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**TOURIST PERCEPTIONS OF KUALA TERENGGANU AS  
AN ISLAMIC TOURISM DESTINATION**

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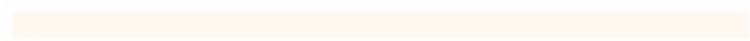
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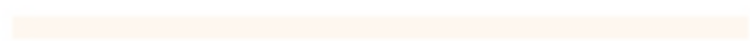
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**ABSTRACT**

This study is about tourists perception who visit Kuala Terengganu as an Islamic tourism destination . Perception is one of the important factors considered by tourist in visiting a destination beside motivation attractiveness, spiritual experience , culture attribute, religion and accessibility. Therefore, this research is to examine the relationship between brand image and tourist perceptions of Kuala Terengganu as an Islamic Tourism destination. Second, to examine the relationship between spiritual experience and tourist perceptions of Kuala Terengganu as an Islamic tourism destination. Lastly, to examine the relationship between cultural attributes and tourist perceptions of Kuala Terengganu as an Islamic tourism destination. The quantitative method used in this research is questionnaires. About 327 respondents which is domestic and international tourists who went and experience in Kuala Terengganu chosen in this study.

**Keywords:** Tourist Perception, Islamic Tourism

## **ABSTRAK**

Kajian ini adalah mengenai persepsi pelancong yang mengunjungi Kuala Terengganu sebagai destinasi pelancongan Islam. Persepsi merupakan salah satu faktor penting yang dipertimbangkan oleh pelancong dalam melawat sesuatu destinasi di samping daya tarikan motivasi, pengalaman rohani, atribut budaya, agama dan aksesibiliti. Oleh itu, kajian ini adalah untuk mengkaji hubungan antara imej jenama dengan persepsi pelancong terhadap Kuala Terengganu sebagai destinasi Pelancongan Islam. Kedua, mengkaji hubungan antara pengalaman kerohanian dengan persepsi pelancong terhadap Kuala Terengganu sebagai destinasi pelancongan Islam. Akhir sekali, mengkaji hubungan antara ciri-ciri budaya dan persepsi pelancong terhadap Kuala Terengganu sebagai destinasi pelancongan Islam. Kaedah kuantitatif yang digunakan dalam penyelidikan ini ialah soal selidik. Kira-kira 327 orang responden iaitu pelancong domestik dan antarabangsa yang pergi dan berpengalaman di Kuala Terengganu dipilih dalam kajian ini.

Kata Kunci : Persepsi Pelancong, Pelancongan Islam

## **CHAPTER 1**

### **INTRODUCTION TO THE STUDY**

#### **1.1 Introduction**

The first chapter is to attract readers and convince them this proposal is researchable and meets the thesis requirement. The introduction or background of the study before looking at the problem statement is another critical part for researchers. However, this chapter searches and highlights, in general, the research area, followed by significant research, and addresses why research needs to be done.

#### **1.2 Background**

Kuala Terengganu has been selected as a hub for investors and a major tourist destination. Because Kuala Terengganu is a developing city, it is home to a huge number of fascinating locations and attractions where visitors can experience life as it isn't lived by everyone else (Tourism Malaysia, 2018). By blending local customs with urban living, they can experience the city's diverse cultures, rich heritage, stunning natural surroundings, and friendly locals. It is

at Kampung Losong where the Terengganu State Museum is situated. With a 27-hectare footprint, it is recognized as one of Malaysia's and South East Asia's largest museum complexes. The structure is modelled after the typical Terengganu Malay home, or *rumah tele* (*Rumah Tradisional dalam sebutan dialek Terengganu dipanggil rumah tele*). There are eight distinct galleries as well as additional outdoor exhibits, including the Petronas Gallery, the Maritime Gallery, the Islam Gallery, displays of traditional Terengganuese homes, and others. The Terengganu Inscription Stone, the oldest piece of Jawi writing in this nation, is kept in the museum.

### 1.3 The Problem Statement

Examining what visitors experience when visiting Kuala Terengganu as Islamic City is significant because the number of tourists visiting Kelantan is rising and adding to the state's revenue

The results indicate that, except for service quality, all factors strongly affect tourists' perception of a destination. In other words, spirituality, destination branding, and cultural characteristics all favorably influence how visitors perceive Kuala Terengganu. The opinions of visitors are significant since they will influence how many tourists visit the state in the future

Many of the Malay town architectures underwent significant changes as a result of the Western layouts after colonialism. In the town of Kuala Terengganu, traces of the Malay-Islamic state can still be seen.

How do tourists perceive a destination, tourists perceive Kota Bharu and create measures to boost tourism revenues and protect tourism-related characteristics.

### 1.4 Research Questions

Based on the research background and problems, this study attempts to answer the following research question:

- i. What are people's perceptions about Kuala Terengganu being an Islamic city?
- ii. How do people understand the history of Islam in Kuala Terengganu?
- iii. What postulated that characteristic of the Islamic city transpired in Kuala Terengganu?

### 1.5 Research Objectives

This study aims to ascertain tourists' opinions about spiritual experiences, brand image, cultural characteristics, and service quality in Kuala Terengganu, the capital and administrative center of Terengganu. Kuala Terengganu has many mosques, museums, historic buildings with their architecture, and palaces. Because the number of tourists visiting Kuala Terengganu is increasing and contributing to the state's income, it is necessary to investigate what these visitors see during their stay in Kuala Terengganu. As a result, the study aims to determine tourists' opinions about spiritual experiences, brand image, cultural characteristics, and service quality in Kuala Terengganu, the capital and administrative hub of Terengganu. As a result, the following objectives became the focus of this study:

- i. To investigate what people encounter when visiting Kuala Terengganu as an Islamic City.
- ii. To explore the spiritual experience, brand image, cultural attributes, and service quality to engage in Islamic tourism.
- iii. To determine the perceptions and reactions of people who had visited Kuala Terengganu as an Islamic city.

### **1.6 Significant of the study**

Theoretically, this study has many consequences. This study uses a quantitative methodology to generalize conclusions and findings.

The results of this study serve as a standard to guide Tourist Perceptions Of Kuala Terengganu As An Islamic Tourism Destination. This study focuses on tourists' views. It addresses three main research questions: What are people's perspectives about Kuala Terengganu being an Islamic tourism destination? How far do people understand the history of Islam in Malaysia? What are the postulated characteristics of the Islamic tourism destination transpiring in Kuala Terengganu?

Visitor satisfaction is one of the most important elements that guarantee future business growth. Today, many businesses use visitor happiness as a critical metric to measure the effectiveness of their operations. According to the tourism literature review, the destination's ability to satisfy visitors is an important consideration when choosing a location. If visitors are satisfied with their trip to the site, they may recommend it to others or return it themselves. (Site, Abbasi et al. 2019)

## **1.7 Definition of terms**

The findings suggest that except for service quality, all factors strongly affect how tourists perceive a destination. In other words, spirituality, brand images, and cultural attributes favorably influence tourists' opinions of Kuala Terengganu. The opinions of visitors are significant since they will influence how many tourists visit the state in the future. Therefore, the study's findings will help assist policymakers in designing strategies to boost tourism revenues and protect tourism-related qualities while also understanding how travelers saw Kuala Terengganu.

### **1.7.1 Kuala Terengganu as an Islamic tourism destination**

The phrase Islamic tourism arose from a debate at an Organization of Islamic Cooperation summit in 2000, which recommended the practice of travel inside Islamic nations to produce cash and help countries grow (Lina Munirah & Hairul Nizam, 2012; Zamani-Farahani & Henderson, 2010). However, the 9/11 tragedy in 2001 spurred the rise of secular thought connected with Islam with terrorism, leading to the establishment of Islamic tourism to overcome Islam's image crisis (Norlida Hanim et al., 2010). Since then, debates have centered on the definition of Islamic tourism. As this tourist idea should be regarded in various aspects, the clear definition of Islamic tourism is still vague, as is the outcome itself. Thus, additional discussion in this work contributes to a more specific understanding of the idea of Islamic tourism, including participants, activities, sites, goods, dimensions, value, and Islamic tourist management.

### **1.7.2 Brand images**

The brand image serves as the foundation of a framework that has a variety of consequences on customer reactions to tourism industry marketing. Given the significance of brand image for the tourist sector, during the past ten years, the sector has been working to build a conceptual framework for brand image, and, from the viewpoint of the travel sector, improve a sweet impression on customers. For the travel and tourist industry, the conceptual framework recognizes both the moderators and the antecedents of brand image. In actuality, the antecedents

and moderators of brand image are latent factors whose function is to establish and uphold a brand image in the minds of customers. The conceptual underpinning of the tourism industry's brand image will be crucial in this regard given the existing state of tourism marketing. The conceptual framework of brand image is also one of the essential components of customer-based brand equity that supports perceptions of a travel brand and is conveyed by the brand associations entrenched in a customer's memory (Keller, 2008). It follows that the conceptual framework of brand image for the tourism business is recognized to play a crucial function. As a result, it is acknowledged that the conceptual framework of brand image for the tourism industry plays an important role as antecedents and moderators of brand image, allowing the sector to remain in customers' memories for a long time.

### **1.7.3 Spirituality Tourism**

Three new, essential components of spirituality are highlighted by a synthesis of numerous viewpoints: Conscious attention to God, the Supreme Being, or the High Spirit comes first, followed by an awareness of oneself and others (Mitroff, 2003; Piedmont and Leach, 2002). Mitroff (2003) upheld the idea that spirituality is connected to God, a High Spirit, or a Supreme Being by referring to God as the controlling force behind the universe. According to Piedmont and Leach (2002), who concur that humans have always sought to connect with some great and sacred truth, which has been a constant force in humanity, spirituality is tied to God. This reality is described as a "non-delimited formless form of the unseen" by Sufi Rumi, according to a quotation from him (Rustom, 2008, p.4)

### **1.8 Cultural Attributes**

Learning about, exploring, experiencing, and consuming both real and intangible cultural attractions and products in a trip destination are the main goals of cultural tourism. In addition to literature, music, the creative industries, living cultures with their unique ways of life, value systems, beliefs, and traditions, arts and architecture, historical and cultural heritage, culinary heritage, arts and architecture, these attractions/products are linked to a variety of distinctive material, intellectual, spiritual, and emotional characteristics of a society.

## 1.8 Scope of the Study

Researchers have chosen several locations or scopes as study areas to carry out this task. After discussion, we have chosen:

- Persons who have visited Kuala Terengganu

## 1.9 Summary

In conclusion, this research aims to find out how visitors perceived Kuala Terengganu's spiritual experience, brand image, cultural characteristics, and level of service. Before looking at the problem statement, another crucial component for researchers, we will first go through the introduction or background of the study. This study intends to gather tourists' perspectives about spiritual encounters, brand perception, cultural traits, and level of service in Kuala Terengganu, the state's capital and center of government. Following colonization, many of the

Malay town structures underwent significant modification as a result of Western planning, yet the original Malay-Islamic state footprint can still be seen in the town. This work has a wide range of theoretical repercussions. The findings of this study act as a benchmark for KUALA TERENGGANU tourists' perceptions of it as an Islamic tourist destination. It responds to three key research questions. What is the consensus regarding Kuala Terengganu's status as a tourist destination for Muslims? How much of Malaysians' knowledge of Islam's past can they recall?

## CHAPTER 2

### 2.1 INTRODUCTION

One of the sectors that contribute to local revenue is the tourist sector (Iswandi, 2015; Hermon, 2016a). According to the World Travel and tourist Council, 9.8% of the global GDP



was made up of revenue from tourist spending in 2016. Malaysia was one of the nations that invested extensively in the growth of the tourism industry. Since the 1990s, Malaysia's tourist industry has contributed the second-largest amount of state revenue (Kamarudin and Hairul 2012; Erianjoni and Ikhsan 2017). As a result, the Malaysian government has placed a strong emphasis on growing the travel and tourism industry. This includes organizing vacation destinations, creating travel packages, and promoting Malaysian travel to other nations (Agustina, 2011; Hermon, 2016; Hermon, 2017). However, Muslim travelers are currently one of Malaysia's tourist worries. However, one of the issues facing Malaysian tourism at the moment is the growing number of Muslim visitors, who have a lot of potential for growth and high demand (Hermon, 2010; Kamarudin and Hairul, 2012; Hermon, 2012). As a result, the Malaysian government made an effort to address this issue by introducing halal tour packages. Even though it is growing, the Malaysian government still has a number of problems and obstacles to overcome in order to develop Islamic tourism. The increasing number of Muslim tourists, who have a lot of growth potential and are in high demand, is one of the problems that Malaysian tourism is now dealing with (Hermon, 2010; Kamarudin and Hairul, 2012; Hermon, 2012). As a result, the Malaysian government introduced halal trip packages in an effort to address this problem. The Malaysian government still needs to solve a number of issues and overcome a number of barriers in order to develop Islamic tourism, despite its growth.

### **2.2.1 ANTECEDENTS OF DV**

Based on the previous review article on the attractiveness of tourist sites, this study thought of destination attributes as meeting the goals and aims of tourists. This is further supported by the assertion that there is still a dearth of literature on the industry-specific traits that influence people's decisions. Additionally, it could affect their choice to visit one (Nasir, Mohamad, Ghani, & Afthanorhan, 2020) place over another. Recent studies discovered both similarities and differences in the qualities or characteristics of various locales. For instance, Chaudhary and Islam's (2020) study outlined nine factors that must be considered when evaluating a destination's attractiveness: tourism activities, transit choices, hygienic conditions, culinary attractions, scenic sights lodging options, cost, and tourist amenities. But in their study, Nasir et al. (2020) only found two qualities of a destination: infrastructure and cultural draw. In their study from 2021, Raimkulov, Juraturgunov, and Ahn discovered two aspects of the place that were originally discovered by Nasir et al. (2020), and they also included natural appeal, local people and structures, and pricing attractiveness. The contrasts

and similarities in the features of a particular destination that have been offered may be explained by local variations in destination administration, sociocultural resources, environmental resources, and services. The contrasts and similarities in the features of a particular destination that have been offered may be explained by local variations in destination administration, sociocultural resources, environmental resources, and services.

### **2.3 BRAND IMAGE**

While marketers have not agreed on how to measure brand image, one generally recognizes the recognized stance that brand image is customers' opinions of a brand as reflected in their purchase decisions, according to Keller (1998). Brand image has long been recognized as an important concept in marketing, by the associations, people have with the brand. According to Keller (2008), creating a positive brand image calls for marketing initiatives that help consumers associate the brand with positive, strong, and standout memories. Customers can engage with brands in ways other than via marketing efforts, such as through their own experiences, information from other commercial sources, or information from neutral sources. As a result, it is possible to view the brand image as the key difference between brand and customer-based brand equity. Additionally, creating a strong brand identity within the tourism industry helps customers form a positive perspective about the tourist brand (Katke, 2007)

In this regard, it may be stated that brand image will have a lasting impact on the tourism industry in the eyes of consumers. Thus, brand image is essential to understanding how a conceptual framework for brand image, which consists of Aspects of brand awareness including affiliation, superiority, attachment, and resonance as well as CSR, tourism management, and advertising. In this situation, the tourism brand's reputation emphasizes its intellectual base. This approach makes it easy to envision research that uses tourism management and advertising as moderators to examine the effects of brand image on the tourism sector. The intellectual basis for brand image in the tourism sector. The eight hidden characteristics of this framework include corporate identity, brand association, brand superiority, brand affection, and brand resonance. People who exercise social responsibility are seen as the forerunners of brand image.

## 2.4 SPIRITUAL EXPERIENCE

Academic research has long focused on the spiritual aspect of modern tourism, with two main analytical stances on show. On the one hand, so-called religious tourism, "whose participants are motivated either partially or fully by religious motives," has received a lot of attention. The majority of this literature examines the parallels and contrasts between modern religious tourism and pilgrimage under the now-familiar "tourist as pilgrim" concept (for instance, Collins-Kreiner & Kliot, 2000; Raj & Morpeth, 2007; Smith, 1992; Timothy & Olsen, 2006; Vukonic', 1996). But more recent times have seen the emergence of various distinct themes. Some of these topics are the historical development of religious tourism (Swatos & Tomasi, 2002), the flows, characteristics, and activities of religious tourists (Collins-Kreiner & Gatrell, 2006; Collins-Kreiner & Kliot, 2000; Poria, Butler, & Airey, 2003; Rinschede, 1992), and the management of religious/spiritual tourism about its effects on the environment and culture (Olsen, 2006a; Shackley)

On the other hand, tourism has drawn increased attention since MacCannell (1976) put forward the idea that the modern traveler is a secular pilgrim and that travel is a "secular replacement for organized religion" (Allcock, 1998). There has been a lot of discussion about tourism as a religion. To put it another way, it is stated that leisure time has not only evolved into a "place for the contemplative and creative, a unification of thought and activity" (Vukonic, 1996, p. 8), but that tourism has also come to be seen as a holy or spiritual trip.

However, in contrast to the relatively extensive literature on religious tourism, few attempts have been made to support the notion that people seek or obtain spiritual satisfaction through travel. This may be a result of methodological challenges in probing deeply felt emotions that visitors are reluctant to share—a challenge this research will address later. However, some critics view travel as a spiritual journey (Graburn, 2001; Haq & Jackson, 2006; Olsen, 2006b; Sharpley, 2009a), and the research of newer classifications, such as holistic (Smith, 2003) or wellness tourism, expressly embraces the spiritual dimension (Smith & Kelly, 2006; Steiner & Reisinger, 2006). Bull (2006) conceptualizes the potential spirituality of tourist excursions to coastal locations. Francis, Williams, Annis, and Robbins (2008) and Shackley (2002) have both written about the secular experience of holy places like cathedrals. On the other hand, there is very little empirical study on the spiritual aspect of interactions with (secular) tourists.

Spirituality has "become a type of buzzword of the age," in the words of Brown (1998, p. 1), "that defines what is considered to be lacking rather than describing what is sought to be discovered... The search for meaning in life has evolved into a crucial aspect of living in the late 20th century, "a hallmark of collective ambiguity." On the other hand, Vukonic (1996) contends that spirituality has always been a subjective component of human existence, along with the more objective belief in a greater being outside of oneself seen in more mainstream faiths. In any event, it is commonly believed that a "spiritual revolution" has come to characterize modern Western society. The sacred landscape has changed, as indicated by, on the one hand, a decline in the perceived importance of and participation in religious institutions and practices (Brierley, 1999; Stark, Hamberg, & Miller, 2005), and, on the other hand, a search for spiritual nourishment through the pursuit of an enormous variety of beliefs and practices, such as holism, feng shui, yoga, or New Age (Drury, 2004).

## **2.5 CULTURAL ATTRIBUTES**

As "amalgams of tourism products offering an integrated experience to consumers" (Buhalis, 2000, P.97), destinations combine several different qualities (such as nature, history, local culture, hospitality, infrastructure, service quality, accessibility, and cultural and natural attractions) to draw visitors and give them a chance to stand out from other travel destinations by offering something different. Particularly popular and relevant in many locations are attractions that emphasize culture and heritage (Gursoy et al., 2021; Huh & Uysal, 2004).

This illustrates the consistently high degree of interest travelers have shown in various sites and events. Since 1970, tourism academics have extensively studied cultural tourism in many contexts (McKercher, 2020). The majority of the prior research was devoted to determining the market size and the economic effects of cultural assets on locations and cultural visitors (Richards, 2018). Additionally, lists of a destination's cultural and historical traits have been discovered, and their effects on travelers and destinations have been studied (Huh & Uysal, 2004).

These attributes range from observable to intangible cultural aspects, services, and other benefits that could draw tourists to a certain area. They are essential draws. While Reisinger et al. (2009) asserted that they are among the essential elements that have a high potential for

generating future tourism demand, Prentice (1993) stated that they enhance the tourist's experience at the location. These attractions have existed in a variety of forms, but the literature lacks a consistent method for rating them. In the tourist literature, some academics recognized and organized the primary or general cultural features of a location. For instance, Huh and Uysal (2004) emphasized four key cultural characteristics of a place. While the second is concerned with handicrafts, architecture, traditional landscape, and the arts, the first is focused on cultural attractions including "museums, galleries, culture villages, historic structures, and monuments." In addition to these qualities, general tourist attractions and maintenance aspects are seen to be significant qualities of a cultural destination. In contrast to the maintenance issues, the general tour attractions include items like "religious sites, souvenirs, theatres, amusement parks, tour packages, meals, shopping destinations, and guides." Facilities that cater to tourists' needs in terms of accessibility, events, information, and housing are referred to as tourist facilities. In addition, Kim et al. (2007) identified four primary cultural destination attributes: fairs and activities for those seeking an educational or aesthetic experience, commercial activities, indigenous festivals, and musical events. Leask (2010) lists museums, galleries, and historical sites as some of the most priceless cultural assets. Ghosh and Sofique (2012) recognized civil attractions (planned tours, music, and dancing, etc.) and religious attractions as the two main aspects of a destination's cultural legacy that affect tourists' overall pleasure. Theaters and plays, festivals, events, and historical locations Kim (2014) stressed the value of local culture, events, and activities, as well as hospitality, as qualities of a cultural destination that would provide tourists with experiences they won't soon forget. There is no universal agreement on which cultural characteristics should be included in a destination, even though many scholars have examined cultural destination aspects both independently and comprehensively (Jumanazarov et al., 2020). Some experts have underlined that these traits could vary from place to place because the local attractions are exclusive to that area. On the other hand, research by Huh and Uysal (2004) has the most promise since it clarifies the essential features of a cultural destination.

### **2.6.1 Relationship between Brand Image and tourist perceptions of Kuala Terengganu as an Islamic tourism destination**

The term "image" was first used in tourism studies by Hunt, Mayo, and Gunn in the early 1970s. Since then, it has become one of the most extensively studied issues in the

discipline. For many years, fields including social and environmental psychology, marketing, and consumer behavior have investigated the idea of "image" (Stepchenkova and Morrison, 2008: 549). Customers' mental or emotional connections with certain brands are referred to as brand image (Boo et. al., 2009: 221). The term "destination image" refers to a person's overall impression of a place or their whole collection of perceptions of a place. It is thought of as the inward representation of a location.

### **2.6.2 Relationship between Spiritual Experience and tourist perceptions of Kuala Terengganu as an Islamic tourism destination**

Spiritual results may be impacted by factors connected to tourism settings, such as being in nature or travelling to a new environment and place processes. It has been found that being in nature, whether it be a rainforest (Bidder, 2018), a mountain range (Moufakkir & Selm), a sea (Jarratt & Sharpley, 2017), a sea (Jepson & Sharpley, 2015; Sharpley & Jepson, 2011), a sea (Jirásek & Hurych), or a mountain range, is good for one's spiritual well-being. A study on outdoor adventure tourism's quantitative component found that participants' spiritual experiences were significantly more influenced by the surrounding natural environment—a historic, biodiverse rainforest setting—than by the recreational activities they engaged in.

### **2.6.3 Relationship between Cultural Attributes and tourist perceptions of Kuala Terengganu as an Islamic tourism destination**

Culture has become a key product on the supply and demand sides of the world travel market. In 2016, travelers attending cultural events made up approximately 40% of all tourist flows globally (UNWTO, 2016). Destinations adapt and update their tourism offerings in response to tourists' increased interest in cultural attractions by relying on cultural supplies from the supply side (OECD, 2009; Richards, 2001). Although heritage-based tourism benefits the local population by boosting local cultural possibilities and conserving memories in addition to drawing in tourists who are interested in the region, city tourism relies significantly on culture as a primary product (ETC, 2005). (Timothy & Boyd, 2003). As a result of the rise in cultural tourism, research on the characteristics of these tourists has expanded.

## 2.7 FRAMEWORK

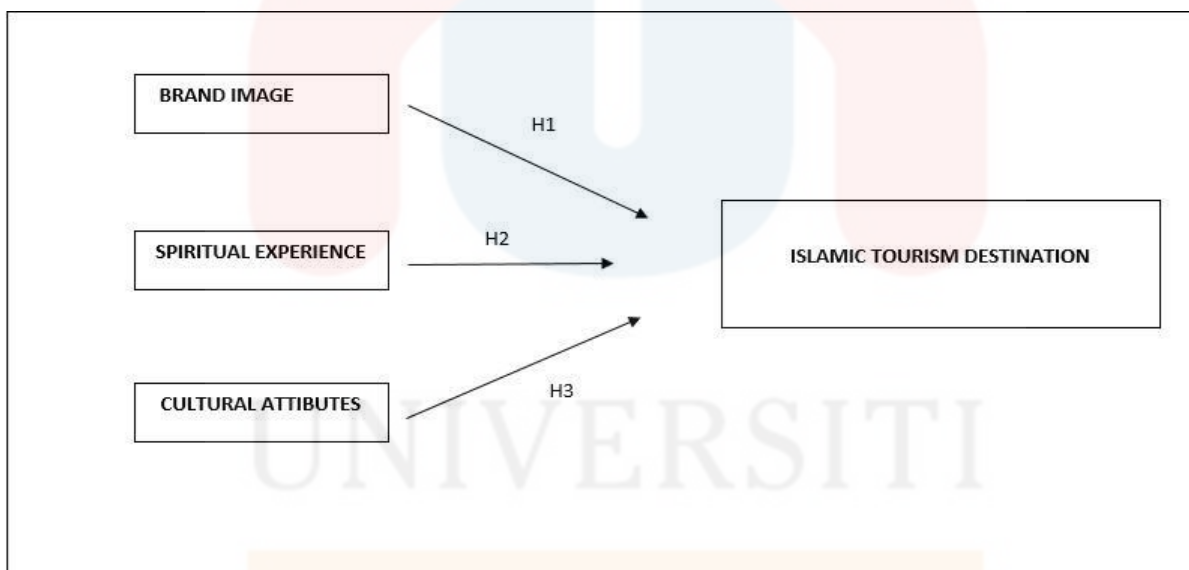


FIGURE 2.1: CONCEPTUAL FRAMEWORK INDEPENDENT VARIABLE AND DEPENDENT VARIABLE  
SOURCE

## 2.8 HYPOTHESIS

The analysis of the available literature revealed that independent factors such as brand perceptions, spiritual encounters, and cultural characteristics affected how visitors saw Kuala Terengganu as an Islamic tourist destination. As a result, the research methodology examines the relationships between the variables. Researchers claim that the antecedents and moderators

of brand image components within the context of the proposed conceptual framework of brand image, spiritual experiences, and cultural attributes for the tourism industry would have a potential for developing a strong tourism brand in the contemporary environment of tourism marketing because they can offer helpful managerial implications that will aid the tourism brand managers. The reader will have a more thorough grasp of how the tourist industry may develop and preserve a brand's reputation, spiritual experiences, and cultural traits thanks to many of the principles featured in this recommended conceptual framework. Researchers believe that the tourist industry will be able to establish a strong brand identity and transform consumer relationships into a competitive marketplace with the help of the conceptual framework they have proposed.

### **Summary**

This study examines the perception between cultural attributes, spiritual tourism, and brand image of Kuala Terengganu as an Islamic tourism . Only Kuala Terengganu's destination appeal was the subject of this investigation. To capture the brand image of the state as seen by both local and foreign tourists, future research should concentrate on the Terengganu state as a whole. In order to confirm perceptions of destination attractiveness, an adjacent city on Peninsular Malaysia's east coast, specifically Kota Bharu, Kelantan, should be used as a comparison capital city. Muslims travel to Kuala Terengganu. Third, because this study was carried out this year, data from both local and foreign visitors to Kuala Terengganu were gathered through an online Google form. To obtain a more effective perception of the destination attractiveness of Kuala Terengganu as an Islamic tourism, similar study should be conducted in the future face-to-face at the tourist destinations of Kuala Terengganu.



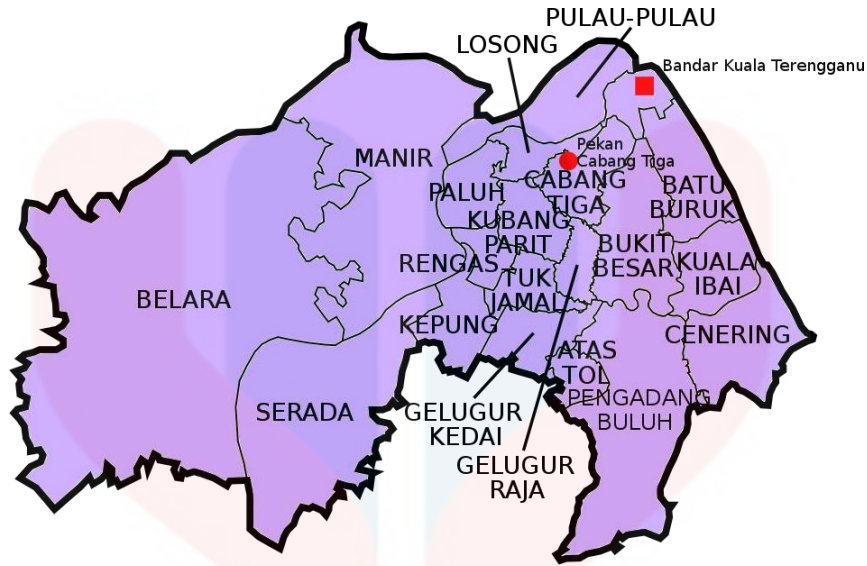


## CHAPTER 3

### 3.1 INTRODUCTION

In this chapter, we will go through the methodological procedures used for the study, including the research design, population, and sample. We will also discuss the research instruments, the plan for data collection, and the plan for data analysis.

#### Location



**Location Of Kuala Terengganu in Terengganu**

The Malaysian state of Terengganu contains the Kuala Terengganu District. It has a 210.21 square kilometer area, and the 2010 Census found that 343,284 people were living there. The Terengganu River, which divides Kuala Nerus District in the north and west, Marang District in the south, and the South China Sea in the east, borders the district. The administrative centre of this district is Kuala Terengganu. The city is the state's main political and economic centre and the main entrance to many well-liked tourist sites. The Batu Buruk Beach, Terengganu State Museum, Pasar Besar Kedai Payang, and Kampung Cina are some of the local attractions to the city. Even though Kuala Terengganu is not immune to modernization and progress, the city nonetheless has significant Malay influences that have been blended with various cultures through its lengthy history as a port.

### 3.5 SAMPLING METHOD

Sampling is the process of taking a sample from a population (Alvi, 2016). Sampling can be used to extrapolate preexisting ideas or draw conclusions about demographic features (Hamed, 2016). According to Sekaran (2009), this random sampling approach refers to gathering information from population members who take part in the study endeavor. Since there are many people, a random sampling is employed to make sure that everyone is taken into account. The cluster sampling technique was used to choose the sample for this study.

When a population has natural groups, cluster sampling is performed (Alvi 2016). Random samples are taken from clusters (groups) that represent the total population. Cluster sampling takes into account both homogeneity between clusters and diversity within clusters. Each cluster ought to be a miniature representation of the entire population. This kind of sample can save a lot of time, money, and effort because cluster sampling has been a popular method in market research. When researchers can learn about specific clusters but not the full population, they adopt this technique.

### **3.2 RESEARCH DESIGN**

According to McDaniel and Gates (1999), a research design is a project plan for a study that outlines the method that will be used to test hypotheses or accomplish study goals.

Quantitative research is a measured investigation of numerical information obtained through a broad-based investigation, such as a survey using a questionnaire. The research requires a sample size to increase the validity of the results (Kumar, Talib, & Ramayah, 2013).

### **3.6 Data Collection**

Google Forms, an online survey administration tool utilised for data collecting, attracted a total of 327 respondents to this study. Islam, Hossain, and Noor's (2017) research was used to modify the development of destination appeal. The attractiveness of a destination is assessed using a list of 41 items in the survey. A seven-point Likert scale, with a 1 signifying strong disagreement and a 7 signifying strong agreement, is used by respondents to score their degree of agreement with the assertions. The collected data was evaluated using Exploratory Factor Analysis from the Statistical Package for Social Science application (SPSS version 23), with the aim of condensing and summing the components of destination attractiveness. Additionally, reliability analysis was done to evaluate the validity and reliability of the study instrument.

### **3.7 Research instrument**

We employed the method of a survey with online questions via Google Forms to gather all the data required to carry out this investigation. Because it is a normalized method, this type of survey is generally less expensive and easier to administer than alternative proposals. Researchers used this method to collect data and information because it is an effective method, while this study included a high number of respondents. The questionnaires are divided into

three sections. The questionnaire's demographic questions are found in Section A and cover subjects including gender, age, race, income level, social position, and level of education. While Section C contains questions about the dependent variable, Section B consists of questions about the independent variable. While the Likert scale is used in nominally and interval scales are utilized in sections B and C of the questions in part A of the questionnaires. The 5 Likert scale utilized in this study since the replies can be effectively quantified and are abstract for the computation of a scientific investigation. Therefore, using the Likert scale as a guide (strongly agree), responses range from 1 (strongly disagree) to 5 (agree). This technique makes it easier to get input and outcomes because only questions are distributed for respondents to answer.

### **3.8 Data analysis**

Analysis of data is the way information is evaluated through scientific and intelligent thinking to examine every part of the information provided. This form of investigation is only one of several that must be performed when an exploratory test is involved. Information is gathered from a variety of sources, examined, and then broken down to produce a result or final type. Explicit information includes research approaches such as information mining, content evaluation, business insight, and information perception. The data collected in this research is done with Statistical Package for Social Science SPSS, version 24. This IBM SPSS version 24 is a complete set of statistical tools for handling statistical data and generating different types of findings to meet the study goal.

#### **3.8.1 DESCRIPTIVE STATISTIC**

The most crucial data in an organisation is described using a descriptive statistic. The proportions of local tendency and proportions of inconstancy are separated out in the results. Mean, median, and mode are examples of proportions of local slope, whereas standard deviation, change, base, and most extreme components, as well as kurtosis and skewness, are examples of proportions of inconstancy.

Data are positively skewed if there are many high values, while data are negatively skewed if there are many low values (Diekhoff, 1992). Skewness is connected to the symmetry of the data distribution. Skewness values are allowed between -1 and +1.

### **3.8.2 Reliability Test**

A reliability system is used to evaluate the stability and overall performance of a system over some time and under various test situations. The reliability coefficient, Cronbach Alpha, is validated to obtain and gain reliability in measuring tourist satisfaction to demonstrate the object's objectivity and consistency when measuring various objects at various periods. The stability and consistency of an instrument in concept measurement are shown by a measure's reliability (Sekaran, 2003).

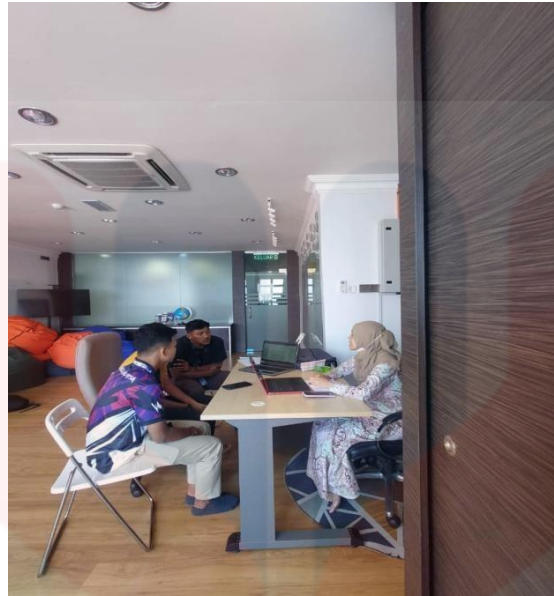
### **3.8.3 Pearson Correlation Coefficient**

The product-moment correlation coefficient is another name for Pearson's correlation coefficient. It is represented by  $r$  in a sample. Next, a sample from the population was taken, and described it. The coefficient is expressed as a non-unit number with a range of 1 to +1. Additionally, the presence of the positive correlation coefficient's sign indicated the presence of a positive connection. If the correlation coefficient was negative, there would have been a negative correlation (Philip, 2012).

## **3.9 Summary**

As a result of this research, the satisfaction of tourists with settlement benefits in Malaysia is determined. To test the hypothesis and conclusions of this research, illuminating and linking procedures are used. The Pearson connection and consistent quality test are used to transmit and dissect these data. The accompanying section presents the information research's findings.

## **4.0 APPENDICES**



Picture show meeting PPTA with supervisor



Discussion with the supervisor Dr Norizan Musa to discuss about the how to get the respondents and identify sampling research method

## CHAPTER 4

### RESULTS AND DISCUSSION

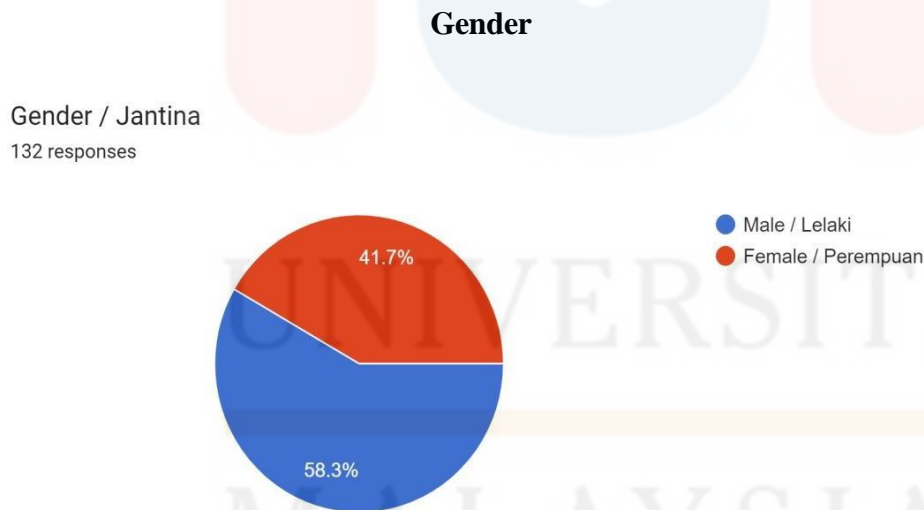
#### 4.1 DEMOGRAPHY BACKGROUND OF RESPONDENT

The fundamental analysis of the study included the frequency analysis as one of its elements. Demographic information from Section A of the survey included inquiries about the respondents' gender, age, race, level of education, employment, level of income, and status. A table and a pie chart with the respondents' demographic data were shown.

#### 4.1.1 Gender

Table 4.3 : Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative percentage
Male	76	58.0	100.0
Female	55	42.0	42.0
Total	131	100.0	



#### 4.1 Percentage Respondents by Gender

Figure 4.1 and Table 4.3 both displayed the respondents' genders. Male respondents made up 76 of the total respondents, while female respondents made up 55. Out of 131 respondents, 58.0% were men and 42.0% were women. Men made up the remaining respondents in this survey.

### 4.1.2 Age

Table 4.4: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative
18-23	96	73.3	73.3
21-25	1	.8	74.0
24-29	25	19.1	93.1
30-35	5	3.8	96.9
36-40	3	2.3	99.2
41 and above	1	.8	100.0
Total	131	100.0	100.0

Race / Bangsa  
132 responses

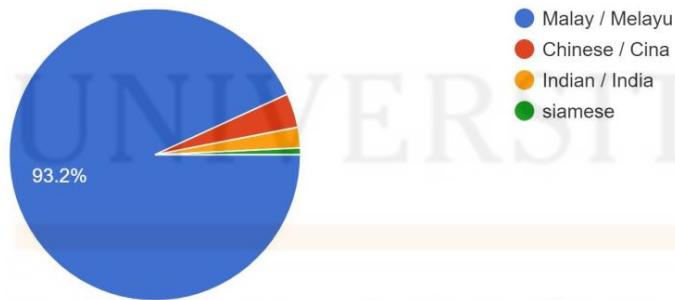


Figure 4.2: Percentage of Respondents by Age

The total responses were broken down by age in Table 4.4 and Figure 4.2. There were 131 responses total, of which 96 were between the ages of 18 and 23, 25 between the ages of 24 and 29, 5 between the ages of 30 and 35, 3 between the ages of 36 and 40, and 1 between the ages of 41 and beyond. The respondents with an age range of 18 to 23 made up the majority of



the sample (73.3%), followed by those between 21 and 25 (.8%), those between 24 and 29 (25%), and those between 21 and 41 (1%), in that order.

### 4.1.3 Race

Table 4.5 Number of Respondents by Race

Race	Frequency	Percentage (%)	Cumulative
Percentage (%)			
Malay	122	93.1	99.2
Chinese	5	3.8	3.8
Indian	1	2.3	6.1
Siamese	1	.8	100.0

Race / Bangsa  
132 responses

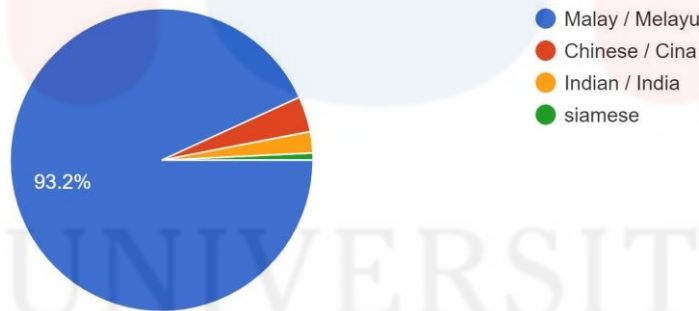


Figure 4.3 Percentage of Respondents by Race

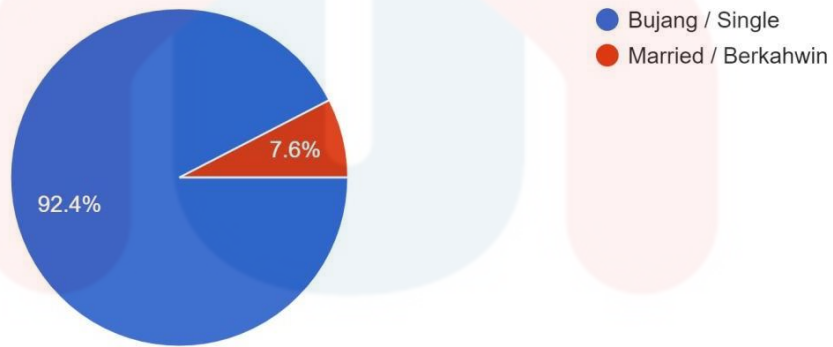
The total responses were broken down by race in Table 4.5 and Figure 4.3. A total of 131 respondents, including 122 Malay, 5 Chinese, 1 Indian, 1 Siamese, and 5 Chinese respondents, filled out the questionnaire. Figure 4.3 revealed that Malay respondents made up the majority (93.1%), followed by Chinese respondents (3.8%), Indian respondents (2.3%), and Siamese respondents (.8%).

**4.1.4 Status**

Table 4.6: Number of Respondents by Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	121	92.4	92.4
Married	10	7.6	100.0
Total	131	100.0	

Status  
132 responses



**Figure 4.4: Percentage of Respondents by Status**

Total respondents for status were shown in Table 4.6, Figure 4.4, and Figure 4.4. There were 121 individuals who identified as single overall, compared to 10 who identified as married. In this survey, there were 131 respondents, 92.4% of whom were single, and 7.6% of whom were married.

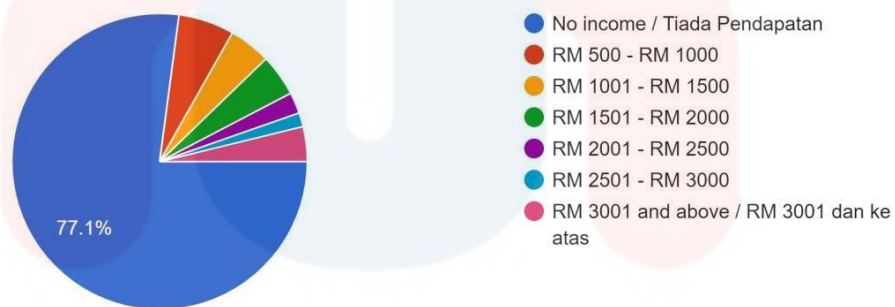
**4.1.5 Income Level**

Table 4.7: Number of Respondents by Income Level

Income level	Frequency	Percentage	Cumulative Percentage (%)
--------------	-----------	------------	---------------------------

No Income	101	77.1	77.1
RM500-RM1000	8	6.1	100.0
RM1001-RM1500	6	4.6	81.7
RM1501-RM2000	6	4.6	86.3
RM2001-RM2500	3	2.3	88.5
RM2501-RM3000	2	1.5	90.1
RM3001 and above	5	3.8	93.9
Total	131	100.0	

Income / Salary  
131 responses



**Figure 4.5: Percentage of Respondents by Income Level**

The total number of respondents per income level was shown in Table 4.7 and Figure 4.5. The percentage of respondents with income levels between RM500 and RM1000 was 6.1% (8 respondents), followed by 4.6% (6 respondents) with income levels between RM1001 and RM1500, and 4.6% (6 respondents) with income levels between RM1501 and RM2000. The respondents with the lowest income levels were 2.3% (3 respondents) with income levels between RM2001 and RM2500. The respondents with the fewest responses were women (77.1%, or 101 respondents).

#### 4.1.6 Occupation

Table 4.8 Number of Respondents by Occupation

Occupation	Frequency	Percentage	Cumulative Percentage (%)
Government staff	3	2.3	2.3
Private Sector staff	14	10.7	13.0
Self Employed	7	5.3	18.3
Student	103	78.6	96.9
Unemployed	4	3.1	100.0
Total	131	100.0	

Occupation / Pekerjaan  
131 responses

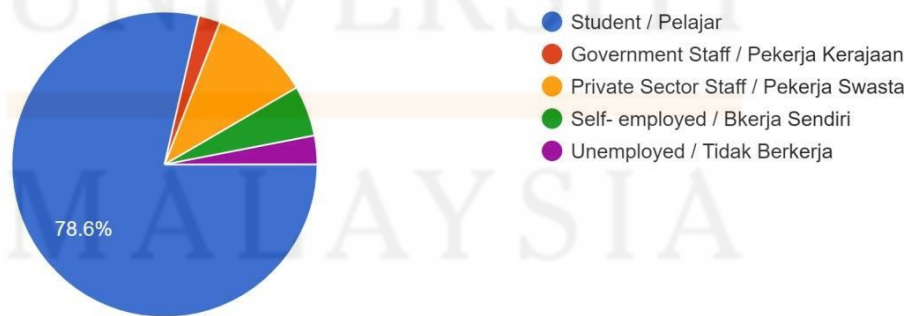


Figure 4.6: Percentage of Respondents by Occupation

Table 4.8 and Figure 4.6 showed the total respondents from different occupation. Majority of the respondents were from the students with the percentage 78.6% (103 respondents) and followed by government staff 2.3% (3 repondents). There were 10.7% (14 respondents)

from private sector staff, 5.3% (7 respondents) from respondents who self employed while 3.1% (4 respondents) who is unemployed.

## 4.2 INTRODUCTION

This chapter included the reliability analysis, demographic data on the respondents, descriptive analysis, and Pearson's coefficient analysis. The research findings show that there were a total of 131 replies because the data was collected using a Google Form and was adequate to satisfy the study's objectives. The study's data were analysed using IBM SPSS Statistics version 24 after they had been gathered.

## 4.3 RELIABILITY ANALYSIS

The dependability of the surveys was evaluated using reliability analysis. To validate the accuracy and internal consistency of the data, Cronbach's Alpha analysis was used. According to Hair et al. (2007), the table below displayed the magnitude of the Rules of Thumb for Cronbach's Alpha coefficient.

Table 4.1 : Rules of Thumb of Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 < 0.7	Moderate
0.7 < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

Source: Hair et al. (2007)

Table 4.1 illustration the overall consistency (pilot test) for the dependent and independent variable. The pilot test has been done to 30 respondents before it was distributed to 131 respondents through online survey method.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Cronbach's Alpha	No of Item	Strength of Association
Perception of Kuala Terengganu as an Islamic tourism destination	0.713	5	Good
Brand image	0.773	5	Good
Spiritual experience	0.441	4	Poor
Cultural attributes	0.633	4	Moderate
All Variable	0.859		Very Good

The overall Cronbach's Alpha Coefficient value for the independent and dependent variables in this study was displayed in Table 4.2. We may infer from the table that all the variables were above the value of 0.6 and that the total number of variables was 0.859. As a consequence, the outcome is credible and appropriate for this study.

There were five questions used to determine how Kuala Terengganu was seen by local Malaysian tourists as an area for islamic tourism and how that view was impacted. Table 4.2 revealed that the question in this area had a strong Cronbach's Alpha score of 0.713. As a result, the correlation found for the questions on Kuala Terengganu's perception as an Islamic tourist destination was reliable.

Next, there were five questions regarding the connection between Kuala Terengganu's brand image and its role as a symbol of Islamic tourism for local Malaysian tourists. The Cronbach's Alpha coefficient result in this section is 0.773, which is deemed to be favourable. As a result, the correlation found for the questions regarding Kuala Terengganu's brand image as an Islamic tourism destination was accurate.

Additionally, four questions were utilised to examine how spiritual experiences affected the conduct of local tourists in Malaysia in accordance with Islamic tourism culture. The Cronbach's Alpha score for the question in this area was 0.441, which is considered bad. As a result, the correlation found for the questions on spiritual experience was unreliable.

Last but not least, four questions were utilised to examine the association between cultural characteristics of local tourists in Malaysia. The Cronbach's Alpha result for this section's question was 0.633, which indicated moderate. As a result, the coefficient found for the association between cultural traits among Malaysian local tourists was also reliable.

Since the variables' Cronbach's Alpha range above 0.8, it may be concluded that questionnaires are quite trustworthy and the study can move on. Overall, the reliability—with the exception of the spiritual experience portion, which is not reliable—has demonstrated that the respondents understood the questions adequately, indicating that the questionnaires are acceptable for this study.

#### **4.4 DESCRIPTIVE ANALYSIS**

This study has analysed the mean and standard deviation for section B, C, D and E of the questionnaires.

##### **4.4.1 Independent Variable and Dependent Variable**

Table 4.9: Descriptive Statistics

Variables	N	Mean	Standard Deviation
BrandImage	131	8.9604	0.72198
Spiritual	131	8.8702	0.73181
Experience	131	8.9846	0.70442
Culture attribute	131	8.9135	0.72757

The number of respondents, mean, and standard deviation for independent variables and dependent variables were displayed in Table 4.9. Situational had the highest mean for the independent variables (8.9846), followed by personal (8.9604), and social (8.8702). The dependent variable's mean value was 8.9135.

#### 4.4.2 Perception Of Kuala Terengganu As An Islamic Tourism Destination

Table 4.10 Descriptive statistic of **Perception Of Kuala Terengganu As An Islamic Tourism Destination**

No	Item Description	N	Mean	Standard Deviation
1	Does religion play a big role in Kuala Terengganu	131	1.63	.986
2	Will a plural society be able to live in harmony with the majority of the Muslim population?	131	1.60	.821
3	Kuala Terengganu symbolizes the progress of Islam in Malaysia?	131	1.91	.956
4	Does Kuala Terengganu emphasize the elements of Islam in the administration?	131	1.76	.833
5	Can foreign tourist accept Islam in Kuala Terengganu ?	131	1.58	.724



The mean and standard deviation analysis for the independent variable, which was personal, was shown in Table 4.10. Item 5 had the highest mean score, 1.91, with respondents agreeing that Kuala Terengganu represents the advancement of Islam in Malaysia. The respondent marginally agreed that foreigners can adopt Islam in Kuala Terengganu, and this was indicated by the lowest mean value of item 5, which was 1.58. The values near to the mean were shown for the data set from 282 respondents with the standard deviation most values the value whose lowest than 1.

#### 4.4.3 Brand Image

Table 4.11: Descriptive statistics of brand image factor

No	Item Description		Mean	Standard Deviation
1	I Religion is very important for life	131	1.63	0.986
2	I am satisfied with the Islamic facilities in kuala Terengganu .	131	1.59	0.823
3	Does kuala Terengganu emphasizes the style of Islamic architecture.	131	1.53	0.683
4	Did you get an experience related to Islam while in Kuala Terengganu	131	1.72	0.788
5	Tourist receive good treatment while in Kuala Terengganu	131	1.58	0.724

The mean and standard deviation analysis of respondents on the independent variable, brand image, was displayed in Table 4.11. The respondents to the survey agreed that they experienced something relating to Islam while in Kuala Terengganu, giving the item the highest mean value of 1.72. The respondent partially agreed that Kuala Terengganu

emphasises the style of Islamic architecture in the lowest mean item, which had a mean value of 1.53. The majority of the standard deviation values from the 131 respondents' data set that were less than 1 suggested that the values were close to the mean, while standard deviation values more than 1 indicated that the values were widely scattered.

#### 4.4.4 Spiritual Experience

Table 4.12: Descriptive statistics of spiritual experience factor

No	Item Description	N	Mean	Standard Deviation
1	Spiritual experience plays an important role in making kuala Terengganu an Islamic tourism area.	128	1.56	0.771
2	Iam satisfied with the food halness of Kuala Terengganu .	131	1.53	0.683
3	Iam satisfied with the general Islamic morality at kuala Terengganu.	127	1.65	0.730
4	Tourist are satisfied with Islamic religious activities held in Kuala Terengganu .	129	1.64	0.992

The mean and standard deviation of respondents' responses to the independent variable, which was spiritual experience, were displayed in Table 4.12. Item 1 had the highest mean score (1.65), indicating that respondents in Kuala Terengganu were happy with overall Islamic morals. The responder very barely agreed that they were happy with Kuala Terengganu's halal meals in the lowest mean item 5, which had a mean value of 1.53. The majority of the standard deviation values from the 131 respondents' data set that were less than 1 suggested that the values were close to the mean, while standard deviation values more than 1 indicated that the values were widely scattered.

#### 4.4.5 Cultural Attributes

Table 4.13: Descriptive statistics of Culture Attributes

No	Item Description	N	Mean	Standard Deviation
1	Cultural properties play an important role in making kuala Terengganu an Islamic tourism area.	130	1.57	0.767
2	Does the community focus on the culture of islam in the practice of daily living.	130	1.91	0.960
3	Are the entertainment venues in the Islamic city diminished.	129	1.73	0.788
4	Kuala Terengganu emphasizes Islamic culture in attracting tourists to kuala terengganu.	129	1.59	0.725

The mean and standard deviation analysis of respondents on the dependent variable that has cultural influences was displayed in Table 4.13. The respondents to the item with the highest mean value, 1.91, agreed that the community should emphasise islamic culture in day-to-day activities. The respondent acknowledged that cultural properties play a significant part in establishing Kuala Terengganu an Islamic tourism location, which had the lowest mean with a mean value of 1.57. The majority of the standard deviation values from the 131 respondents' data set that were less than 1 suggested that the values were close to the mean, while standard deviation values more than 1 indicated that the values were widely dispersed.

#### 4.4 PEARSON CORRELATION COEFFICIENT

One of the crucial investigations that determined the linear relationship between the two variables was the Pearson's correlation study. This analysis's goal was to ascertain if the dependent variable (tourist perception) and the independent variables (brand image, spiritual experience, and cultural attributes) were correlated with one another. Researchers must assess

if the association's strength is acceptable if the link is substantial.

Table 4.14: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

**Hypothesis 1: Brand Image**

H<sub>1</sub>: There is a significant relationship between brand image and Kuala Terengganu as an Islamic tourism destination.

Table 4.15: Correlation coefficient for brand image and Kuala Terengganu as an Islamic tourism destination.

		Tourism Consumer	
		Behaviour	Personal
IV 1	Pearson correlation	1	0.926**
	Sig. (2-tailed)		0.000
	N	131	131
DV	Pearson correlation	0.926**	1
	Sig. (2-tailed)	0.000	

---

Table 4.15 illustrated Pearson correlation coefficient, significant value and the number of cases which was 131. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.926 suggested a moderate positive correlation between brand image and Kuala Terengganu as an Islamic Tourism destination

## Hypothesis 2: Spiritual experience

H<sub>2</sub>: There is a significant relationship between spiritual experience and Kuala Terengganu as an Islamic tourism destination

Table 4.16: Correlation coefficient for relationship between spiritual experience and Kuala Terengganu as an Islamic tourism destination

		Tourism Consumer	
		Behaviour	Social
IV2 Spiritual experiences	Pearson correlation	1	0.376**
	Sig. (2-tailed)		0.000
	N	131	131
DV Kuala Terengganu as an Islamic destination	Pearson correlation	0.376**	1
	Sig. (2-tailed)	0.000	
	N	131	131

Table 4.16 displayed the 131 cases, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, which was below the 0.05 level of significance. The moderately positive association between spiritual experience and Kuala Terengganu's status as an Islamic tourist destination was indicated by the correlation coefficient of 0.376.

## Hypothesis 3: Cultural Attributes

H<sub>3</sub>: There is a significant relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination .

Table 4.17: Correlation coefficient for cultural attributes and Kuala Terengganu as an Islamic tourism destination .

		Tourism Consumer	
		Behaviour	Situational
IV 3 Cultural attributes	Pearson correlation	1	0.135**
	Sig. (2-tailed)		0.126
	N	130	130
DV Kuala Terengganu as an Islamic destination	Pearson correlation	0.135**	1
	Sig. (2-tailed)	0.126	
	N	130	131

Table 4.17 shows the 130 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.135, which was below the threshold of significance of 0.126. The somewhat favourable association between cultural characteristics and Kuala Terengganu's status as an Islamic tourist destination was shown by the correlation value of 0.135.



#### 4.6 FRAMEWORK ANALYSIS

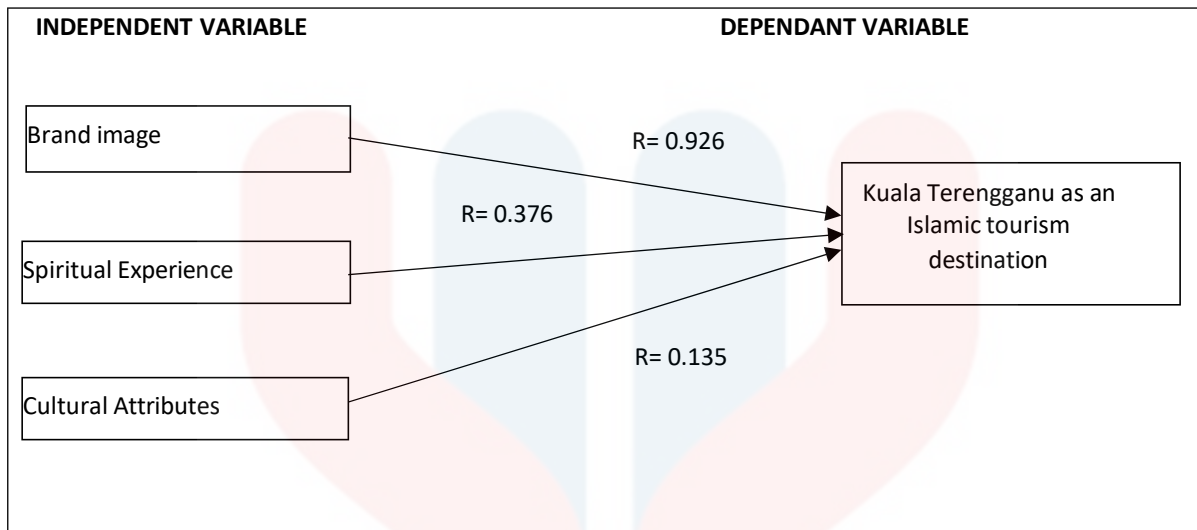


Figure 4.7: Correlation between brand image, spiritual experience and cultural attributes

The framework with data values for the significant independent factors and the dependent variables was shown in figure 4.7. The association between the dependent variable (Kuala Terengganu as an Islamic travel destination) and the three independent variables (brand image, spiritual experience, and cultural qualities) was significant. The association between brand image and Kuala Terengganu as an Islamic tourist destination has the greatest Pearson correlation value, which is 0.926. The cultural attributes of Kuala Terengganu as an Islamic tourist destination have the lowest Pearson correlation value, which is 0.135. As an Islamic tourist destination, Kuala Terengganu and spiritual experience have a Pearson correlation of 0.376. Therefore, the dependent variable Kuala Terengganu as an Islamic tourist destination was significantly correlated with just three independent variables: brand image, spiritual experience, and cultural attributes.



#### 4.7 SUMMARY

All of the correlations between the variables in this study support the three hypotheses. For instance, the correlation coefficients between the independent variables and the dependent value for brand image, spiritual experience, and cultural features are 0.926, 0.376, and 0.135, respectively. As a result, there was a relatively positive correlation between all of the independent variables and the dependent variable. It also responds to the research issue of whether the brand image, spiritual experience, and cultural characteristics of Kuala Terengganu as an Islamic tourism destination are related. As an Islamic tourism destination, Kuala Terengganu has a strong connection between its brand image, spirituality, and cultural characteristics.

## CHAPTER 5

### 5.1 INTRODUCTION

The discussion and resolution are the chapter's main points. The chapter will begin with an introduction, a summary of the study's findings, a discussion of its faults, some recommendations, and a conclusion. This chapter covers the results from Chapter 4. Additionally, there are recommendations in this chapter that could be applied to this study in the future. The researchers will discuss their conclusions regarding this investigation at the end of this chapter.

### 5.2 RECAPITULATION OF THE STUDY

The study's objective was to determine the relationship between Islamic tourist destinations. While, the dependent variable and other factors, including brand perception, spirituality, and cultural characteristics. Understanding the relationship between the independent and dependent variables in Kuala Terengganu is the aim of this study. In this study, a series of questionnaires were used to gather primary data and elicit replies from a sample of respondents. The sample of respondents consisted of around 131 persons that responded to the questionnaires. Additionally, the sample of respondents includes those who have been to Kuala Terengganu.

The dependent variables of the study were essential for understanding how visitors saw Kuala Terengganu as an Islamic travel destination. Numerous independent factors, such as brand image, spiritual experience, and cultural characteristics, have an impact on Kuala Terengganu's reputation as an Islamic tourist destination. Conversations start because of a person's unique habits, interests, and points of view.

The sample population for this study was made up of tourists to Kuala Terengganu. The information was given by all people who had visited Kuala Terengganu. There were a total of 131 questionnaires sent, and 131 of the replies were usable and analysed. This data research employed reliability analysis, descriptive analysis, and Pearson's correlation coefficient. The reliability test was conducted on the independent variables to evaluate the internal consistency of the measuring equipment.

#### 4. Suggestion for future research

Based on the research the author

Table 5.1: Research Objective 1 & Research Question 1

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between the brand image and Kuala Terengganu as an Islamic tourism destination.	Is there any relationship between the brand image with Kuala Terengganu as an Islamic tourism destination?
H1: There is a significant relationship between the brand image and Kuala Terengganu as an Islamic tourism destination	

To respond to research question 1, the outcome of hypothesis H1 in the preceding chapter was examined. Furthermore, Kuala Terengganu's status as an Islamic tourist destination is related to brand image, according to H1. According to the research, Kuala Terengganu's image as an Islamic tourist destination is positively and moderately associated to brand image, with a correlation value of 0.926. The brand image's p value is .000, which is below the highly significant level of .0001. Additionally, there is a connection between Kuala Terengganu's reputation as an Islamic tourist destination and its brand image. This conclusion is further supported by (Nasir et al., 2020), who noted Kuala Terengganu's potential to enhance visitors' holiday experiences through Islamic-style architecture and amenities that satisfy tourists' expectations. H1 was therefore approved.

#### 5.2.2 Relationship between spiritual experience and Kuala Terengganu as an Islamic tourism destination.

Research question 2 of this study asked about any relationship between spiritual experiences and Kuala Terengganu as an Islamic tourism destination? This is also to answer the second objective and hypothesis.

Table 5.2: Research Objective 2 & Research Question 2

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between spiritual experiences and Kuala Terengganu as an Islamic tourism destination.	Is there any relationship between spiritual experiences with Kuala Terengganu as an Islamic tourism destination?
H2: There is a significant relationship between spiritual experiences and Kuala Terengganu as an Islamic tourism destination.	

To respond to research question 2, the outcome of hypothesis H2 in the preceding chapter was examined. In addition, Kuala Terengganu's reputation as an Islamic tourist destination and spiritual experiences are related, according to H2. According to the results, spiritual experiences have a fairly favourable link with a correlation value of 0.771. Place attachment has a p-value of .000, which is lower than the highly significant level of .0001. Additionally, there is a connection between spiritual encounters and Kuala Terengganu as a site for Muslim tourists. This conclusion is backed by the fact that (William James et al., 2012) encouraged the scholar to seek to the outputs of their topic for source material at the beginning of the lecture series that led to the renowned text, *Varieties of Religious Experience*. The documents on humanity that will be the most illuminating, according to James, "need not then be sought for in the haunts of special erudition -- they lie along the beaten highway."<sup>1</sup> Dr. Alex Norman has an honorary research associate position at the University of Sydney's Department of Studies in Religion. <sup>1</sup> *The Varieties of Religious Experience: A Study in Human Nature*, by William James, Rockville: Arc Manor LLC, 2008, p.12. In order to suggest a classification of spiritual tourist experience kinds that indicate methodological directions for more study, this article examines the human records of spiritual tourists and a scholarly discussion of them. H2 was therefore approved.

### **5.2.3 Relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination.**

Research question 3 of this study asked about any relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination? This is also to answer the third objective and hypothesis.

Table 5.3: Research Objective 3 & Research Question 3

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination.	Is there any relationship between cultural attributes with Kuala Terengganu as an Islamic tourism destination?
H3: There is a relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination.	

The result of hypothesis H3 in the previous chapter was reviewed to answer research question 3. Apart from that H3 stated that there is a relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination. From the findings, it shows that tourist satisfaction is positive, and Kuala Terengganu is an Islamic tourism destination with a correlation coefficient of 0.135. The p-value of place attachment is .000 which is less than the highly significant level .0001. In addition, there is a relationship between cultural attributes and Kuala Terengganu as an Islamic tourism destination. This finding can be supported by According to the statement from United Nations World Tourism Organization, cultural tourism is “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.”. Therefore, H3 was accepted.

### 5.3 FINDING AND DISCUSSION

Cultural attributes had the greatest mean value in the descriptive analysis for the independent variables, 1.6962, followed by brand image, 1.6950. Spiritual experience had the lowest mean value among the independent variables at 1.5935. The dependent variable's mean value was 1.9560. It was possible to draw the conclusion that Kuala Terengganu's perception as an Islamic tourist destination was influenced by cultural factors.

The Correlation Analysis was used by the researchers to gauge the linear relationship between the two variables designated as the study's goals. According to Table 5.1's summary of the correlation analysis, both brand image and spiritual experience scored quite poorly. In terms of tourists' perceptions of Kuala Terengganu as an Islamic tourist destination, the cultural characteristics were insignificant.

Hypothesis	Significant value	conclusion	Correlation value	Conclusion
1	0.000	Accepted	0.926	Very high Positive
2	0.000	Accepted	0.376	low Positive
3	0.000	Accepted	0.135	negligible

#### 5.4 LIMITATION

The limitations of this study, like those of many others, made it challenging for the researchers to complete it. One of the problems with this study can be fixed. The only dependent variable in this study is the Islamic tourist destination, while the only independent factors are brand image, spiritual experience, and cultural features. Numerous factors interact or have an effect on tourists in Kuala Terengganu, a popular Islamic tourist destination. In this study, there is a connection between the other elements as well. This resulted from the scarcity of sources and citations that were available to scholars who intended to base their work on other independent variables.

The method used to collect the data is the study's second drawback. The only method used to collect data for this study was an online survey. It is impossible for the researcher to collect data through interviews because the study's research participants are local visitors in Malaysia. The challenge with using an online survey is that the researcher cannot confirm whether or not the information provided by the respondents is accurate. The use of an online survey will also make it more challenging for participants to reply promptly, which could delay the data collection process.

Another one of this study's limitations is the use of quantitative research. Because this study largely focuses on quantitative research, there has been little increase in the field of research. The second researcher is unable to understand more about the elements influencing the travel habits of local visitors in Malaysia without additional research, particularly qualitative research. The opposing researchers do not fully comprehend the conclusions of this investigation.

Respondents are the study's final flaw. Not all of the participants in this study were interested in participating in the survey or receiving a questionnaire from the researchers and had visited Kuala Terengganu. There were also respondents who felt that it would be a waste of their time to answer the researchers' questions. Some people might not be interested in answering the questionnaire and may not want the researchers to invade their privacy.

## 5.5 RECOMMENDATION

### 5.5.1 Recommendation for Tourism Industry Participants

However, Kuala Terengganu is a well-liked tourism destination with a higher proportion of foreign visitors. Most of the people are domestics. The administration of Malaysia's tourism business must be aware of these characteristics and practises in order to preserve Kuala Terengganu's reputation as an Islamic tourist destination.

To attract their attention, they should think about the preferences of local and international visitors to Kuala Terengganu. By marketing locations with Islamic design principles or Islamic heritage to visitors, Kuala Terengganu should be treated with respect and provide visitors a positive perspective and impression of Kuala Terengganu as an Islamic tourism destination.

When visitors are happy with their trip, they can go back to the location. In addition, Kuala Terengganu can become a more appealing Islamic tourism destination by having a suitable budget allocation. This will increase visitor satisfaction and likelihood to return. Stakeholders need to keep working to improve Kuala Terengganu's Islamic-inspired location architecture and the tourist area's more alluring features.

### 5.4.2 Future Study

For more effective research, quantitative methodologies are used in this study. However, as they take a different approach and can produce different information than employing quantitative approaches, researchers may choose to utilise qualitative methods to gather information for next studies. Utilising a new approach is done to see whether the results vary from earlier studies in any way. Researchers may not acquire precise data while utilising a quantitative approach, but they are more likely to do so when using a qualitative approach.



## 5.6 CONCLUSION

In conclusion, this research was conducted to explore the perception of tourists who have visited Kuala Terengganu as an Islamic tourist destination. The influencing factors (independent variables) are brand image, spiritual experience, and cultural attributes while the dependent variables are Islamic tourism destinations among domestic and foreign tourists who have visited Kuala Terengganu. As stated in Chapter 3, the researcher used a 131 people completed a Google Form that was sent among respondents who travelled to and visited Kuala Terengganu in order to react to it. Additionally, the researcher only uses quantitative techniques to gather data and information. Additionally, the researcher reached respondents across Malaysia by using Google Forms as a platform. This is so that respondents may more easily complete all questionnaires and so that researchers can save time and money by using this Google form.

The outcomes of the questionnaire survey were examined using a variety of techniques, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. The results from the preceding chapter as well as all of the data from the questionnaire were then examined using the Statistical Package for the Social Science (SPSS) software application. The researchers choose this programme because it makes it easy to access all the findings. Finally, depending on the data analysis, a summary and recommendation. For this investigation, all of the stated hypotheses (H1, H2, H3, and H4) are accepted. Additionally, there are certain restrictions and suggestions that could be used to future research in this study. Therefore, it is also intended that all of the information presented during this research may aid the following researcher.

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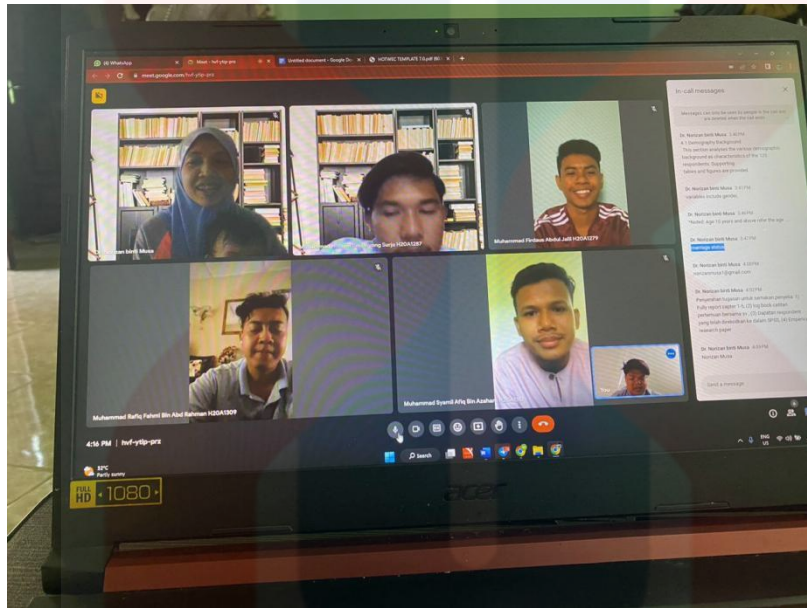
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**APPENDICES**



**To correct errors and provide guidance on the development of PPTA's work via Google Meet with our SV, Dr. Norizan**



**Meet and support from our SV, DR Norizan during the**

**HotWec presentation**



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**With our judges which is Madam Raja Norliyana and Dr Mohanad**



**Our groupmates T23**