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THE FACTORS THAT DETERMINE SATISFACTION AMONG DOMESTIC TOURISTS VISITING MUSLIM FRIENDLY TOURIST DESTINATION IN KELANTAN

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CANDIDATES DECLARATION

DECLARATION

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ABSTRACT

The purpose of this study is to ascertain the connection between customer engagement, religiosity, and Muslim friendly tourism and tourist satisfaction in the context of Muslim-friendly tourist destinations in Kelantan. This study used a quantitative survey of domestic tourists who visit Muslim friendly tourist destinations in Kelantan and used the Statistical Package for Social Sciences (SPSS) to collect the data of respondents. Total of 201 respondents have participated to answer all questions in this survey. Customer engagement, religiosity and Muslim friendly tourists have significant relationships with satisfaction. So, all the hypotheses are supported. Therefore, this study helps Kelantan to improve customer engagement, religiosity, and Muslim friendly tourism. Then, it brings satisfaction to tourists.

Keywords: domestic tourist, customer engagement, religiosity, Muslim friendly tourist, and satisfaction.

CHAPTER 1

1.0 INTRODUCTION

This study concentrated on factors that affect satisfaction among domestic tourists when they visit muslim friendly tourism destinations in Kelantan. The chapter began with an introduction, discussion on the background of the study, the problem statement, the research objectives, the research questions, the significance and the scope of the study, and a summary of the chapter.

1.2 BACKGROUND OF STUDY

Tourism is the primary source of income in the modern economy and one of the most important service businesses. The government considers tourism to have a bright potential for economic development. Duman (2011) defined Islamic tourism, as "the activities of Muslims traveling to and staying in places outside their usual environment for not more than one consecutive year for participation in those activities that originate from Islamic motivations and are not related to the exercise of an activity remunerated from within the place visited''. Facilities and services supplied by the community, business owners, the state, and local governments in conformity with the principles of Islam and Syariah are essential to the success of Islamic tourism. Many people use the term Islamic tourism because the characteristics of its

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products and services are universal, including tourist services, foods and drinks, attractions, and tourist destinations in general, as long as they do not conflict with Syariah values and ethics.

As a result, Islamic tourism is not limited to religious tourism (Duman, 2011, Carboni et al., 2014. Battour and Ismail, 2015). To ensure that tourism is based on Islamic philosophy, the trip's intention or purpose must be instilled with the right intention and carried out in accordance with Islamic law. As a result, the concept of Islamic tourism cannot simply be justified arbitrarily. It should include all types of tourism aimed at respecting and appreciating religious principles, tracing ancient civilizations and their heritage, visiting cities and countries to learn about them, rest, or for recreational and therapeutic purposes.

The Muslim population is growing at the fastest rate in the world. In reality, the trend of Muslim-friendly destinations is rapidly spreading throughout most Muslim countries. As a result, more Muslims are eager to travel to other places, whether in Muslim or non-Muslim countries. The potential of the Muslim market in the tourism industry is being driven by an increase in the interest of tourists in Muslim-friendly tourism.

Kelantan is a Malaysian state on Peninsular Malaysia's east coast. The name Kelantan means 'Land of Lightning'. It is regarded as the cradle of Malay culture. This is where Malay culture got its start. Kelantan is divided into ten districts, with the state administration based in the capital, Kota Bharu, which also serves as the royal seat. It has a plethora of architectural, social, and cultural treasures. Kelantanese are deeply committed to their culture, and preserving their heritage identity is reflected in their daily lives. Kelantan is also well-known for its tourist attractions, which range from nature to unique buildings and cultural societies.

The local government decided in 2005 to rebrand Kota Bharu as an Islamic City by introducing Islamic concepts throughout the state. According to Antaniou (2015), the elements of an Islamic town reflect that the mosque, palace, and market are all located in close proximity to one another. Thus, Kota Bharu meets such criteria and is classified as an Islamic township. Since then, the city of Kota Bharu has followed Islamic principles in all aspects of daily life.

With the increase in tourist arrivals and the state's reliance on tourism, it is critical to investigate what these visitors think of Kota Bharu as an Islamic city while they are here. Domestic and international tourists are surveyed for their perspectives on Kota Bharu Islamic City for these purposes. They could then improve tourists' perceptions by developing effective strategies to increase revenue from this sector while also preserving Kota Bharu as a cultural and Islamic city.

Kelantan, also known as "Mecca's Porch," has a long history of Islamic development that has influenced the state's social and political life (Muhammad Na'im Daud, 2002). As a result, it is not surprising that in this state's context of local government administration. Islamic administration attempts to align with the political ideology of the state government's party, PAS (Malaysian Islamic Party). After the PAS won the election that year, Kelantan adopted the concept of Islamic administration in 1990. Dato' Hj Nik Aziz Nik Mat, President of Kelantan, proposed Kota Bharu as an Islamic city and launched the slogan "Developing Islam Together," which means Islam should be used as a way of life in political affairs, economic administration, and society in Kelantan.

Kelantan is considered one of Malaysia's most conservative states, and it is rich in Islamic heritage. With so much to see and do in Kelantan, here are some of the must-see

attractions. Irama Beach and Melawi Beach are just two of the resorts in Kelantan. Meanwhile, Siti Aisyah Jelawat Big Market is one of the most well-known markets in Bachok. Furthermore, tourists can visit historical sites in Gua Ikan, which is located in Dabong. To get there, tourists can take a train or their own vehicle. Similarly, Gunung Stong and Sungai Kenerong are among the tourist attractions in Kelantan that can be visited. The other interesting place to visit in Kelantan is the Museum, which includes the Crafts Museum, the Kelantan State Museum, the Bank Keru War Museum, and the Wau Museum, all of which are located in Kota Bharu, Kelantan.

1.3 PROBLEM STATEMENT

Kelantan is known for placing a high value on Islam in daily life. As a result, they offer and provide services based on Islamic teachings from a tourism or economic standpoint. As a result, tourists visiting this state will be able to learn more about the customs and complexities of understanding Islam. Furthermore, the state of Kelantan has implemented Islamic hotel tourism product in which hotels in Kelantan are not permitted to have discos, prostitution services, or liquor unless they are run by non-Muslims in a special location. All of these factors must be considered if we are to attract more Muslim tourists to this country.

However, the tourists' dissatisfaction with the state of Kelantan is viewed from another perspective, whereby the state is considered a less safe state (Harian Metro, 2022), because there are many news and issues that report on frequent sexual crime cases. This is because, according to Kelantan's acting Chief of Police, Datuk Muhamad Zaki Harun, the state's trend of increasing

sexual crimes, which include sexual harassment, rape, obscenity, and incest, is on the rise. From January to May of this year, 76 sexual crime cases were reported, up from 84 in the same period last year.

Tourists are dissatisfied as a result of this because they feel less safe traveling to the state as crime rates rise. According to Kelantan Deputy Menteri Besar Datuk Mohd Amar Nik Abdullah, being nicknamed Serambi Mecca does not obligate Kelantan to become a perfect state free of crime. However, based on the title, the state of Kelantan is not a customer-friendly state because there are cases of sexual harassment that are rumored to be on the rise. As a result, tourists' safety is less assured.

As a result, resolving this issue is critical in order to improve the level of satisfaction among domestic tourists visiting Kelantan. Based on the past study, customer engagement was found to be a crucial factor in improving the satisfaction of tourists (Ahn and Back, 2018). Furthermore, Battour, Ismail, Battor & Awais (2014) claims that Islamic norms and practices in tourism context at the destination (muslim friendly tourism) contributes to tourist satisfaction and strengthens the relationship with tourist satisfaction for Muslim tourists. Finally, Weidenfeld (2006) claimed that tourists would be more satisfied if they could find goods and services that appeal to their religious demands (islamic teachings).

Consequently, the focus of this study is on the factors that influence tourist satisfaction when visiting Kelantan as a Muslim-friendly state is customer engagement, religiosity, and muslim friendly tourism.

1.4 RESEARCH OBJECTIVE

This study aims to achieve three objectives:

1. To determine the relationship between customer engagement and tourist's satisfaction visiting Muslim-friendly tourist destination in Kelantan.

2. To examine the relationship between religiosity and tourist's satisfaction visiting Muslim-friendly tourist destination in Kelantan.

3. To determine the relationship between Muslim-friendly tourism and tourist's satisfaction visiting Muslim-friendly tourist destination in Kelantan.

l.5 RESEARCH QUESTION

There are three research questions that need to be answered in this study:

1. Is there any relationship between customer engagement and tourist's satisfaction visiting Muslim-friendly tourist destination in Kelantan?

2. Is there any relationship between religiosity and tourist's satisfaction visiting Muslim-friendly tourist destination in Kelantan?

3. Is there any relationship between Muslim-friendly tourism and tourist's satisfaction visiting Muslim-friendly tourist destination in Kelantan?

1.6 SCOPE OF THE STUDY

This research study is about to determine the relationship between the factors, namely, customer engagement, religiosity and Muslim-friendly tourism that determine satisfaction among domestic tourists visiting Islamic tourist destination in Kelantan. This study is conducted among domestic tourists visiting Kelantan as a Muslim-friendly destination. It is expected the study will be conducted within 6 months.

1.7 SIGNIFICANT OF THE STUDY

1. **Islamic Tourists**

Muslim tourists require services that adhere to Islamic guidelines when visiting or travelling without breaching Allah S.W.T prohibition. The destination's ability to meet the needs and requirements of Islamic tourists. For instance, the suitability of accommodation, facilities, services and most importantly halal food. These elements must always be emphasised to Muslim tourists in order for them to comply with Islamic tourism regulations. Therefore, this study could help Kelantan as a muslim destination to improve its level of compliance towards islamic tourism regulations. Consequently, indirectly it can increase the level of satisfaction among muslim tourists visiting Kelantan as one of islamic states in Malaysia.

2.   **Image of Islam**

In particular, Islamic tourism offers a new strategy for expanding Malaysia's tourism sector while upholding Islam's morals, culture, and values (Abdullah, 2020). The potential for Islamic tourism in Kelantan is quite high, yet it is still not at its full potential. With this study, businesses and organisations in Kelantan will realize the potential of Islamic tourism. For instance, they could plan trips that combine an inbound journey with a halal travel package. The image of Islam will be known widely in a positive way if more tourism businesses implement a new strategy and incorporate Islamic values into their business.

3.   **Sustainable Development Goals**

Sustainable development aims to achieve stability between environmental, economic, and socio-political sustainability. It is critical because everyone deserves to live in a healthy, safe, and clean environment, which can be achieved by reducing pollution, poverty, and unemployment. By examining the significance of Islamic religiosity in pleasing Muslim tourists, this study will assist decision-makers, business owners, marketers, and practitioners in improving the tourism industry. By improving the tourism industry, sustainable development goals can be achieved through the increase of Muslim tourists who are interested in coming and visiting Kelantan. As a result, it can increase Malaysia's economic growth as the tourism sector is one of the main sources of country income. The revenue from the tourism industry will help the Malaysian government to invest in the future and this will benefit our country. Hence, it helps to achieve goal 8 (decent work and economic growth). Furthermore, when the locals have a

stable job, it will help to eradicate poverty to achieve goal 1 (no poverty) and goal 2 (zero hunger).

1.8 DEFINITION OF TERM

1.8.1 Customer Engagement

Customer engagement is the process by which a company establishes a relationship with its customers to promote awareness and loyalty (Biscobing, 2017). In tourism, customer engagement is a tourist's interactive brand experience (Brodie et al., 2011), which is gaining popularity in tourism literature (Dewnarain, Ramkissoon & Mavondo, 2018).

1.8.2 Religiosity

"Religiosity" is people's diverse tendencies to devote their life to beliefs, religious concepts, and acts (Ellis, Farrington, & Hoskin, 2019). Meanwhile, according to Lefebvre, in Vukonic (1996), religiosity in tourism is indeed the visiting of a variety of spiritual places and related services for both secular and religious purposes.

1.8.3 Muslim Friendly Tourism

Muslim-friendly tourism is the term that is used to describe a service, a facility, or a place, that indicates the faith-based needs to some of Muslim travellers' needs to be taken into consideration (Fazal Bahardeen, Rasheed, & Noor, 2016). Muslim-friendly tourism also includes halal restaurants and hotels halal transportation, halal trip packages, and halal financing.

Consequently, Muslim-friendly tourism is made up of a variety of associated industries (Akyol and Kilinc, 2014).

1.8.4 Satisfaction

According to the Longman Dictionary of Contemporary English (1981), satisfaction is defined as the ability to defend or restore one's honour in a duel, as well as pleasure, something that pleases, the satisfaction of a need or want, the payment of a claim or money held. In the tourism context, it can be characterised as the degree of customer's (tourists) satisfaction and joy attained from a trip experience incorporating a feature of a good or service that meets the traveler's expectations, wants, and needs (Khan et al., 2013).

1.8.5 Tourist

Tourists are described as "people on short journeys away from home who also spend money earned from their home area and not from the place being visited" in one of the oldest definitions (Ogilvie, 1933; Shaw & Williams, 1994, p. 68).

1.9 SUMMARY

In chapter 1, a study about factors that affect satisfaction among domestic tourists when visiting Muslim friendly tourism destinations in Kelantan is discussed. Furthermore, a background of study about islamic tourism has been explained. Following that, this chapter also finds the issue that drives researchers to carry out this research and the significance of solving

the problem. Moreover, this study includes three research objectives, three research questions and the scope of the study as well as definition of terms used to complete this chapter.
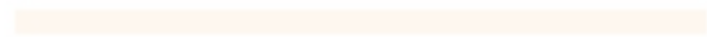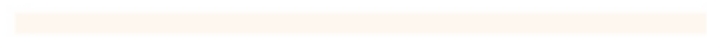
CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents the related literature and studies after the thorough and in-depth search executed by the researchers. Chapter 2 also presents and outlines a literature review, hypothesis development and conceptual framework that relates to the relationship between independent variables and dependent variables among domestic tourists when visiting Muslim-friendly tourism destinations in the state of Kelantan.

2.2 LITERATURE REVIEW

This chapter will enlighten about the literature review specifically on customer engagement, religiosity, and the independent factor is Muslim-Friendly tourism, while the dependent variable is satisfaction. This chapter also looks at hypothesis development, the study framework, and a recap in Chapter 2.

2.2.1 Satisfaction

Tourist satisfaction is related to tourists' views of quality of service when service expectations and services execution are compared (Prebensen & Xie, 2017; Han & Hyun, 2018). Tourist pleasure, as according Jarvis et al. (2016), is indeed an important factor in the tourism sector and influences loyalty. Furthermore, other researchers believe that pleasure is linked to the complete performance of tourist services (Wu, 2016).

The satisfaction can measure how satisfied tourists are with a destination, its products, services, and capabilities (Battour et al., 2014). When Muslim travellers are happy, they are likely to promote the tourism location to others. Visitor involvement with the place, according to So et al. (2014), tourist satisfaction also connected. According to Harrigan et al. (2017), customer behavioural intention to loyalty is related to visitor involvement. Furthermore, client behavioural intention is linked to customer satisfaction. As a result, visitor involvement is linked to customer satisfaction. Tourist satisfaction has been recognized as an important strategy for increasing tourist destination competitiveness in the face of globalization. This is related to the attempts to have a tourism supply that can meet tourist expectations.

2.2.2 Customer Engagement

Customer engagement is a critical component of tourism research (Chathoth et al., 2014; Harrigan et al., 2017). Customer engagement developed from the concept of worker engagement. Customer engagement refers to the emotional response a buyer has toward a certain brand or product (Hollebeek and Macky, 2019). Previous research has linked customer engagement to consumer behavioral goals including such pleasure, phrase, and commitment (Ahn and Back, 2018; Wu et al., 2017; Harrigan et al., 2017).

This customer engagement may be assessed by the fact that after using a product or service, the consumer will suggest it to others. As a result, we propose that customer involvement is an important mediator of the association among religious and WOM. According to, the theoretical foundation of the customer engagement notion is the extended area of relationship marketing (Vivek et al., 2012). Customers make good or negative pronouncements about a company or product based on their past involvements, and these entanglements or

experiences are further transfigured into information material that is fully revealed to others in whichever type of media best fits the concept of WOM (Omar, 2009). A previous study has looked at the relationship between customer engagement and word-of-mouth (Zhang et al., 2017; Molinillo et al., 2019; Harrigan et al., 2017). Able to produce et al. (2019) investigated the link between customer interaction and WOM. The goal of customer engagement is to give them useful information about your products and services. Customers are drawn to high-quality items first; relevant information is what keeps them coming back.

2.2.3 Religiosity

Religion is now widely recognised as a cultural factor that shapes individual behaviour (Eid and El-Gohary 2015). The term "religiosity" is used to describe a person's perspective and outlook on religious activity (Zamani-Farahani and Musa, 2012). Therefore, we focused on Islamic religiosity and its relationship to Halal tourism in our investigation. Furthermore, there are two parts to religion: Islamic ideas and Islamic practises (El-Gohary, 2016; Eid and El-Gohary, 2015). The term "Islamic beliefs" is used to refer to the various ways in which Muslims conceptualise and practise Islamic values, such as their trust in divine intervention. Meanwhile, Islamic rituals like prayer attendance and recitation address how individuals feel about Islam itself.

This can be measured that the religious beliefs and practices of the consumers will influence their usage rate expectations. For example, when a tourist destination's performance meets the visitors' expectations, they become attached to the place and, as a response, will recommend it to others (San-Martn et al., 2015). As a result, the primary goal of this will evaluate the influence of religion in tourist customer behaviour such as contentment and

readiness to suggest. Religiosity improves tourist satisfaction, halal perceptions, and trip value. Religious tourism comprises visiting prominent religious sites. The main motive for travel is to meet both the spiritual and religious needs of individuals who take part in this type of tourism tour. However, the goal of tourism might be to learn about new cultures, beliefs, or religious artifacts.

2.2.4 Muslim Friendly Tourism

Muslim-friendly travel is defined as tourism that complies with Islamic law. Some academics refer to it as halal tourism (Battour and Ismail, 2016). Halal is an Islamic word that refers to anything that is permitted or prohibited Al Qaradawi,(2013). Tourist is tourist management that follows Islamic principles (Battour et al., 2018). Studies have shown that Islamic facilities, halal food, halal culture, and the absence of alcohol are all essential components of a halal or Muslim-friendly vacation (Carboni and Idrissi Janati, 2016; Battour and Ismail, 2016; Wardi et al., 2018).

Islamic lodging, Islamic morals in general, halal food, and a prohibition on gambling and alcohol are the four defining characteristics of Muslim-friendly tourism (Battour and Ismail, 2014). To start, Islamic amenities are religious amenities for the tourism sector, including a prayer hall with qibla holding for worshiping in a hotel room. As a second point, the halal emblem is associated with hotels that provide kosher kitchens, halal meals, and other halal services for their guests (Battour et al., 2018). Finally, the dedication of travellers to Islamic general principles, such as the prohibition of prostitution in tourist spots, is alluded to by the term "Islamic culture" or "universal morality.". The restriction on gamble and alcohol indicates that drink and gamble are not authorized in tourist spots. Furthermore, halal travel is associated with

other criteria such as religion and contentment. The Muslim population is the fastest growing in the world. Most Muslim nations are embracing the growing trend of Muslim-friendly tourism. As a result, more Muslims are willing to visit other nations, whether Muslim or non-Muslim (Hasanah & Harun, 2020).

2.3 HYPOTHESIS DEVELOPMENT

According to the literature study below, Muslim-friendly tourism and other independent variables like customer engagement and religiosity are among those factors that determine how satisfied domestic tourists are when they visit Muslim-friendly tourist destinations in Kelantan. This study is intended to look at how these variables' levels interact.

It is important to generate strong customer engagement, the psychological state of the consumer as a result of interacting with a service; (Brodie et al., 2011), as customer engagement (CE) is key to creating a good customer experience. Research conducted by (Yusnita, Ahmad Puad, & Myzatul, 2019), determine the function that tourist promotion plays in creating a destination's perception. Images are created using information gained from sources including travel agencies, brochures, websites, radios, and televisions to discover more about interesting locations. These methods are to attract tourists to visit Kelantan. Travel brochures can benefit hoteliers and travel agencies, build relationships, drive more traffic and bookings, and gain loyalty (Joomag, 2019). Customer engagement is one of the factors that influence customer loyalty and satisfaction in a long-term relationship of the organization and its consumers (Pansari & Kumar, 2017). Thus, the first hypothesis put forth for this investigation was as follows

H1: There is a significant relationship between customer engagement and satisfaction

Deichmann & Frempong, (2016) identify that by examining the significance of Islamic religiosity in pleasing Muslim tourists, this study will assist decision-makers, business owners, marketers, and practitioners in improving the tourism industry. As a result, they would be able to offer special goods and services at tourist attractions to reinforce Muslim visitors' devotion to Islamic principles and satisfaction. In the past studies by Delener (1990), Essoo & Dibb (2004) and Hirschman (1981), have discussed the impact of religion on behaviour and purchasing decisions. According to Weidenfeld (2006), tourists would be more satisfied if they can find goods and services that appeal to their religious demands. Along with that, Battour, Ismail, Battor & Awais (2014) have suggested that the association between travel motivations and satisfaction may be strengthened by the complementary role that religious attributes may play in it. Hence, the second hypothesis is developed:

H2: There is a significant relationship between religiosity and satisfaction

According to Battour et al. (2011), Muslim travellers may be drawn to destinations with Islamic features including prayer rooms, the call to prayer (adhan), halal food, Islamic interest, Islamic dress codes, and general Islamic principles. In order to achieve a high degree of satisfaction, it has also been advised to research the impact of meeting the religious needs of visitors (Fleischer, 2000; Weidenfeld & Ron, 2008). In a study conducted by Battour, Ismail, Battor & Awais, 2014) about an empirical examination of travel motivation and satisfaction in Malaysia, the study finds that Islamic norms and practices in tourism context at the destination contributes to tourist satisfaction and strengthens the relationship with tourist satisfaction for Muslim tourists. Therefore, the following is proposed as the third hypothesis for this study:

H3: There is a significant relationship between Muslim-friendly tourism and satisfaction

2.4 CONCEPTUAL FRAMEWORK
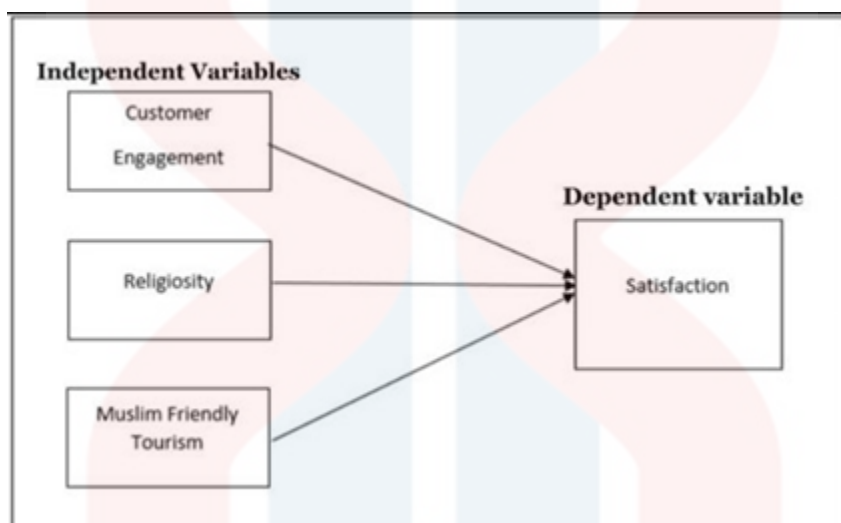
Figure 1: Conceptual Framework Independent Variable and Dependent variable

Source

In this study, the conceptual framework represents the relationship between the independent and dependent variables. Three independent variables (IV) are used in this study: customer engagement, religiosity, and Muslim-friendly tourism. The dependent variable is satisfaction among domestic tourists in Kelantan (DV).

2.5 SUMMARY

In conclusion, this chapter emphasizes the connection between customer engagement and satisfaction in Muslim-friendly tourism spots in Kelantan. This research explores how participants' levels of religiosity correlated with their satisfaction of

Muslim-friendly tourism spots in Kelantan. In addition, this chapter explores the connection between Muslim-friendly tourism and the level of satisfaction experienced by tourists that visit Kelantan's Muslim-friendly attractions. As a result, hypotheses are developed, and it is on the basis of these that a conceptual framework is created.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discusses the research design, target population and the minimum sample size of the study. The sampling method and sampling procedure employed to collect the data also have been enlightened in this chapter. Subsequently, this chapter explains the research instrument, data analysis and summary of the chapter.

3.2 RESEARCH DESIGN

A typical research design outlines the methods to be utilised for data collection, the equipment to be used, how it will be used, and how the results will be evaluated. According to Creswell (2017), the goal of research design is to address research questions while controlling for variation in a study strategy, structure, and methodology. Quantitative methods are used in this investigation. This research design categorizes studies as descriptive, exploratory, or causal. The effects of religiosity, customer engagement, Muslim friendliness, and satisfaction have been investigated using causal analysis. A cross-sectional design is used in this study. A cross-sectional design has an advantage of collecting data at and around a single point in time and concentrating on detecting correlations between variables at that point in time. In a cross-sectional design, a survey approach is typically used to collect data; it is inexpensive and takes little time to complete.

Most people agree that surveys are the most effective way to collect quantitative data. Self-administered questionnaires in particular, where in-person interviews are not necessary, are a low-cost technique to quickly and efficiently gather a lot of data from a lot of individuals. As a result, this study collected data through a self-administered questionnaire. Furthermore, the unit analysis of the study is the individual domestic tourists visiting Kelantan as a Muslim friendly state in Kelantan.

3.3 TARGET POPULATION

The target population that researchers intend to study is referred to as the study population interest. The target population is defined as a group of people or objects which forms the subject of a study. According to Polit and Hungler (1999), the population is the total group of people who the researcher is interested in, and the research findings can be generalized. It is crucial to define the target population wisely based on the purpose and feasibility of the project. In this research, the target population is the domestic tourists who visit Muslim friendly tourist destinations in Kelantan. To be specific, there are three criteria that must possess by the tourists in order to become the target population of the study:(1) Travellers must visit Kelantan at least in the last five years (2) Travellers must be at the age of 18 years and above to respond to the questionnaire (3) They must be a permanent residence of Malaysia since this study targeted domestic tourists.

3.4 SAMPLE SIZE

According to Fridah (2002), a sample is a part of a population, for the purpose of determining parameters of the entire population while the sample size also refers to the range of samples that will be included in the study. In this study, researchers will focus on respondents who have used any facilities or products available when visiting Muslim-friendly tourist destinations, particularly in Kelantan.

According to the Department of Statistics Malaysia (2022), in 2019, domestic tourists who went to Kelantan recorded a total of 10, 986,000 individuals compared to other years. In 2020, the number of domestic tourists visiting Kelantan showed a significant decrease, which is 6, 058,000 people, while 1, 920,930 of domestic tourists visited Kelantan recorded in 2021 (Department of Statistics Malaysia, 2022). This statistic shows a greater decrease than in 2020 because in that year the world was hit by the Covid-19 virus outbreak which has resulted in millions of deaths. The impact of the pandemic has affected all sectors, particularly all tourism sectors.

Therefore, researchers will use Krejcie & Morgan (1970) model to determine the appropriate number of research participants in order to complete this study. Krejcie and Morgan (1970) table is the representative statistical samples often used in empirical research as an effective method for determining sample size and as an easy-to-understand reference. As a result, 384 people will participate in this research study. However, due to the limited time, a total number of 201 respondents would be able to participate in the survey.

TABLE 1
Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

Table 1: Table of Sample Size Determination for A Given Population

Source: Krejcie & Morgan (1970)

3.5 SAMPLING METHOD

A sampling method is the procedure for obtaining a sample. As this technique generates the quantitative and qualitative data that can be collected as part of a research study, sampling plays a crucial role in the research design (McCombes, 2022). There are two separate approaches to sampling technique which is probability sampling and non-probability sampling.

To conduct this study, researchers will use non probability sampling. A convenience sampling method is adapted to this study as it is low cost and requires less time. Moreover, the accuracy of data is high.

3.6 DATA COLLECTION

This study will conduct a survey using the questionnaire in order to gather the information. Moreover, questionnaires are a useful tool for data collection. Data for this study was gathered via self-administered questionnaires. There are two stages involved in the data collection, namely pilot study and actual study.

3.6.1 Pilot study

A pilot study is a preliminary study conducted to evaluate research approaches, data collection instruments, sample recruitment procedures, and other aspects of a larger study. Furthermore, pilot study is carried out to find any potential issues and problems in the research tools and protocol before they are used to complete the study. In this research, the researchers agreed to focus on respondents who visited Kelantan to travel, and whether they have used any muslim-friendly facilities during the visit.

Pilot study will help researchers choose the optimal approaches for carrying out actual surveys. Researchers have agreed to choose a total of 30 persons who will be selected to

participate in the pilot test. Next, this study continues with an actual survey when the pilot study is completed.

3.6.2 Procedure for Distributing Questionnaires

To determine how visitors are satisfied with the existence of muslim friendly tourism in Kelantan, a questionnaire is distributed to the respondents using Google Forms. A form is created and it is a convenient way to find out what the respondents explicitly think.

Due to the large access of social media among Malaysians, the study uses Google Forms to gather an amount of information from the 30 respondents. Google Forms offer a fast, efficient and inexpensive way of gaining information needed in this research.

Respondents will access the link sent via WhatsApp group, Facebook, and Twitter page. Researchers will share a link to the survey on several WhatsApp groups, Facebook and Twitter, the researchers request people to take part in the study.

3.7 RESEARCH INSTRUMENT

Questionnaire surveys, tests, and scales are examples of data collection instruments that can assist researchers in gathering information on an important issue through investigations. As previously stated, questionnaires have been used to collect data for this study. A research instrument is a method that we used to gather, quantify, and evaluate information on our research interests. In order to evaluate patients, clients, students, instructors, employees, etc., these instruments are most frequently employed in the humanities, health sciences, and education.

This study's questionnaire has six sections. We offered screening questions at the start of the section in order to specify a certain audience. Respondents see our screening question first. If they are the right respondents, then they can complete the following questions in our survey.

The measuring items utilized in this research were based on prior research. As the measurement scale, Likert's scales will be used with five alternatives from (1) strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5).

The first section of the questionnaire contains statements about the customer engagement comprising four items. The second section of the questionnaire contains religiosity consisting of six items. The third section of the questionnaire contains statements about muslim-friendly tourism consisting of nine items. The fourth section of the questionnaire contains a statement about satisfaction comprising three items. All of the items were adapted from (Abror et al, 2020). The questions in the first through third sections are connected to an independent variable: religion, customer involvement, and Muslim-friendly tourism. The fourth portion of the questionnaire is concerned with the dependent variable of the study, specifically, tourism contentment among domestic Muslim visitors visiting Kota Bharu. The final component of the questionnaire covers segmentation strategy of respondents in order to collect any basic information about themselves. Respondents' gender, age, monthly income, education, occupation, and nationality will be discussed in the demographic segmentation.

3.8 DATA ANALYSIS

Data analysis in research is an example of using the statistical or logical method to make sense of raw research data.

3.8.1 Statistical Package for the Social Sciences (SPSS)

SPSS is a statistical analysis program that can be used interactively or batch-processed. This is a well-known statistical system that is capable of complex data processing and testing using fundamental approaches. At the same time, the application is simple to use. Any data may be gathered and transformed into tabular reports complete with charts and distribution graphs.

3.8.2 Frequency Analysis

Frequency analysis is a novel approach for analysing the stability of circles in a conservative dynamical. It was initially developed to investigate the solar system's stability. (Icarus Laskar, 88, 1990).

3.8.3 Descriptive Statistics

Descriptive statistics summarize and characterize data effectively (Zikmund et al., 2013); (Creswell & Creswell, 2017). As a result, descriptive statistics were obtained for both the independent and dependent variables in this study. Pie charts and graphs can be used to display or analyze data processing (SPSS). Calculating descriptive statistics is an important initial step in research and should always be done before performing inferential statistical comparisons. Descriptive statistics include variable types nominal, ordinal, inverted, and ratio, as well as frequency, central, tendency, dispersion/variation, and position measurements. As a result, it's easy to read and understand. To make the data more understandable, it employs mean, median, and other measures.

3.8.4 Reliability Analysis (Cronbach's Alpha)

Internal consistency of measurement has emerged as a distinct component of reliability analysis. The degree to which any signal of an idea appears to be consistent on a few fundamental levels is referred to as internal consistency. (Creswell and Creswell, 2017; Zikmund et al., 2013). The reliability assessment determines whether or not all of the surveys are reliable. Cronbach's alpha is a straightforward statistic for assessing dependability. The Cronbach's alpha values of 0.70 or higher are considered. A score of 0.8 or higher is recommended, and a score of 0.90 or higher is exceptional.

3.8.5 Pearson Correlation Coefficient Analysis

Pearson's correlation coefficient analysis was used to examine the acquired data. Pearson's correlation coefficient analysis is one of the most fundamental analyses that quantifies the effect of a linear connection between an independent variable IV and a dependent variable DV. The purpose of this study is to determine whether there are any connections between independent variables IV and DV. The relationship might provide both positive (+) and negative (-) numbers. A correlation coefficient of one denotes a pure positive, whereas a correlation value of just one implies a perfect negative. Meanwhile, a correlation score of 0 shows that there is no association. The correlations range from zero to 1.

3.9 SUMMARY

Finally, this chapter summarized the research design employed in this study. It also clarified the target population, sample size, sampling method, data collection, research instrument, and data analysis plan, which were all extensively discussed in this chapter.

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CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 INTRODUCTION

This chapter elaborates the findings from an analysis of the information gathered through the distribution of a survey to 201 respondents who visited Kelantan, Malaysia. This chapter discusses the survey's findings. The findings from the frequency analysis, descriptive analysis, reliability test, Pearson Correlation Coefficient analysis, and discussion based on research objective.

4.2 RESULT OF RELIABILITY TEST

Reliability analysis is a statistical technique used to assess the consistency and stability of measurements or scores. It is commonly used in various fields such as psychology, education, and engineering to evaluate the reliability of tests, surveys, and instruments. In our study, we employ Cronbach's alpha, the most popular reliability analysis method that determines an item set's internal consistency. It gauges the degree to which a set of variables are collectively connected. The reliability of data is measured by the Cronbach's alpha coefficient. Based on the survey's results, researchers can determine whether this was reliable, exact, and comprehensible by the respondents. The value of Cronbach's alpha coefficient is displayed in Table 4.2 below.

Table 4.1: Cronbach's Alpha Coefficient Value

Cronbach's Alpha	Internal Consistency
α ≥ 0.9	Excellent
0.9 > α ≥ 0.8	Good
0.8 > α ≥ 0.7	Acceptable
0.7 > α ≥ 0.6	Questionable
0.6 > α ≥ 0.5	Poor
0.5 > α	Unacceptable

Based on the table above, the range of Cronbach's alpha is 0 to 1, with higher numbers suggesting more dependability. Alpha coefficients of 0.7 or above are typically regarded as acceptable, while those of 0.9 or higher are regarded as excellent

4.2.1 Pilot Test Result

A pilot study is a small-scale, preliminary investigation carried out ahead of a larger study to assess the effectiveness of the research concept, data gathering procedures, and analysis approaches. Prior to undertaking the larger investigation, a pilot study is primarily used to pinpoint any potential issues or limitations of the design and to improve the research approach. We can test and improve our research design and methods, spot any potential issues or

constraints, and make the required adjustments before starting the main study by first conducting a pilot study.

Table 4.2 Pilot Test Result

Construct	Cronbach's Alpha	No of Item	N
Customer Engagement	.739	4	32
Religiosity	.953	6	32
Muslim-Friendly Tourism	.915	9	32
Satisfaction	.888	3	32
All Variable	**.925**	**22**	**32**

The reliability of five factors is seen in this table. The 33 questions that were used to measure the five separate constructs were examined for consistency using Cronbach's Alpha. The results show that all of the construct coefficients are good or excellent. Additionally, the outcome is greater than 0.7, indicating that the survey can move on.

The result of the reliability test in our research is, the highest coefficient value is 0.953 (excellent) for religiosity, while the lowest value, at 0.739 (acceptable), has been discovered for customer engagement.

4.3 RESULT OF FREQUENCY ANALYSIS

        The survey has been conducted with 201 respondents with filter questions and the result of demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is gender, age, race, occupation, travel frequency, travel period, have you visited any tourist attraction places in Kelantan, Malaysia and When was your last visit to Kelantan, Malaysia. The summary of demographic profile is shown in table 4.3 below.

Table 4.3: Demographic table and respondent's visit period

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Female	138	68.7
	Male	63	31.3
Age	18 – 20 years old	18	9
	21 – 30 years old	138	68.7
	31 – 40 years old	27	13.4
	41 – 50 years old	13	6.5
	51 years old and above	5	2.5

Race			
Race	Malay	181	90
	Chinese	4	2
	Indian	2	1
	Others	14	7
Occupation	Students	124	61.7
	Government staff	31	15.4
	Private Sector	15	7.5
	Self-Employment Others	26	12.9
		5	2.5

	1-2 times	97	48.3
Travel frequency	3-5 times	72	35.8
	More than 5	32	15.9
	Public holiday	51	25.4
Travel period	Semester break	67	33.3
	Anytime	79	39.3
	Others	4	2
Have you visited any tourist attractions places in Kelantan, Malaysia	Ya	184	91.5
	Tidak	17	8.5
When you last visit to Kelantan, Malaysia	A few month ago	81	40.3
	A year ago	60	29.9
	2 years ago	26	12.9
	3 years ago	34	16.9

4.3.1 Gender

Based on the result from table 4.2, the table shows the gender distribution of the respondents. The total respondent is 201 respondents. In this study, the female respondents were higher with 68.7% (N=138) respondents as compared to 31.3% (N=63) for male respondents.

4.3.2 Age

Table 4.2 shows the age distribution. The respondents were allocated into five age groups. The highest number of respondents were from the group age of 21-30 with 68.7% (N=138) respondents and then followed by the group age of 31-40 with 27% (N=27) respondents. The third highest group is 18-20 with 9% (N=18) respondents and then followed by group age 41-50 with 6.5% (N=13) respondent, and lastly is group age of 51 + with 2.5% (N=5) respondents

4.3.3 Race

The race distribution among the respondents is seen in Table 4.2, wth 90% percent (N=181) respondents, Malay is the race group with the most participants in the survey, followed by others (kadazandusun, dusun, Sabah,) with 7% percent (N=14) respondents with 2% percent (N=4) respondents, and lastly is Indians , with 1% percent (N=2) respondents.

4.3.4 Occupation

The percentage of the respondent's occupation is shown in Table 4.2 with 61.7% (N=124) of responses, student is the most common occupation, followed by goverment with 15.4 percent (N=31). Self-employment is the third most common occupation, with 12.9 percent (N=26) of

respondents. Private sector for 7.5 percent (N=15) of the respondent occupations, while others account for 2.5 percent (N=5).

4.3.5 Travel Frequency

Table 4.2 illustrates the respondents' Travel frequency. With 48.2 percent (N=185) respondents having a bachelor's degree, the majority of the respondents are educated. With 24.7 percent (N=95) of the respondents, certificate diploma/STPM/Matriculation is the second highest level of education, followed by master's degree with 14.1 percent (N=54) respondents. Secondary school, with 6.5 percent (N=25) respondents, Ph.D., with 3.4 percent (N=13) respondents, and no formal education, with 3.1 percent (N=12) respondents, are the three lowest levels of education.

4.3.6 Travel period

The percentage of respondents for the travel period is shown in Table 4.2 with 25.4% (N=51) taking a vacation on a public holiday followed by a semester break of 33.3% (N=67). travel duration for anytime is the highest with 39.3% (N=79) and lastly, 2% percent (N=4) for any time.

4.3.7 Have you visited any tourist attractions places in Kelantan, Malaysia

For questions, have you ever visited any tourist places in Kelantan, Malaysia. A majority of N=184, or 91.5%, said "YES," and only a minority of N=17, or 8.5%, said "NO."

4.3.8 When was your last visit to Kelantan, Malaysia.

To find out the respondent's last visit to Kelantan, Malaysia. Based on the results of table 4.2, the table shows that 40.3%, N=81 visited a few months ago and then followed a year ago by

29.9%, N=60. Next, 12.9%, N=26 visited 2 years ago and last visited 3 years ago by 16.9%, N=34.

4.4 RESULT OF DESCRIPTIVE ANALYSIS

Table below shows the mean and standard deviation for each variable in this study with the number of respondents, which is 201 who visited Kelantan, Malaysia.

4.4.1 Customer Engagement

Table 4.4: Descriptive statistics of Customer Engagement

Variables	N	Mean	Standard Deviation
When interacting with this tourism site, it is difficult to detach myself	201	3.62	.909
I am immersed completely in my interaction with this tourism site	201	3.74	.993
I am someone who enjoys interacting with like-minded others that fly with this tourism site	201	3.65	.910
In general, I thoroughly enjoy exchanging ideas with other people that visit this tourism site	201	3.75	.855

The table showed the mean and standard deviation statistics of respondents on the customer engagement. In general, I thoroughly enjoy exchanging ideas with other people that visit this tourism site scored the greatest mean value, which was 3.75, where the respondents agreed that customer engagement of 'In general, I thoroughly enjoy exchanging ideas with other

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people that visit this tourism site' motivated respondents to revisit Kelantan as their Muslim-friendly tourism destination. Meanwhile, the lowest mean was 'when interacting with this tourism site, it is difficult to detach myself' with a mean value of 3.62, where the respondents agreed that customer engagement of 'when interacting with this tourism site, it is difficult to detach myself' influences them to revisit Kelantan. Besides, the higher standard deviation is 'I am immersed completely in my interaction with this tourism site' which is .993. The higher standard deviation value indicates the data are more spread out. Consequently, for customer engagement, the reason that influences respondents to revisit Kelantan will be that I am immersed completely in my interaction with this tourism site.

4.4.2 Religiosity

Table 4.5: Descriptive statistics of Religiosity

Variables	N	Mean	Standard Deviation
Religion is very important for my life	201	4.60	.878
Islam helps me to have a better life	201	4.65	.793
I have been supported by the Dua' (supplication)	201	4.63	.797
I recognize the Prophet Muhammad (peace-be-upon-him) as the role model	201	4.68	.748
One of my main priorities is Performing Hajj	201	4.58	.803

I believe that Allah (God) helps me	201	4.67	.796

The table shows the mean and standard deviation statistics of respondents on the religiosity. I recognized the Prophet Muhammad (peace-be-upon-him) as the role model has achieved the highest score of mean value, which was 4.68, where the respondents were agreed that religiosity of 'I recognized the Prophet Muhammad (peace-be-upon-him) as the role model' to motivate respondents to revisit Kelantan as their Muslim-friendly tourism destination. Meanwhile, the lowest mean was 'one of my main priorities is Performing Hajj' with a mean value of 4.58. This shows the respondents agreed that religiosity of 'one of my main priorities is Performing Hajj' influenced them to revisit Kelantan state in Malaysia. Furthermore, the higher standard deviation is 'religion is very important for my life', which is .878. The higher standard deviation value demonstrates the greater spread in the data collected. So, for religiosity, respondents will revisit Kelantan with the 'religion is very important for my life'.

4.4.3 Muslim-Friendly Tourism

Table 4.6: Descriptive statistics of Muslim-Friendly Tourism

Variables	N	Mean	Standard Deviation
Qibla direction for pray is available in the hotel room	201	4.28	.838

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Hotel provides prayer mat in the hotel room	201	3.97	1.019
Halal food is available at tourism sites, malls, hotels, etc	201	4.34	.886
Hotel and restaurant provide segregated halal kitchen	201	4.15	.895
The authority has banned the prostitution	201	4.40	.917
The authority has banned / indecent display of affection between sexes at public places (such as kissing)	201	4.47	.831
The authority has censored adult scenes in movies shown on TV	201	4.37	.966
Free Alcoholic drinks have been banned by the authority at public places (such as tourism sites, hotels and parks)	201	4.48	.819
The gambling activities have been banned by the authority at public places (such as tourism sites, hotels and parks)	201	4.47	.831

The table showed the mean and standard deviation statistics of respondents on the Muslim-friendly tourism. Free Alcoholic drinks have been banned by the authority at public places (such as tourism sites, hotels and parks) achieved the greater score of mean value, which was (4.48), where the respondents were agreed that Muslim-friendly tourism of 'free Alcoholic drinks has been banned by the authority at public places (such as tourism sites, hotels and parks) and this is the factors that motivate respondents to revisit Kelantan, Malaysia. Meanwhile, the lowest mean was 'hotel provides prayer mat in the hotel room' with the mean value of 3.97, where the respondents agreed that Muslim-friendly tourism of 'hotel provides prayer mat in the hotel room' motivated them to revisit Kelantan as their Muslim-friendly tourist destination.

Besides that, the higher standard deviation is 'hotel provides prayer mat in the hotel room', which is 1.019. The higher standard deviation value indicates the greater spread in the data. As a result, for Muslim-friendly tourism of 'hotel provides prayer mat in the hotel room' will be the cause that influenced respondents to revisit Kelantan.

4.4.4 Satisfaction

Table 4.7: Descriptive statistics of Satisfaction

Variables	N	Mean	Standard Deviation
I am satisfied with the Islamic facilities in the tourism sites	201	4.30	.862
I am satisfied with the halalness of tourism sites	201	4.34	.864
I am satisfied with the general Islamic morality in the tourism sites	201	4.27	.866

The table showed the mean and standard deviation statistics of respondents on the satisfaction. The variables of 'I am satisfied with the halalness of tourism sites' scored the highest mean value, which was 4.34, where the respondents agreed that satisfaction of 'I am satisfied with the halalness of tourism sites' indicates that Kelantan complies with the Islamic law as they are satisfied with the halalness when they visit this tourism site. Meanwhile, the lowest mean was 'I am satisfied with the general Islamic morality in the tourism sites' with the mean value of 4.27, where the respondents agreed that satisfaction of ' I am satisfied with the general Islamic morality in the tourism sites' as they are satisfied with it when they visit

Kelantan and this indicates that Kelantan is a state that possess Islamic morality and values. Besides, the higher standard deviation of satisfaction is 'I am satisfied with the general Islamic morality in the tourism sites', which was .866. The higher standard deviation value demonstrates the greater spread in the data. Therefore, for tourist satisfaction respondents will revisit Kelantan with 'I am satisfied with the general Islamic morality in the tourism sites'.

4.4.5 Dependent And Independent Descriptive

Table 4.8: Dependent and independent variable

Variables	N	Mean	Standard Deviation
Customer Engagement	201	3.69	.737
Religiosity	201	4.63	.753
Muslim-Friendly Tourism	201	4.33	.752
Satisfaction	201	4.31	.792

The table showed the number of respondents, mean and standard deviation for both independent variables (IV) and dependent variable (DV). For the independent variables (IV), religiosity had the highest mean score which is 4.63, followed by Muslim-friendly tourism which is (4.33). Meanwhile, customer engagement had the least mean score (3.69) among religiosity and Muslim-friendly tourism. The mean score of dependent variable (DV) for satisfaction is (4.31).

Apart from that, for the independent variables (IV), the highest standard deviation is occupied by religiosity which is .753, followed by Muslim-friendly tourism (.752) and lastly is customer engagement (.737). The standard deviation for dependent variable (DV) which is satisfaction is .792.

4.5 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Table 4.9: Coefficient Correlation and Strength of Relationship

Correlation Coefficient(r)	Strength of Relationship
(0.91 to 1.00) or (-0.91 to 1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to 0.90)	Strong
(0.51 to 0.70) or (-0.51 to -0.70)	Medium
(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

Hypothesis 1

H1: There is a significant between customer engagement and satisfaction

Table 4.10: Correlation Analysis for Hypothesis 1

		Customer_En gagement	Satisfaction
Customer_Engagement	Pearson Correlation	1	.569**
	Sig. (2-tailed)		<.001
	N	201	201
Satisfaction	Pearson Correlation	.569**	1
	Sig. (2-tailed)	<.001	
	N	201	201

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

Source : SPSS

Table 4.11 the correlation value of 0.569 reveals a medium relationship between customer engagement and satisfaction. This shows that the relationship between customer engagement and satisfaction is positive. The customers engagement significant value is 0.001 which is less than the extremely significant level of 0.01. Therefore, there is a significant relationship between customer engagement and satisfaction. H1 is supported.

Hypothesis 2

H2: There is a significant relationship between religiosity and satisfaction

Table 4.11: Correlation Analysis for Hypothesis 2

		Religiosity	Satisfaction
Religiosity	Pearson Correlation	1	.730**
	Sig. (2-tailed)		<.001
	N	201	201
Satisfaction	Pearson Correlation	.730**	1
	Sig. (2-tailed)	<.001	
	N	201	201

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

Sources: SPSS

Table 4.12 shows that there is a correlation relationship between religiosity and satisfaction, with a correlation value of 0.730. This suggests that the relationship between religiosity and satisfaction is strong and significantly connected. Religiosity has a significant value of 0.001, which is less than a significant level of 0.01. Therefore, there is a significant relationship between religiosity and satisfaction. H2 is supported.

Hypothesis 3

H3: There is a significant relationship between Muslim-friendly tourism and satisfaction

Table 4.12: Correlation Analysis for Hypothesis 3

		Muslim_Friendly_Tourism	Satisfaction
Muslim_Friendly_Tourism	Pearson Correlation	1	.725**
	Sig. (2-tailed)		<.001
	N	201	201
Satisfaction	Pearson Correlation	.725**	1
	Sig. (2-tailed)	<.001	
	N	201	201

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

Sources: SPSS

Table 4.13 there is a correlation between Muslim friendly tourism and satisfaction, as evidenced by correlation value of only .725. This shows that the relationship between Muslim friendly and satisfaction is very strong and strongly connected. Muslim friendly tourism has a 0.001 significant value, which is less than the 0.01 moderately significant level. Therefore, there is a significant relationship between Muslim friendly tourism and satisfaction . H3 is supported.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

Table 4.13: Shows the summary for hypothesis testing in this study

Hypothesis	Pearson's correlation results	
H1: There is a significant relationship between customer engagement and satisfaction	r = 0.569, p < 0.01	Medium
H2: There is a significant relationship between religiosity and satisfaction	r = 0.730, p < 0.01	Strong
H3: There is a significant relationship between Muslim-friendly tourism and satisfaction	r = 0.725, p < 0.01	Strong

Based on the table 4.14 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on customer engagement, satisfaction, religiosity and Muslim friendly tourism among domestic tourists visiting Muslim friendly tourist destination in Kelantan. At the 0.01

significance level, all the hypotheses provided were accepted. However, all the hypothesis is supported as the end showed that independent variables which are customer engagement,religiosity and Muslim friendly tourism have a very strong and high positive correlation with the satisfaction.

4.7 SUMMARY

Chapter 4 defines the result of frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation Coefficient analysis. These variables were found to be significant and positively correlated with the factors that determine satisfaction among domestic tourists visiting muslim friendly tourist destinations in Kelantan. Moreover, all hypotheses are supported because p-value is less than 0.05.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter is all about discussion and conclusion. The introduction will be followed by a recapitulation of the research findings, limitations, recommendations, and summary. This chapter discusses the outcomes of Chapter 4. This chapter also discusses the recommendations that could be used for this research in the future. At the end of this chapter, the researchers will draw conclusions about this study.

5.2 RECAPITULATION OF THE FINDINGS

This research will explain recapitulation of the findings from previous chapter 4 (Result and Discussion) which are based on research objectives, research questions and hypothesis for this study.

5.2.1 Relationship between customers engagement and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan.

Research question 1 of this study is related to the relationship between customers engagement with satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan? This is also to answer the first objectives and hypothesis.

Table 5.1: Research Objective 1 & Research Question 1

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between customer engagement and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan.	Is there any relationship between customer engagement and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan?
H1: There is a relationship between customer engagement and satisfaction among domestic tourists visiting Muslim friendly tourist destinations in Kelantan.	

The result of hypothesis H1 in the previous chapter showed to answer research question 1. Apart from that, H1 stated that there is a relationship between customers engagement and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan. From the finding, it was found that customers engagement is positive and moderately related to satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan, with correlation coefficient of .569. The p-value of customers engagement is 0.001 which is less than the highly significant level 0.005. In addition, there is a relationship between customers engagement and satisfaction among domestic tourist visiting Muslim tourist destination in Kelantan. This finding can be supported by (Pansari & Kumar, 2017) . Therefore, H1 is supported.

5.2.2 Relationship between religiosity and satisfaction among domestic tourists visiting Muslim tourist destination in Kelantan.

Research question 2 of this study asked about any relationship between religiosity and satisfaction among domestic tourists visiting Muslim tourist destinations in Kelantan? 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 religiosity and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan.	Is there any relationship between religiosity and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan?

H1: There are relationship between religiosity and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan.

The result of hypothesis H2 in the previous chapter showed to answer research question 2. Apart from that, H2 stated that there is relationship between religiosity and satisfaction among domestic tourist visiting Muslim friendly tourist destinations in Kelantan. From the finding, it shows that religiosity is positive and moderately related to satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan with correlation coefficient of 0.730. The p-value of religiosity is 0.001 which is less than 0.005. In addition, there is a relationship between religiosity and satisfaction among domestic tourists visiting Muslim tourist destination

in Kelantan. This finding can be supported by Battour, Ismail, Battor and Awais (2014). Therefore, H2 is supported.

5.2.3 Relationship between Muslim friendly tourist and satisfaction among domestic tourists visiting Muslim tourist destination in Kelantan.

Research question 3 of this study asked about any relationship between Muslim friendly tourist and satisfaction among domestic tourists visiting Muslim tourist in Kelantan? 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 Muslim friendly tourist and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan.	Is there any relationship between Muslim friendly tourist and satisfaction among domestic tourists visiting Muslim friendly tourist destination in Kelantan?

H1: There are relationship between Muslim friendly tourist and satisfaction among domestic tourists

visiting Muslim friendly tourist destination in Kelantan.

The result of hypothesis H3 in the previous chapter showed the answer to research question 3. Apart from that H3 stated there is a relationship between Muslim friendly tourist and satisfaction among domestic tourists visiting Muslim friendly tourists destination in Kelantan. From the findings, it shows that Muslim friendly tourist is positive and moderately related to satisfaction among domestic tourists visiting Muslim friendly tourist in Kelantan with correlation

coefficient of .725. The p value of Muslim friendly tourist is .001 which is less than highly significant level .005. In addition, there is a relationship between Muslim friendly tourist and satisfaction among domestic tourists visiting Muslim friendly tourist in Kelantan. This finding also can be supported by (Weidenfeld & Ron, 2008). Therefore, H3 is supported.

5.3 LIMITATIONS

This section delves into the issues and problems in writing limitations of the study. A valuable and significant process for completing this research has been experienced throughout the entire research. Even so, here are some inevitable limitations to allowing this research to proceed as originally planned. The current study has some limitations that should be acknowledged. The first limitation of this study was the time constraint over a period of several months to collect all of the data. The researchers attempted to obtain the respondent as soon as possible in order to complete this study.

Furthermore, the second limitation is respondents are reluctant to participate in responding to the online questionnaire in Google Form that has been provided. To gain response from the respondents, the researcher had distributed questionnaires through Whatsapp groups, Facebook pages, and Instagram platform but received few responses. Consequently, researchers had to frequently submit and appeal to them to fill out this survey in order to acquire participation from the respondents.

5. 4 RECOMMENDATION

5.4.1 Recommendation for tourism stakeholder and marketers

Kelantan receives a high number of muslim domestic tourists, and it's a good approach to enhance Islamic values within its tourists destinations. Marketers should learn more about "Islamic tourism" and build marketing tactics to attract Muslim tourists. A destination's probability of being selected among tourists can be increased if its capacity to meet the needs of the selected travel segments can be identified and marketed. Furthermore, destination marketers should be able to develop innovative programmes that capitalise on the unique characteristics of tourism products in Kelantan in order to satisfy and delight Muslim tourists, such as designing resorts that fully meet Islamic religious needs, such as segregated beaches and segregated swimming pools.

5.4.2 Future study

For future research, because it is regarded as a limitation of the current study which only focuses on one state in Malaysia and the use of convenience sampling method, which may limit the generalization of results when compared to other nations. Focusing on a country other than Malaysia will broaden our understanding of Islamic standards and practices at the destination in other situations, demonstrating the concept's universality and worldwide significance. Furthermore, future research could look into unique Islamic standards and practises at the destination by comparing it to specific countries. This is critical since there are major cultural differences in how Muslims move between nations, and they may provide significant insights into understanding the research findings.

5.5 CONCLUSION

In conclusion, this study was carried out to investigate the factors that influence the satisfaction of domestic tourists visiting seasonal tourist destinations in Kelantan. Factors influencing satisfaction (independent variables) among domestic tourists visiting Kelantan include customer engagement, religiosity, Muslim-friendly tourism, and visits to seasonal tourist destinations. To answer this questionnaire, the researcher used a Google Form with 201 respondents who were distributed among respondents who traveled and visited Kelantan. The researcher also uses quantitative methods to collect all data and information. In addition, the researcher used Google Forms to reach out to respondents all over Malaysia. This is due to the fact that using this Google form makes it easier for respondents to answer all questionnaires and saves researchers time and money.

The results of the questionnaire survey were analyzed using a variety of methods, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. Following that, the results obtained in the previous chapter, as well as all data from the questionnaire, were evaluated using the software program Statistical Package for the Social Science (SPSS). Researchers use this software program because it makes it simple to see all of the results. Finally, it is more about summarizing and drawing conclusions based on data analysis.

All hypotheses (H1, H2, H3) are supported for this study. Furthermore, limitations and recommendations have been implemented for this research and will be used in future studies. As a result, all of the information provided throughout this research is expected to assist the next researcher.

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