See a Clean and Tidy Hotel.

4.5 RESULTS OF INFERENTIAL ANALYSIS

Inferential analysis will be used to arrive at the conclusions. Based on the studied samples, users can make inferences or infer patterns concerning a wider population. In essence, it analyses data from a sample to derive conclusions about a larger population or group. This type of statistical analysis is widely used to evaluate the connection between variables within a sample in order to draw valid conclusions and develop generalizations that adequately reflect the population. In the subject of statistics, inferential analysis tests come in a wide variety. Depending on the sample size, the size of the population being tested, and the hypothesis being investigated (Inferential Statistics, n.d.).

This research is investigating between independent variable and dependent variable towards student in University Malaysia Kelantan. As a result of the study of data collection through google form that asked several questions related to banning non-halal services, general halal services and halal food product services towards satisfaction, it was found that these two things are related to each other in terms of different views of each data that has been collected.

4.5.1 BANNING NON-HALAL SERVICES

HALAL SERVICE IS VERY IMPORTANT TO ME WHEN TRAVELING

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	6	4.0	4.0	4.0
DISAGREE	2	1.3	1.3	5.3
NEUTRAL	7	4.6	4.6	9.9
AGREE	28	18.5	18.5	28.5
STRONGLY AGREE	108	71.5	71.5	100.0
TOTAL	151	100.0	100.0	

BANNING NON-HALAL SERVICES IS GOOD FOR SOCIETY

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	10	6.6	6.6	6.6
DISAGREE	12	7.9	7.9	14.6
NEUTRAL	29	19.2	19.2	33.8
AGREE	31	20.5	20.5	54.3

STRONGLY AGREE	69	45.7	6.6	100.0
TOTAL	151	100.0	100.0	

I AM HAPPY IF BANNING NON-HALAL SERVICES

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	12	7.9	7.9	7.9
DISAGREE	13	8.6	8.6	16.6
NEUTRAL	25	16.6	16.6	33.1
AGREE	36	23.8	23.8	57.0
STRONGLY AGREE	65	43.0	43.0	100.0
TOTAL	151	100.0	100.0	

NON-HALAL SERVICES ARE MUCH NEEDED FOR NON-MUSLIM

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	6	4.0	4.0	4.0
DISAGREE	8	5.3	5.3	9.3
NEUTRAL	42	27.8	27.8	37.1
AGREE	50	33.1	33.1	70.2

STRONGLY AGREE	45	29.8	29.8	100.0
TOTAL	151	100.0	100.0	

4.5.2 GENERAL HALAL SERVICES

I STRONGLY EMPHASIZE HALAL SERVICES

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	2	1.3	1.3	1.3
DISAGREE	5	3.3	3.3	4.6
NEUTRAL	11	7.3	7.3	11.9
AGREE	28	18.5	18.5	30.5
STRONGLY AGREE	105	69.5	69.5	100.0
TOTAL	151	100.0	100.0	

HALAL SERVICES ARE VERY IMPORTANT FOR EVERYONE

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	2	1.3	1.3	1.3
DISAGREE	6	4.0	4.0	5.3
NEUTRAL	16	10.6	10.6	15.9

AGREE	37	24.5	24.5	40.4
STRONGLY AGREE	90	59.6	59.6	100.0
TOTAL	151	100.0	100.0	

HALAL SERVICES ARE ONLY IMPORTANT TO MUSLIMS

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	16	10.6	10.6	10.6
DISAGREE	27	17.9	17.9	28.5
NEUTRAL	37	24.5	24.5	53.0
AGREE	27	17.9	17.9	70.9
STRONGLY AGREE	44	29.1	29.1	100.0
TOTAL	151	100.0	100.0	

GENERAL HALAL SERVICES PLAY AN IMPORTANT ROLE TO EVERY TOURIST

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	3	2.0	2.0	2.0
DISAGREE	4	2.6	2.6	4.6
NEUTRAL	21	13.9	13.9	18.5
AGREE	50	33.1	33.1	51.7

STRONGLY AGREE	73	48.3	48.3	100.0
TOTAL	151	100.0	100.0	

4.5.3 HALAL FOOD PRODUCT SERVICES

HALAL FOOD IS VERY IMPORTANT IN MY LIFE

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	5	3.3	3.3	3.3
DISAGREE	6	4.0	4.0	7.3
NEUTRAL	10	6.6	6.6	13.9
AGREE	18	11.9	11.9	25.8
STRONGLY AGREE	112	74.2	74.2	100.0
TOTAL	151	100.0	100.0	

HALAL FOOD AND DRINKS ARE AVAILABLE IN EVERY HOTEL

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	4	2.6	2.6	2.6

DISAGREE	8	5.3	5.3	7.9
NEUTRAL	27	17.9	17.9	25.8
AGREE	33	21.9	21.9	47.7
STRONGLY AGREE	79	52.3	52.3	100.0
TOTAL	151	100.0	100.0	

HALAL FOOD AND DRINKS CAN BE FOUND IN HOTELS AND MALLS

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	4	2.6	2.6	2.6
DISAGREE	3	2.0	2.0	4.6
NEUTRAL	19	12.6	12.6	17.2
AGREE	38	25.2	25.2	42.4
STRONGLY AGREE	87	57.6	57.6	100.0
TOTAL	151	100.0	100.0	

FREE ALCOHOLIC BEVERAGES HAVE BEEN PROHIBITED BY THE AUTHORITIES IN
THE HOTEL

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	1	7	7	7

DISAGREE	3	2.0	2.0	2.6
NEUTRAL	40	26.5	26.5	29.1
AGREE	34	22.5	22.5	51.7
STRONGLY AGREE	73	48.3	48.3	100.0
TOTAL	151	100.0	100.0	

4.5.4 SATISFACTION

I AM SATISFIED WITH THE FACILITIES PROVIDED IN THE HOTEL

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	5	3.3	3.3	3.3
DISAGREE	6	4.0	4.0	7.3
NEUTRAL	24	15.9	15.9	23.2
AGREE	55	36.4	36.4	59.6
STRONGLY AGREE	61	40.4	40.4	100.0
TOTAL	151	100.0	100.0	

I AM SATISFIED WITH HALAL SERVICES ON TOURISM SITE

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
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STRONGLY DISAGREE	4	2.6	2.6	2.6
DISAGREE	4	2.6	2.6	5.3
NEUTRAL	14	9.3	9.3	14.6
AGREE	60	39.7	39.7	54.3
STRONGLY AGREE	69	45.7	45.7	100.0
TOTAL	151	100.0	100.0	

I AM SATISFIED WITH THE RULES ON THE TOURIST SITE

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	4	2.6	2.6	2.6
DISAGREE	3	2.0	2.0	4.6
NEUTRAL	28	18.5	18.5	23.2
AGREE	52	34.4	34.4	57.6
STRONGLY AGREE	64	42.4	42.4	100.0
TOTAL	151	100.0	100.0	

I AM SATISFIED TO SEE A CLEAN AND TIDY HOTEL

LIKERT SCALE	FREQUENCY	PERCENTAGE	VALID PERCENT	CUMULATIVE PERCENT
STRONGLY DISAGREE	4	2.6	2.6	2.6
DISAGREE	3	2.0	2.0	4.6

NEUTRAL	13	8.6	8.6	13.2
AGREE	34	22.5	22.5	35.8
STRONGLY AGREE	97	64.2	64.2	100.0
TOTAL	151	100.0	100.0	

4.6 SUMMARY OF RELIABILITY

Table 4.5 Results of Reliability Coefficient Alpha for the Independent Variables and Dependent Variables

Variable	Reliability Cronbach's Alpha	Number of Items	Results
(IV 1) Banning Non-halal Services	0.783	4	Questionable
(IV 2) General Halal Services	0.669	4	Poor
(IV 3) Halal Food Product Services	0.835	4	Acceptable
(DV) Satisfaction	0.896	4	Acceptable

Table 4.6 of IBM SPSS Statistics version 26 shows the importance of the independent and dependent variables. The table presented the total Cronbach's Alpha Coefficient results for the independent and dependent variables.

It can be concluded that independent variable 1 is more than 0.7 so it is questionable while independent variable 2 is obtained more than 0.6, it is considered as poor in this survey. It was also shown the results that independent variable 3 and dependent variable exceeded 0.8 which makes it acceptable in this regard. Consequently, the reported result is reliable and can be used in this analysis.

The independent variable was accessed using four question each. According to table 4.5, Cronbach's Alpha for this section was show different results which independent variable 1 was 0.783, independent variable 2 was 0.669 and independent variable 3 was 0.835. Those three independent variables were outstanding. As a results, the coefficients were reliable.

In addition, four question also used to evaluate the dependent variable which ask for the satisfaction of halal tourism. Cronbach's Alpha was 0.896 which is regarded as acceptable for this division's question. As a results, the coefficients calculated for the reliability factors were reliable.

Because the Cronbach's Alpha score for these variables exceeded 0.8, the surveys are extremely credible, and the research can continue. Overall, the reliability demonstrated that the participants understood the questions well, implying that the questionnaires were adequate for this investigation.

4.7 DISCUSSION BASED ON RESEARCH OBJECTIVES

Pearson's correlation analysis was one of the most significant analyses that looked at the linear relationship between the four variables. The purpose of this study was to see if there were any relationships between the dependent variable (satisfaction) and the independent factors (banning non-

halal services, general halal services, and halal food product services). If the association is significant, researchers must determine whether the level of connection strength is sufficient.

Table 4.7 Strength Interval of Correlation Coefficient

Cronbach's Alpha	The Strength
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Cronbach Alpha Coefficient Values (Rule of Thumb for Result)

4.7.1 Pearson Correlation Analysis

Table 4.7.1 shows the results of the relation between three factors.

		M_IV1	M_IV2	M_IV3	M_DV4
M_IV1	Pearson Correlation	1	.718**	.505**	.609**
	Sig. (2-tailed)		.000	.000	.000
	N	151	151	151	151
M_IV2	Pearson Correlation	.718**	1	.647**	.661**
	Sig. (2-tailed)	.000		.000	.000
	N	151	151	151	151
M_IV3	Pearson Correlation	.505**	.647**	1	.746**
	Sig. (2-tailed)	.000	.000		.000
	N	151	151	151	151
M_DV4	Pearson Correlation	.609**	.661**	.746**	1

Sig. (2-tailed)	.000	.000	.000	
N	151	151	151	151

Hypothesis 1: Relationship between banning non-halal services towards satisfaction of halal tourism.

Table 4.7.1 displays the Pearson correlation coefficient, significant value, and number of answers (151) based on the Pearson correlation coefficient. As a consequence of the analysis, hypothesis 1 is accepted. Pearson correlation 0.661 indicates a substantial link between positive level. This demonstrates that independent variable 1 influences 66.1% of the dependent variable (satisfaction towards halal tourism). H1, which was developed to assess the association between banning non-halal services and satisfaction, is acceptable.

Hypothesis 2: Relationship between general halal services towards satisfaction of halal tourism.

Table 4.7.1 displays the Pearson correlation coefficient, significant value, and number of answers (151) based on the Pearson correlation coefficient. As a consequence of the analysis, hypothesis 1 is accepted. Pearson correlation 0.746 indicates a substantial link between positive level. This demonstrates that independent variable 1 influences 74.6% of the dependent variable (satisfaction towards halal tourism). H2, which was developed to assess the association between banning non-halal services and satisfaction, is acceptable.

Hypothesis 3: Relationship between halal food product services towards satisfaction of halal tourism.

Table 4.7.1 displays the Pearson correlation coefficient, significant value, and number of answers (151) based on the Pearson correlation coefficient. As a consequence of the analysis,

hypothesis 1 is accepted. Pearson correlation 0.609 indicates a substantial link between positive level. This demonstrates that independent variable 1 influences 60.9% of the dependent variable (satisfaction towards halal tourism). H3, which was developed to assess the association between banning non-halal services and satisfaction, is acceptable.

Result: There was a link between hypotheses 1, 2, and 3 and halal tourism satisfaction. Hypothesis 1, 2 and 3 are the independent and dependent variables in this hypothesis, respectively.

4.8 DISCUSSION BASED ON RESEARCH OBJECTIVES

Independent Variables

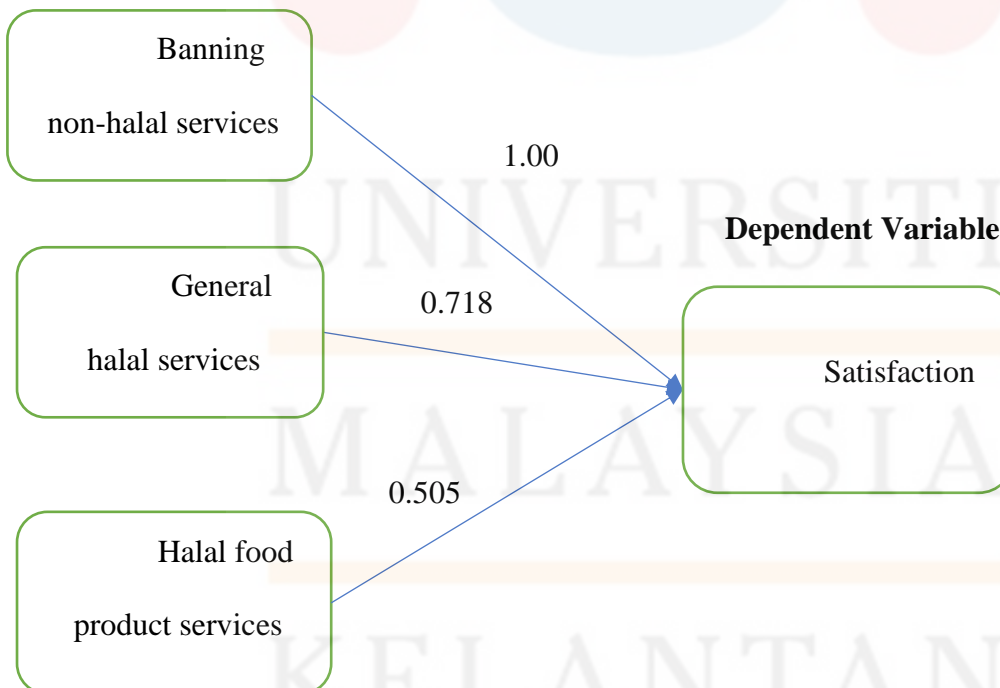


Figure 4.8 Correlation between Banning non-halal services, General halal services, Halal food product

services and Satisfaction.

Figure 4.8 depicts the data values for the major independent factors in respect to the dependent variable. There was a substantial relationship between the dependent variable, satisfaction, and the three independent variables, which prohibited non-halal services, general halal services, and halal food product services. Among these independent factors, prohibiting non-halal services has the highest Pearson correlation value of 1.00. The Pearson correlation value for general halal services is 0.718, which is the second highest. The Pearson correlation value for Halal food products is presently 0.505. As a result, prohibiting non-halal services, promoting general halal services, and offering halal food goods are three unique criteria associated with pleasure. However, the correlation between the independent and dependent variables is only modest since the correlation between them is small.

4.9 SUMMMARY

According to the analysis, all of the correlations between the variables support the study's three main assumptions. Each independent variable's correlation coefficients differ from those for the dependent value. All independent factors and dependent variables had a very strong and substantial positive connection, according to the findings. The question of whether there is a connection between the independent variable and satisfaction is also addressed. They are all reasonable, to sum up.

CHAPTER 5

5.1 INTRODUCTION

The findings from Chapter 4 are expanded upon in this chapter. Chapter 5 is the results and discussion where everything we have done from chapter 1 to chapter 4 will be presented in this chapter. The conversation will come to a close, and the researcher will leave the reader with something to think about. In addition, this chapter discusses the difficulties the researcher encountered and potential future actions related to this study. The transmission of study findings to the wider public concludes this chapter, which is the final chapter.

5.2 RECAPITULATION OF THE FINDINGS

This chapter elaborates on the key results or conclusions of a study or analysis of chapter 4. It involves presenting a concise overview of the main findings or outcomes derived from the data or research conducted. In the context of the given information, a recapitulation of the findings would involve summarizing the main results and observations from the provided data. This could include highlighting the average means or levels of agreement for the statements related to the Halal Tourism and it is based on the study's goals, research hypotheses, and objectives.

5.2.1 RELATIONSHIP BETWEEN BANNING NON-HALAL SERVICES AND SATISFACTIONS TOWARDS HALAL TOURISM STUDENT

The study's first research question dealt with the relationship between forbidding non-Halal services and satisfaction with halal tourism. This also addresses the original goal and hypothesis. Table 5.2.1 lists the objectives, inquiries, and hypotheses of the study.

Table 5.2.1 Research Objective 1 and Research Question 1

No	Research Objective (RO)	Research Question (RQ)
1	To study the opportunity of banning non-halal services towards satisfaction of tourism students at University Malaysia Kelantan	What is relationship between the banning non-halal services towards satisfaction Muslims and non-Muslims students in University Malaysia Kelantan?

H1: There is a relationship between banning Non-Halal Services and satisfaction towards Halal tourism students.

RQ1 was addressed using the findings of hypothesis H1 in Chapter 4. There is a considerable association between rejection of non-Halal services and support for halal travel, according to H1. At a p value of 0.00, the findings show a slightly positive correlation coefficient of 1, which is greater than the highly significant cutoff of 0.001. It implies that there is a strong likelihood that the association is statistically significant. H1 was consequently approved. In light of the results, the relationship between banning non-Halal services and satisfaction towards Halal tourism can be complex and context-dependent. While there may be some general tendencies, it's important to recognize that individual preferences and experiences can vary.

On one hand, for Muslim student travelers who place a high value on adhering to Halal requirements and accessing Halal services, the presence of a ban on non-Halal services can contribute to their satisfaction towards Halal tourism. Banning Non-Halal services ensures that the specific needs and preferences are met, enhancing their overall experience and satisfaction. On the other hand, the satisfaction towards Halal tourism may also depend on the availability and quality of the Halal services that are provided as alternatives to the non-Halal ones. If the options for Halal services are

limited or do not meet the expected standards, it may negatively impact the satisfaction of Muslim student, even with the ban on non-Halal services in place.

5.2.2 RELATIONSHIP BETWEEN GENERAL HALAL SERVICES AND SATISFACTIONS TOWARDS HALAL TOURISM STUDENTS

The study investigates the relationship between halal services and satisfaction with halal tourism, addressing the second research question. Table 5.2.2 lists objectives, inquiries, and hypotheses.

Table 5.2.2: Research Objective 2 and Research Question 2

No	Research Objective (RO)	Research Question (RQ)
2	To examine general halal services towards satisfaction of tourism students at University Malaysia Kelantan.	State the potential in general halal services towards satisfactions for Muslims students of University Malaysia Kelantan.

H2: There is a relationship between general halal services and satisfaction towards halal tourism students

The data from Hypothesis H2 were analysed in order to offer a response to RQ2. According to H2, there is a considerable relationship between overall halal service satisfaction and halal tourism. The findings indicate that these factors have a weakly positive connection, as shown by the correlation coefficient of 0.718. The p-value of 0.00 suggests that the relationship is statistically significant, meaning it is unlikely to have occurred by chance. Although the correlation coefficient of 0.718 indicates a weak positive relationship, it still signifies that there is some degree of association between

general Halal services and satisfaction towards Halal tourism. This suggests that as the availability and quality of general Halal services increase, there is a tendency for satisfaction towards Halal tourism to also increase. This due the facts that general halal services demonstrate inclusivity and respect for the cultural and religious diversity of students. By offering halal food options, prayer facilities, and other religious accommodations, educational institutions send a message of acceptance and understanding to Muslim students. This helps them feel valued and included in the campus community, leading to higher satisfaction levels and a sense of belonging.

5.2.3 RELATIONSHIP BETWEEN HALAL FOOD PRODUCT SERVICES AND SATISFACTIONS TOWARDS HALAL TOURISM STUDENTS

The third research question of the study focused on the relationship between halal food product services and satisfaction with halal tourism students. In order to address the third objective and hypothesis, this is also necessary. Table 5.2.3 lists the objectives, inquiries, and hypotheses of the study.

Table 5.2.3: Research Objective 3 and Research Question 3

No	Research Objective (RO)	Research Question (RQ)
3	To investigate the need of Halal food product services towards satisfaction for tourism students at University Malaysia Kelantan.	What are the ideas and opinions of halal food product and satisfaction for students in University Malaysia Kelantan?

H3: There is a relationship between halal food product services and satisfaction towards halal tourism.

The results of hypothesis H3 were assessed to address RQ3. According to H3, there is a significant correlation between satisfaction with halal tourism and halal food product services. The findings show a moderately positive correlation coefficient of 0.505 with a p value of 0.00, less than the highly significant cutoff of 0.001. H3 was consequently approved. This result implies that the availability and quality of halal food products and services have a substantial impact on people who engage in halal tourism's general satisfaction. When a variety of halal eating options, such as eateries, cafes, and food items, are available to Muslim students, it enhances their satisfaction with the tourism experience. Halal food product services play a crucial role in meeting the dietary requirements and preferences of halal tourists. It provides them with the opportunity to explore and enjoy local cuisine while adhering to their religious beliefs. When halal tourists can easily find and consume halal-certified food products and experience a diverse culinary scene, it contributes to their overall satisfaction with the destination and their travel experience.

5.3 LIMITATIONS

It was challenging for the researchers to finish this investigation because of its constraints. The study's huge sample size was one of its weaknesses. A sizable sample of respondents must be polled in order to present a complete picture overview or percentages of the target population. All visitors from Malaysia who wished to participate in this study were not allowed to do so. Researchers must be motivated to learn from and work with the chosen responder because their behavior or

conduct cannot be predicted. However, the process of receiving their response proceeds smoothly because a lot of the visitors show their commitment in a polite manner.

The second problem with the study is that the results of quantitative research are frequently constrained. This is because the objectives of the researcher play a significant role in determining the results. This limiting result can be due to the surveys' methodical approach. Respondents to questionnaires typically have little to no opportunity to elaborate on their responses. Responses are therefore limited to the current question and nothing else. In this study, there is just one dependent variable: satisfaction and three independent variables: banning non-halal services, general halal services, and halal food product services. This study's other facets are also significant. This was because there was a dearth of data and sources on which researchers could base their findings.

It takes a lot of time, too. Quantitative research requires manually locating and gathering data, as well as transforming that data into a meaningful level for effective evaluation, in addition to qualitative research, which also includes analyzing previously obtained data. This procedure requires a lot of time. Similar to this, it may take some time to distribute surveys to respondents and wait for their responses because most people will reply slowly or not at all. This is as a result of the study's research subjects being tourists from Malaysia, a sizable population that makes it difficult to collect data through interviews. The researcher has no way of knowing whether the information provided by respondents is correct, which is one drawback of using an online questionnaire. The process of gathering data could be slowed significantly by using an online survey.

The second drawback is the complexity of comprehending the collected data. Statistics are created after the collection of respondent data. This is typically a drawback for a researcher who is

not familiar with statistical software like SPSS. Additionally time-consuming and challenging is data analysis. Such information must be converted into numerical data and connected to the larger population by a researcher. The result can be inaccurate if this isn't done properly. The study's findings might also be inaccurate since a researcher may not have control over the data being examined and because any setting is liable to change at any time.

The study's flaw is that data results are frequently generalized. As already said, quantitative research is carried out on a subset of a target population rather than the full population. After that, the study's results are extrapolated to represent the public's viewpoints. This shows that 74 survey respondents' opinions are seen as being typical of the general public. They are intended to speak for the entire population, even if their beliefs are flawed or deceptive. As a result, the hasty assumption error is becoming more common in quantitative research. It might not be the best technique to generalize the opinions of a portion of the population because their perspectives might differ.

5.4 RECOMMENDATIONS

The researcher should find more responders, as the first recommendation, to give the results greater weight. Even if we have reached the desired number of respondents, we can still invite others to complete the survey and provide us with extra data to broaden the scope and reliability of the study. For respondents to be able to react more quickly and readily, researchers must also simplify the questionnaire's questions. To improve the accuracy of the data, researchers can look for additional people interested in halal tourism online to answer the questions.

Here is the second piece of advice. The researcher must make sure that the question is clearly stated and that it piques the respondents' interest in responding. As a result, to avoid offending

respondents, researchers must reevaluate the scope of each question. The researcher must make sure that the questions include all the topics they wish to explore to increase the respondents' comprehension of the questions. Furthermore, to allow respondents to make more accurate and factual selections, researchers must develop questions that do not unnecessarily invade their privacy. As a result, the reliability of the questionnaire will be improved.

The media can also be used by researchers to learn more about how people in other nations feel about halal tourism. Search terms related to halal tourism can be discovered on scholarly websites and social media, as well as publications in other languages. This data will aid academics in developing the idea of hotel services in halal services and is likely to contain information that is challenging to locate on the Internet. To make it simpler for travelers, particularly Muslims who want to travel abroad on business, to use this halal tourism service, it can also be used as information provided for the intention of using halal tourism services when travelling.

5.5 SUMMARY

In conclusion, the purpose of this study was to better understand the factors that influence visitor pleasure. Furthermore, other academics researching halal tourism can utilize this study as a reference. Further investigation was conducted on the outcomes of Chapter 4's use of the Statistical Package for the Social Sciences (SPSS), and conclusions were drawn as a result of the findings. Thus, it may be said that banning non-halal services, general halal services and halal food product services have a moderate effect on tourist satisfaction.

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