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**FACTORS AFFECTING TOURISTS TO CHOOSE  
TERENGGANU AS ISLAMIC TOURISM  
DESTINATION**

**BY**

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## ABSTRACT

A tourist destination is a city, town, or other area that significantly dependent on revenues from tourism. It may contain one or more tourist attractions and possibly some “tourist traps”. However, there are various obstacles faced by tourists, especially for Muslim tourists while touring around Malaysia especially Terengganu. This research will cover the gap which presents a study of factor affecting tourist to choose Terengganu as a Islamic tourism destination. This study aimed to identify whether there is a relationship between facilities, education, and culture and historical of Terengganu towards the Muslim tourist destination in Terengganu. This study used quantitative approach involved the distribution of 384 Muslim tourist to Terengganu. Overall, the findings showed that all independent variables have influenced the dependent variable in this study and education is the best factor for Muslim tourist destination in Terengganu. The results of this study provided significant contribution in term of practical and theoretical aspects which are for the practical aspects this study encourage the government provide the best education and facilities to improve the number of tourist in the future and in term of theoretical aspect this study extent the insight of additional variables especially towards Muslim tourist destination in Malaysia.

**Keywords : Muslim Tourist, Facilities, Education, Culture and Historical, Terengganu**

## ABSTRAK

Destinasi pelancongan adalah bandar, bandar, atau kawasan lain yang sangat bergantung kepada pendapatan dari pelancongan. Ia mungkin mengandungi satu atau lebih tempat pelancongan dan mungkin beberapa "perangkap pelancong". Namun, terdapat pelbagai rintangan yang dihadapi oleh pelancong, terutama bagi pelancong Muslim semasa melakukan lawatan ke sekitar Malaysia terutamanya Terengganu. Penyelidikan ini akan merangkumi jurang yang mengemukakan kajian mengenai faktor yang mempengaruhi pelancong untuk memilih Terengganu sebagai destinasi pelancongan Islam. Kajian ini bertujuan untuk mengenal pasti sama ada terdapat hubungan antara kemudahan, pendidikan, dan budaya dan sejarah Terengganu dengan destinasi pelancongan Muslim di Terengganu. Kajian ini menggunakan pendekatan kuantitatif yang melibatkan pengagihan 384 pelancong Muslim ke Terengganu. Secara keseluruhan, hasil kajian menunjukkan bahawa semua pemboleh ubah tidak bersandar telah mempengaruhi pemboleh ubah bersandar dalam kajian ini dan pendidikan adalah faktor terbaik untuk destinasi pelancongan Muslim di Terengganu. Hasil kajian ini memberikan sumbangan yang signifikan dari segi aspek praktikal dan teori yang bagi aspek praktikal kajian ini mendorong kerajaan memberikan pendidikan dan kemudahan terbaik untuk meningkatkan bilangan pelancong pada masa akan datang dan dari aspek aspek teori sejauh ini kajian pandangan mengenai pemboleh ubah tambahan terutama ke arah destinasi pelancongan Muslim di Malaysia.

**Kata kunci:** Pelancongan, Muslim, Destinasi Pelancong

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Tourism refers to the activity of visiting or traveling to another place more than fifty miles from the place of residence and not more than one year for recreational purposes or to fill free time. Tourism can be done in international countries or tourist countries. These tourists are very important for the country because the arrival of tourists from other countries is one of the main sources of income of a country. Thus, as one world knows it is stuck with the covid-19 epidemic. This has limited thousands of visitors to travel in a country and has brought down the economy of a country. Besides, the presence of these tourists has been increased as tourists present in a country have benefited from transportation services, such as airlines, yachts, trains and taxis, hospitality services, such as accommodation, including hotels and resorts, and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres. This is in addition to the things purchased by travellers, specifically souvenirs. As a result, when the influx of money declines, it has a negative impact on the ability of current sellers or services to strengthen their business.

Moreover, it should not be forgotten, Islamic tourism is also important for Muslim tourists because this can be said to be important for Muslims to feel comfortable while worshipping and so on. Islamic tourism may take many forms, including cultural, spiritual, historical, environmental, heritage, and adventure tourism. Meanwhile, Terengganu has been designated as a sustainable tourist country, with a very contemporary strategy and infrastructure that promotes tourist possibilities and activities that are related to Islamic tourism. The Terengganu tourism sector also recorded a success when it was recognized as a

Muslim Friendly Destination, apart from Bandar Aceh, Indonesia. So, this recognition as a Muslim Friendly Destination is hoped to be a mechanism to attract West Asian tourists to come to Terengganu. Recently, several Muslims and non-Muslim-majority countries began offering halal tourism services, according to Islamic norms, to attract more Muslim tourists. If a country does not offer halal food, Muslim tourists will travel less to that place. In this case, food is the main source that needs to be emphasized so that Muslim tourists do not bother to bring halal food such as bread and so on from their country.

Therefore, the election of the Terengganu state has created 3 internal and external factors. First, there are convenience factors where Muslim tourists are easy to find halal food service and do not have to hesitate for halal restaurants and can increase the confidence of Muslim tourists to eat at halal destinations compared to a country that does not practice this Islamic tourism. Second is the education factor. As you know, Muslim people are all over the country, but not all countries have religious schools for students who want to learn Islam in depth. Therefore, Terengganu has offered several boarding schools or religious schools that accept students from abroad, such as students from Thailand and Indonesia as educate tourists.

The last factor is the historical and cultural environment. Historical factors in Terengganu have also given an interesting view because there are western or non-Muslim tourists interested in exploring the uniqueness of heritage or Islamic culture in Terengganu. Among the places that are often visited by foreign tourists are the crystal mosque, wooden mosque, Islamic Civilization Park in replica, and so on. So, because there are also non-Muslim tourists who want to visit the place, robes for them to cover their private parts are also provided for the respect of fellow racers.

## 1.2 PROBLEM STATEMENT

Based on the article "Islamic Tourism: The Impacts to Malaysia's Tourism Industry" (2013), the Tourism industry is the second largest sector that contributes to the Gross Domestic Products (GDP) of Malaysia. Thus, tourism is an activity that promises a profitable chain of economic opportunities (Othman, Mohamed & Aziz, 2012). There are an increasing number of travel agencies starting to develop Muslim packages in Malaysia and even outside Malaysia. People with different religions, different cultures, social norms, beliefs, and behaviors of sincerity form them very high. The characteristics of Islam are very important for Muslims when choosing their tourism destination.

There is a factor affecting Muslim tourists in choosing their tourism destination in Terengganu. One of the factors is the facilities. Islamic tourism is a new tourist trend in Malaysia that is considered as a net economic contributor, particularly in the tourist industry. The expansion of Islamic tourism throughout the world has forced Malaysia to develop new strategies and plans to supply suitable products and services to Muslim visitors. Facilities as one of the factors affecting Muslim tourists in choosing their tourism destination in Terengganu is because facilities in a tourist place are very necessary to facilitate the business of tourists in a tourist destination. This is said so because tourists are not interested in traveling to destinations that do not have complete facilities. In the context of Islamic tourism, facilities such as mosques, surau, halal food shops, and so on are very heavy because Muslims cannot eat food or worship in arbitrary places.

The second factor is education. The educational factor is also one of the factors affecting Muslim tourists in choosing their tourism destination in Terengganu. This is because Terengganu is a state that is famous for its excellence in education in Malaysia. Terengganu is famous for an educational academy named Akademik Didik Ulama Amilin Terengganu

(DUAT). The system of Rakyat religious schools, Islamic primary schools, Islamic secondary schools, and the development of Maahad Tahfiz are synonymous with Terengganu. The Pondok School, which is one of the financial resources for the citizens of Terengganu, is also listed, if all knowledge centers are coordinated under a more integrated education system from the point of view of tourism. This academy is one of the tourist attractions for Muslims to come and gain knowledge.

Next, the factors affecting Muslim tourists in choosing their tourist destination in Terengganu is the cultural and historical environment. The cultural and historical environment is an important tool for attaining the satisfaction of tourists and revisiting purpose. A destination environment can build a positive picture to attract visitors to revisit the destination. The picture of a strong destination gives strategic advantages over rivals. Cultural and historical can be linked to Islamic tourism. Among them are the burial of the scholars and the storage of objects in the institution of the mosque. For Muslims in Malaysia and the world in general, the Mosque Institution is significant. As it is tourism that leads to Da'wah and worship, it is a tourist destination that is well received by tourists. For example, the Crystal Mosque is in the Islamic civilization park (TTI) in Terengganu. The mosque is surrounded by 22 replicas of mosque monuments and replicas of traditional water slides.

### **1.3 RESEARCH OBJECTIVES**

This research aims to achieve two research objectives namely:

- 1) To identify the relationship between the facilities, education and historical and cultural towards Muslim tourism destination in Terengganu.
- 2) To propose the best factors affecting Muslim tourists in choosing their tourism destination in Terengganu.

#### 1.4 RESEARCH QUESTIONS

Therefore, this research has developed two research questions to be answer which are:

- 1) Is there any relationship between facilities, education and historical and cultural environment towards the factors affecting Muslim tourists in choosing their tourism destination in Terengganu?
- 2) What is the best factors affecting Muslim tourists in choosing their tourism destination in Terengganu?



## 1.5 OPERATIONAL DEFINITION

### 1) FACILITIES

The term of facilities is generally an installation, contrivance, or other things that facilitate something; a place for doing something. In the context of tourism, the facility means an establishment for providing holiday accommodation or recreation and may include a boat shed, boat landing facilities, camping ground, holiday cabins, hotel, houseboat, marina, motel, playground, refreshment room, shop, water sports facilities or a club used in conjunction with any such activities. In Islamic tourism, among the facilities needed are shops selling halal food, mosques, surau, and others. Terengganu is one of the great Islamic tourist destinations because it can provide complete facilities and make it easier for Muslim tourists to perform worship while traveling. The facility factor is one of the factors that influence Muslim tourist places in Terengganu. Facilities available in Terengganu are mostly available and easy to find. This is because Terengganu is one of the states from Malaysia which is an Islamic country. Therefore, most facilities such as mosques, shops, or halal food markets are obligatory in Terengganu.





## 2) EDUCATION

Education is a field of study which deals mainly with teaching and learning methods in schools. Apart from the facilities given, education in Terengganu has also become one of the factors which encourages tourists to visit Terengganu. Terengganu is popular for its achievement in maintaining excellence in education. Among the victories, Sijil Pelajaran Malaysia (SPM) and Sijil Tinggi Pelajaran Malaysia (STPM) have crossed Purata Gred Keseluruhan (PGK) at national level. Funds RM 3.5 million funded by the Terengganu Authorities to make the Academic Didik Ulama Amilin Terengganu (DUAT) has become one of Terengganu's tourism products. The arrival of foreigners, notably from Indonesia, Brunei, Singapore, and Thailand, to see the learning process in Terengganu also contributes to the tourism sector in Terengganu.

## 3) CULTURE AND HISTORICAL

The word 'culture' comes from the Sanskrit language, buddhayah which is a plural word derived from the word buddhi which carries the meaning of kindness and intellect. 'Culture' is the whole way of life of society or the whole aspect of human thought and behavior inherited from one generation to another through the process of learning. According to the definition of the council dictionary, 'culture' means the way of life of a society, civilization, and progress. Culture is also one of the factors that influence Muslim tourist places in Terengganu. This is because Terengganu is rich in its own culture. Among the famous cultural examples in Terengganu are Ulek Mayang dance, Rodat Dance, Saba Dance, Balai Dance, Otar-Otar Gayung Dance, Gasing, and Wau games. A culture like this will attract visitors, especially Muslim visitors because they want to know more about the unique culture of the great Islamic state. While history has developed out of an ancient Greek verb

meaning “to know” Originally, the Greek word historia meant investigation, the act of finding information, as well as the knowledge arising from the inquiry. The history of Terengganu has also been a factor in selecting tourist destinations for Muslim tourists. The history of “Batu Bersurat” has attracted tourist attention, especially tourists who are interested in studying the history of the advent of Islam in Terengganu. Batu Bersurat is a stone that explains that Islam is the official religion and contains Islamic laws in acts of immorality and false statements along with punishment according to one’s status. Since Batu Bersurat is a reminder of the earliest Malay language found in peninsular Malaysia, it has become an artifact that can attract tourists to travel to Terengganu.

## **1.6 SCOPE AND LIMITATION OF THE STUDY**

The purpose of this research is to identify the factor affecting Muslim tourists in choosing their tourism destination in Terengganu. Therefore, this study has restricted the case study in the state of Terengganu. There are a few limitations will happen during the completion of this research process. First, the limitation for the number of samples. Due to the scope of this research is focus among residence who have or have not visit Terengganu, therefore we need to reach the large number of residences. Second, in term of time frame to collect and distribute the data. Due to Pandemic Covid-19 nowadays, the period of distribute the limitation for the number of samples.

## 1.7 SUMMARY

This chapter discusses the problem statement related to the factor affecting Muslim tourists in choosing their tourism destination in Terengganu. Next, this chapter provides research questions consisting of three research questions to achieve three research objectives which are to identify the relevance of the relationship between facilities, education and historical and cultural environment towards the factor affecting Muslim tourists in choosing their tourism destination in Terengganu and to propose best factor affecting Muslim tourists in choosing their tourism destination in Terengganu to gain a clear understanding of the subject of this chapter. Furthermore, this chapter also provides a definition of the terms used in the study. The scope and limitations of the study are also mentioned at the end of the chapter.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

In the context of research, the terms ‘literature’ refers to the published or unpublished research article in a literature review that others can identify, summarize, explain, evaluate, and perform in the fields relevant to one’s study. This chapter will be discussing the dependent variable (DV) that is a Muslim tourist destination. An indicator or explanatory variable is also known as the independent variable (IV). It is assumed to be successful and to have a positive or negative impact on the dependent variable. It also discusses the independent variable (IV) which is facilities, education, and cultural and historical environment. The dependent variable (DV) can be known as the criteria or the outcome variable. It is a variable that can be predicted and explained. This chapter will go through the relationship between the independent variable (IV) and the dependent variable (DV) (DV). Following that, this chapter will examine the research's conceptual framework and explain the chapter's summary.

#### **2.2 REVIEW ON VARIABLES**

##### **2.2.1 REVIEW ON MUSLIM TOURIST DESTINATION (DV)**

A few scholars have introduced tourist destinations that can be defined as places that have created a mix of tourism products and services whose use is under the brand name of the destination. The destination is known and geographically recognized as a specific entity by visitors and has many main provisions (Zygmunt 2013).

The needs of tourist destinations are accessibility, attractions, event packages, and additional facilities. According to the WTO, destinations are unique locations where tourists spend at least one-night showcasing tourist attractions, travel equipment, and support facilities, complete with existing management, physical and administrative constraints, and well-known images. According to Uysal, Li, and Sirakaya-Turk (2008), the destination is consumer goods, and visitors are consumers who purchase different tourist products and services. Marketers must analyse what motivates people to travel and what qualities are necessary for a person to travel to an area in order to be effective with destination marketing. Travel advertisers need to evaluate the reasons behind the shape of the travel behaviour, including the choice of destination and the characteristics of the preferred vacation spot (Yoon & Uysal, 2005).

Several studies have shown that the decision to visit a tourist destination is based on a mixture of push and pull variables (Goeldner and Ritchie, 2003). Several studies linked the reason for travel to religious motives (Weidenfeld and Ron, 2008). For instance, emphasizes the importance of motivating people to go to religious destinations to discover local traditions and beliefs, to experience spirituality, and to fulfil the teachings of their faith. According to Battour et al. (2010), the research of Islamic attribute destinations examines the development of Islamic-oriented tourism criteria such as alcohol-free zones, gaming, and the supply of Halal cuisine. This research also implies that future study is necessary to study the destination's religious qualities, which can please Muslim tourists. According to Henderson (2003), he found that Muslims travelled mostly for recreational purposes, while Eickelman and Piscatori (1990) said that Muslims travel to visit friends and relatives, enjoy the beauty of God's world, and promote unity among Muslims.

### 2.2.2 REVIEW ON FACILITIES (IV1)

The choice of this destination has been studied by (Rashid, 2013). This choice of destination can be seen in the travel system. Tourism is the beginning of a journey from the place of origin to a destination with various purposes in addition to the purpose of work. Travelers also usually use different reasons for each of their vacations and the individual user should be able to make related trips. At the same compilation, the destination to be received time or visitors must provide appropriate infrastructure to accommodate the basic needs and activities of the related visitors.

Besides, destination facilities a place where there are infrastructure and facilities specifically to suit the requirements of tourists. Thus, Ukessays, (2015) also says that destination facilities are most important for tourism. Where it not only has interesting places to visit but also must have all the needs and facilities for tourists such as places of worship, accommodation, and transportation that lead to the demand of tourists.

However, this aspect has been prioritized for Muslim consumers to travel and can make Muslim tourists feel confident and comfortable when the destination they visit there are facilities for worship such as there are many mosques built and there are also Islamic buildings that focus tourists to understand the culture of society Islam.

### 2.2.3 REVIEW ON EDUCATION (IV2)

Educational tourism is a tourism activity to continue learning education either learning about knowledge or language in a place. Through this method of educational tourism, it can complete learning and can gather experience. Based on this study, we found that one of the factors that make Terengganu the destination of choice for Muslim tourists is the Islamic education available in the state.

One of the tourism products in Terengganu that can attract tourists especially Muslim tourists is education. In Terengganu, there are various Islamic schools established. Among them are Darul Iman Islamic Primary School (SRIDI) and Darul Iman Islamic Secondary School (SMIDI). These two types of schools emphasize the combination of aspects of Quranic education, Islamic religious education, and Arabic language as well as using the current mainstream education system.

The purpose of the establishment of these schools is as one of the human capital investments to produce quality human capital, competitive, have noble values and noble morals. The establishment of these schools can also produce students who excel in academics and have high morale. The success of the state of Terengganu in maintaining excellence in its academic achievement at the national level has been the reason for the arrival of tourists to seek knowledge.

Pondok schools in Terengganu have also become the Inap Desa program to be visited by tourists, especially from Indonesia, Brunei, Singapore, and Thailand. Their purpose in visit Terengganu is to examine how the learning process is more emphasis on religion and life in this "Pondok". The development of education in Terengganu is also seen to have been the cause of the development of Islamic tourism tough student exchange programs conducted at the tertiary level, as done by the University Sultan Zainal Abidin (UniSZA) with several foreign universities. In this regard, it can help introduce the uniqueness and beauty found in Terengganu. Besides, this program is not only able to promote the name of UniSZA, but it can also expand and enhance the country's tourism sector because students from foreign universities will be exposed to activities and interesting places around Terengganu.



## 2.2.4 REVIEW ON HISTORICAL AND CULTURAL ENVIRONMENT

(IV3)

Also, cultural, and historical factors are factor affecting Muslim tourists in choosing their tourism destination in Terengganu. Terengganu receives cultural influences from the northern neighbors: Kelantan and Thailand, due to its history and geographical location. Though it is a conservative Muslim state, freedom of worship is still enjoyed by the public. Beer or alcohol, however, is not widely available in some places, especially in Malay shops. Note still, when in Rome, do as the Romans do.

Terengganu is also rich in interesting places that are the focus of Islamic tourists. Among the popular places that attract Islamic tourists is the "Taman Tamadun Islam". A popular attraction in Kuala Terengganu, Terengganu, Malaysia, is Taman Tamadun Islam. This park is founded on Wan Man Island. This place is rich in its civilization. The most popular attraction here is the Crystal Mosque. For Muslims, a mosque is a house of prayer. The cultural values shown in terms of the construction of its unique and attractive mosque will be an attraction for visiting Muslim visitors. Apart from visiting the mosque, they can also perform prayers.

Terengganu houses the country's leading artists from various fields such as songket, batik, copper, wood carving, boat making, and original carpentry. No one should be referred to as the state of Rajasthan which has formed the basis of the Malay civilization. For example, for traditional dance, Joget Gamelan is the heritage of the Terengganu Royal Palace and is the only gamelan team in Malaysia.

One of the unique skills of Terengganu artists is the unique boat-making technique in Terengganu without the use of any plans and nails. Songket weavers are renowned for their style meticulousness, as well as creativity in the synthesis of



traditional and contemporary art. In addition, Terengganu is also the only state still sustaining the copper industry and has passed 300 years of age. Terengganu is a big Batik producer in Malaysia as well. Terengganu was often referred to as "the Birmingham of the Peninsula" by Sir Hugh Clifford, a British administrator in the 19th century, owing to our extensive trade and entrepreneurship activities. Terengganu is a favourite of local and foreign tourists to enjoy nasi dagang (state cuisine made from steamed glutinous rice and eaten with parang fish curry), sata (made from fish), keropok lekor (fish crackers) and other sweet dishes, and sometimes with unique names, renowned for its unique cuisine and dishes that can be said to be halal food.

We can also see the diversity of customs, architecture, food, and even dialects while exploring the beauty of Terengganu, and if we can comprehend the message you are trying to convey, we will know that the people of Terengganu like to tease and joke. Historians have recognized the legacy of culture, traditional arts and crafts of Rajasthan is an artistic symbol of the greatness and glory, thus the title "The onset of the Malay Civilization". From a historical point of view, Muslim tourists are attracted to travel to Terengganu for several reasons. Among them is "Batu Bersurat Terengganu". The "Batu Bersurat Terengganu" which is estimated to be about 700 years old is the oldest inscription stone and the first Jawi writing found in Malaysia. It proves that Islam had reached Terengganu before 1326 or 1386. This stone was found half-submerged after a receding flood on the banks of Sungai Tersat (Sungai Tara), Kampung Buluh in Kuala Berang, Hulu Terengganu in 1887.

The fact of the discovery of the Terengganu Inscription Stone began when an Arab merchant named Sayed Husin bin Ghulam al-Bokhari accidentally found a stone inscription on the banks of Sungai Tersat (Sungai Tara), Kampung Buluh in Kuala

Berang, Hulu Terengganu after the flood. It was found on the stairs of the surau of Kampung Buluh which was used as a base for washing feet to go up to the stairs of the surau. This Terengganu Inscription Stone is a proof and text on the stone confirming that Islam has been established and has been the creed of the community and the government in Terengganu for a long time. This is an attraction for Muslim visitors from all over the world to take a closer look at the very historic inscription. This is an attraction for Muslim tourists to travel in Terengganu.

### **2.3 HYPOTHESIS**

The hypothesis of this study is made based on tourist destinations where there are facilities, education, and a historical-cultural environment that has Islamic elements that can attract Muslim or non-Muslim tourists to come to Kuala Terengganu. Based on this study, hypotheses have been made and will be tested:

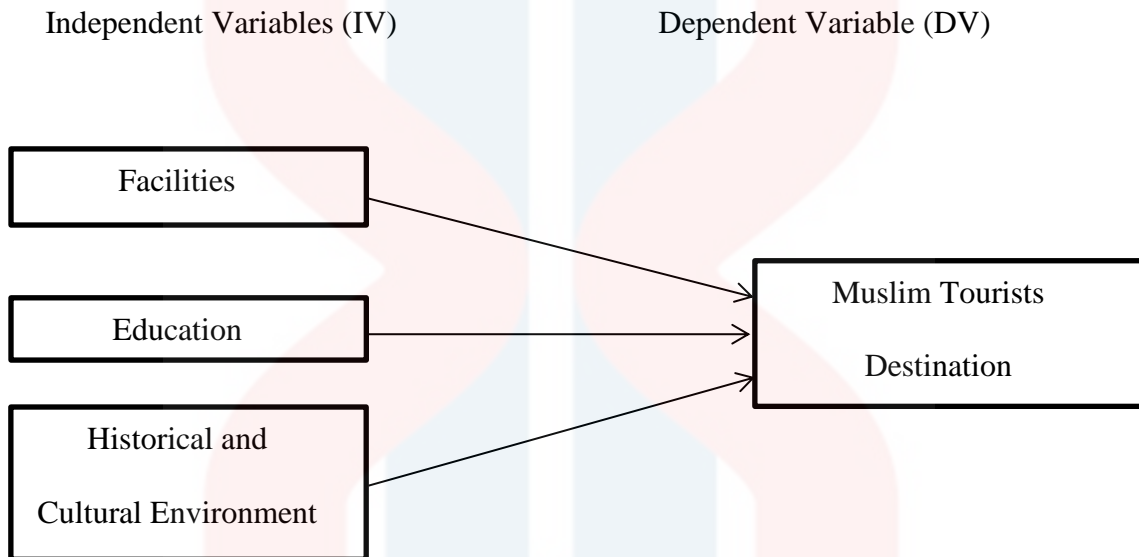
H1 - There is a significant relationship between facilities towards Muslim tourist destination in Terengganu.

H2 – There is a significant relationship between education towards Muslim tourist destination in Terengganu.

H3 – There is a significant relationship between historical and cultural environments towards Muslim tourist destinations in Terengganu.

## 2.4 RESEARCH FRAMEWORK

Based on the review of previous framework research, the following conceptual framework was adapted and generated as below:



**Figure 2.1: Factor affecting Muslim tourists in choosing their tourism destination in Terengganu.**

A conceptual framework is the synthesis of research by the researchers. The required study is given in prior knowledge of other researcher's point of view and the observation on the issue or research. The conceptual framework can help to focus and to communicate the ideas about this study. As the researcher introduced in an early post titled "factor affecting Muslim tourists in choosing their tourism destination in Terengganu" is the basis of the conceptual framework in the following examples. There are three independent variables which are facilities, education, and cultural and historical in Terengganu.

## **2.5 UNDERPINNING THEORY**

### **2.5.1 Push and Pull Theory**

Among the theories related to the study are push and pull theory. Since the olden days, pull and push factors have been studied by researchers and they are still a topic studied today (Crompton, 1979; Dann, 1981; Uysal & Jurowski, 1994; Gnoth, 1997; Hanqin & Lam, 1999; Kim & Lee, 2002; Kim et al., 2003; Yoon & Uysal, 2005; Prayag & Ryan, 2010). This factor is said to be an independent variable that influences tourists in the choice of tourist destinations to decide (Yoon & Uysal, 2005). Crompton first introduced rejection and attraction factors (1979).

Crompton (1979) describes that in understanding the intent or urge of a person to travel, the push factor is very powerful and divides this social psychology (push factor) into seven key components or goals, namely release, discovery, rest, integrity, regression/withdrawal, kinship-enhancement, and social interaction. Dignity is said to be a driving force that impacts tourists' repeated visits when a tourist wants to explore or visit a place that can represent their social life status.

In this study, the theory of pull and push is useful to see the factors that attract Muslim visitors to the study destination of the study, namely Terengganu. For the pull factor, tourists come to travel to a destination of choice is to visit interesting places in Terengganu. This is because Muslim tourists come to release their desire to visit the place of their choice in Terengganu. As for the push factor, tourists will be incited by family or close friends to come and see and experience for themselves the experience of being in Terengganu. They will feel the desire and try to come to Terengganu.

### **2.5.2 Maslow Hierarchy Theory**

The next theory is the Maslow hierarchy. The Muslim tourist destination is related to travel motivation. Maslow's hierarchy of requirements has five levels of wants and proposes that after their lower need are filled, people can only act to satisfy their higher need. Abraham Maslow's hierarchy of needs theory is regarded as the cornerstone of various following ideas. The two-factor theory of Herzberg turns the needs of Maslow into two areas of need as reasons for hygiene and motivation (Eren, 2003, Koçel, 2014).

The visitor's travel habits are linked to psychological patterns and may be utilised to identify the elements that inspire people to travel. The pattern for travel career scheme, Maslow's Hierarchy, Pearce's (2005), indicates that with many variables such as relaxation, self-development, and so on, motivational criteria for tourism are. Maslow provides a theory of travel inspiration in five phases. The first stage is the physiological needs, depending on their basic needs such as lodging or food, visitors may choose the desired destination. The second stage is the need for protection. This is the reflection of the destination and social life's character. The third stage is a social need, which is a self-esteem or recognition requirement for others. Cognitive needs are at the fourth level. Cognitive explains knowledge acquisition, traditional needs, local lifestyle awareness, and so on. In order to obtain more experiences, the last stage is personal needs such as self-fulfillment.

## **2.6 SUMMARY**

This chapter is explaining the dependent variable and three independent variables for this study which are the factor facilities, education and culture, and history. It also develops hypotheses for carrying out the link between the independent variable and the dependent variable, as well as the conceptual framework for the independent variable and the dependent variable. This chapter also provides underpinning studies to better understanding and insight into existing theory regarding the field of study.



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will explain the method adopted by this research. This chapter will mention every component involved in conducting this research from the population, population frame, and sampling techniques used for the interview. Finally, this chapter provides a detailed explanation of the selected mode of analysis used and the data collection method.

#### **3.2 RESEARCH DESIGN**

Hassan (1995) defines research design as "a blueprint of activities or requirements of processes and techniques to be undertaken in order to gain the most valuable answers to the research question or meet the study goals." with optimal variable control A researcher's research design is the framework of study methodologies and procedures that he or she selects. The design enables researchers to focus on research methods that are appropriate for the topic and set up their studies for success. To arrive at an error-free, authentic conclusion, the research design is anticipated to follow a pre-planned, well-thought-out approach in accordance with the pre-selected research type. Data collection, measurement, and analysis are the three main forms of research design.

Quantitative approaches specify a systematic investigation of events by gathering quantifiable data and executing statistical, mathematical, or computer approaches. Sampling techniques are used by quantitative research to collect



information from current and prospective customers and to send online surveys, online surveys, questionnaires, etc., whose findings can be expressed in numerical form. To predict the future of a product or service and to make changes accordingly after a detailed understanding of these figures. According to Aliaga and Gunderson (2002), quantitative research is an investigation into a social problem, describing phenomena by collecting numerical data analyzed using methods based on mathematics. According to Creswell (2003), when quantitative analysis is used, the researcher often utilizes a post-positivist perspective, employs research methodologies such as experiments and surveys, and gathers data on preset instruments that offer statistical data to create information.

This research uses descriptive research from a quantitative research design. As stated by Shona (2019), descriptive research aims to accurately and systematically determine populations, conditions, or phenomena used to answer questions about what, where, where, and how, but not why. This method is appropriate and should be used in this study because to complete this study. This is because this study needs to collect data from the people of Kuala Terengganu. Descriptive research, either cross-sectional or longitudinal studies, is divided into two groups.

This research uses a cross-sectional. To allow researchers to answer research questions in cross-sectional studies, data were collected only once at a given time (Kumar, 2020). Therefore, the researchers distributed questionnaires to propose the best factor affecting Muslim tourists in choosing their tourism destination in Terengganu. Researchers want to explore more deeply the factors that allow Muslim visitors from throughout the globe to visit Terengganu, Malaysia. In addition to being able to learn



something new, researchers will also be more open to studying more deeply about this study.

### 3.3 POPULATION AND SAMPLE SIZE

The population is the rate of growth in an area. The population is usually composed of Malaysians only the Malays, Chinese, Indians, and others that can be used as a sample for this study. Therefore, to get the answers from this study, tourists who have or have not visit Terengganu will be the subject of our investigation and will be done to the sample taken from them as a reference for this study. Next, in this study case in Kuala Terengganu district, to get a sample from this study we have searched for information on the number of residents in Malaysia district at the data site.

So, based on the Krejcie and Morgan (1970) tables the total population of tourist is 253,700 peoples is adequate for respondents. So here, the sample value for 253,700 number of tourists is 384 peoples. Therefore, the value of the respondents we need to distribute is 384 people. Also, for this sample population, we distribute to all people regardless of Malay, Chinese, Indian, or others but the important is people they are Malaysian citizens forget a different response from them. The questionnaires we distributed were based on the scale of their ideas and knowledge.

**Table 3.1: Krejcie and Morgan (1970)**

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
"S" is sample size

### 3.3.1 SAMPLING METHOD

Sampling is the selecting of a subset of a population to create an opinion or judgement about the entire population. The cost of researching the entire population might be too expensive. A sample study is typically less costly than a census survey. Contacting the whole population would frequently be time consuming. Sampling can save time since the results are produced at a faster rate.

Sampling is the process of selecting enough elements from the population so that a study of the sample and understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements. Moreover, in this case study we use qualitative and quantitative to get a sample. So, we are using quantitative and qualitative methods normally we will refer to probability sampling and non-probability sampling.

Probability sampling is a quantitative research method. This sort of sampling process is carried out by picking a random sample subject who possesses all of the traits observed in the research population. Before beginning the probability sampling technique, the researcher must first determine the population size and compile a list of participants in the population. So, our type of probability sample method selects systematic sampling. Selection of respondents will be made systematically such as selecting individuals found in the registered list of members may be odd or through the position of the specified individual. For example, if the population of tourist is 253,700 peoples, then the sample is 384 respondents.

However, due to the time constraints, convenient sampling will be used to collect the data from the respondents. This sampling is known as incidental sampling. For example, the researcher conducted a study to find out the respondent's opinions about

Islamic tourism in Kuala Terengganu. The researchers interviewed 384 respondents that is the closest and most accessible population who have visit or have not visit Terengganu before.

### **3.4 DATA COLLECTION**

Data collection is a procedure of collecting, measuring, and analyzing accurate insights for research using standard validation techniques. Researchers can evaluate their hypotheses based on the data that has been collected. Data collection is the main step and is the most important step in research regardless of any field of research. Each data collection approach varies according to the field of study and depends on what information the researcher needs. The main objective of data collection is to ensure that the data that is rich in information and reliability can be collected to analyze statistics so that the results from the data can be turned into research.

In this study, the researcher used secondary data. Secondary data is information that has been gathered and made available from other sources. Secondary data is less expensive and simpler to get than primary data. By using secondary data, time and expense can be saved. Furthermore, because it is helped by secondary data, it may shape to make the gathering of main data more particular. The use of secondary data can also provide a basis for consulting the data collected by researchers. Information for secondary data can be obtained from internal sources that are sources from within the organization and external sources that are sourced from outside an organization.

### 3.5 RESEARCH INSTRUMENT

A research instrument is a tool used to obtain, measure, and analyze data around the research topic. The researcher must decide which instrument to use based on the type of study they are conducting. Among the types of instruments are quantitative, qualitative, and mixed methods. For this study, quantitative methods were used to obtain data relevant to the research topic. Quantitative methods using questionnaires were done and distributed to respondents around Kuala Terengganu. A questionnaire is a research tool that consists of a series of questions or other indicators designed to elicit information from respondents. Usually, this questionnaire is a combination of the final questions and the open-ended questions.

This questionnaire has 5 parts. The first section, which is part A is a question related to the demographic of the respondents. Demographics is a study of a population based on factors such as age, race, and gender. Demographic data refers to socio-economic information stated statistically including employment, education status, income, marital status, and so on. For section B, there are questions related to the first independent variable which is about the facilities provided around Kuala Terengganu. This section is to collect data on the level of satisfaction of tourists with the facilities that have been provided.

Next, in section C, there is a question related to the second independent variable which is about education in Terengganu. This section is to find out whether education in Terengganu is one of the reasons for the arrival of tourists to Kuala Terengganu or not. In section D, there are questions about the historical and cultural environment in Kuala Terengganu. Section E is the last section there is a question about the dependent variable for this research which is the factor that affecting Muslim tourist destination in

Terengganu. For section B to section E, there are 4 scales used. The scale is 1: strongly disagree, 2: disagree, 3: agree and 4: strongly agree. The purpose of this questionnaire is to analyze the factor affecting Muslim tourists in choosing their tourism destination in Terengganu.

### **3.6 DATA ANALYSIS**

#### **3.6.1 Descriptive Analysis**

Descriptive analysis is used to characterise the basic characteristics of data in a sample. They offer concise summaries of the sample and measurement. They serve as the foundation for practically any quantitative data analysis, as well as simple graphical analysis. Descriptive analysis is the procedures used to summarize, arrange, and make sense of a series of scores or observations. According to Thomas (2017), descriptive statistics usually are displayed graphically, in tabular forms in tables, or in single value summary statistics.

Descriptive analysis is used to present quantitative explanations in a controlled manner. A big number of measures can be performed in a research study and reported in a research report, or a big number of persons can be quantified using various measurements. Naturally, descriptive analysis may be used to simplify large amounts of data. Each descriptive analysis condenses a large amount of information into a concise explanation. Measuring this analysis depends on the form of variable that is either qualitative or quantitative (Hussain, 2012). Descriptive analyses are accomplished if the research objective is involved in improving the knowledge, understanding and application of the reader relevant to the research.

### **3.6.2 Inferential Analysis**

An inferential analysis is used to draw conclusions from a study and generalize them to the population. It is about using sample data making inferences about the larger population the sample is taken from. The probability of the sample characteristics is determined by using probability theory.

### **3.6.3 Reliability Analysis**

Reliability analysis refers to the fact that the construct being tested must represent a scale. Cronbach's alpha is used to estimate the coefficient in order to gain and attain the reliability of the research topic. It also checked to prove that an instrument is without bias and guarantees that different items are tested accurately at different times. Measurement reliability shows instrument stability and accuracy in principle measurement (Sekaran, 2003). The acceptable value for Cronbach's alpha is 0.6 and above. It will check the reliability value of the research question if it is reliable to distribute to respondents.

### **3.6.4 Correlation Coefficient Analysis**

Pearson Coefficient Correlation Analysis refers to the calculation of the strength of a linear relationship between an independent variable and a dependent variable. It been used to identify if there is a correlation between two variables. It can be presented by  $r$  in a sample. The coefficient is measured on a non-unit scale, with a value ranging from 1 to 0 to + 1. There was a positive correlation when the sign of the positive correlation coefficient happened. There was a negative correlation if the correlation coefficient was negative (Philip, 2012). The number 0 indicates that there is no linear



correlation, however the closer the value is to 1 or -1, the higher the linear correlation between the independent variable and the dependent variable.

**Table 3.2: Strength of Pearson Correlation Coefficient**

Size of correlation coefficient	Strength of correlation
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	Moderate
0.31 to 0.50 or -0.31 to -0.50	Weak
0.01 to 0.30 or -0.01 to -0.30	Very Weak
0.00	No Correlation

### 3.6.5 Multi Linear Regression

Multiple linear regression (MLR) is characterized as a statistical technique that predicts the outcome of a dependent variable using several independent variables. According to Büyüköztürk (2002), multivariate regression analysis is using more than one independent variable. It is sometimes referred to as multiple regression. MLR (multiple linear regression) attempts to represent the linear connection between independent and response variables. It also shows the strongest relation value among the independent variable that has been used. Multiple linear regression can be presented by  $r^2$ . When  $r^2$  is higher, we can know that there is the strongest impact of the independent variable that occurs to the dependent variable.

### **3.7 SUMMARY**

In this chapter, the researchers are clearer on the study as they decided the research design, population and sample size, sampling method, data collection, research instrument, and data analysis. It is describing the plan to gather the data in the research design. It also shows the population and sample size of the research along with the sampling method suitable for the research. This chapter explains how the questionnaire was conducted and explains the content of each question and the use of every question in this chapter. There is also an explanation about data and analysis that are divided into two, which are descriptive analysis and inferential analysis. It shows how the analysis could be applied to the questionnaire to know if it is reliable to the respondents. Last but not least, hopefully, all the components of this study can be included in future studies.



## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter will look at reliability analysis, respondent demographics, descriptive analysis, and Pearson's coefficient analysis. The outcomes of the research data were gathered from 305 respondents. In this research, after the data was obtained, IBM SPSS Statistics version 25 was used to interpret the data.

#### 4.2 RESULTS OF FREQUENCY ANALYSIS

Frequency analysis was used in the basic observation of the researcher. Section A of the questionnaire data includes questions from several demographic factors of respondents such as age, marital status, gender, educational level, and travel experience. The respondent's demographic profile was presented in a form of table.

##### 4.2.1 Number of Respondent Demographic

**Table 4.1: Number of Respondent Demographic**

<b>DEMOGRAPHICS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>	<b>CUMULATIVE PERCENTAGE (%)</b>
<b>AGE</b>			
18 – 25 years old	155	50.8	50.8
26 – 33 years old	106	34.8	85.6
34 – 41 years old	31	10.2	95.7
42 years old above	13	4.3	100.0
Total	305	100.0	

**MARITAL STATUS**

Single	181	59.3	59.3
Married	123	40.3	99.7
Others	1	0.3	100.0
Total	305	100.0	

**GENDER**

Male	124	40.7	40.7
Female	181	59.3	100.0
Total	305	100.0	

**EDUCATION LEVEL**

Secondary	66	21.6	21.6
Diploma	75	24.6	46.2
Bachelor Degree	155	50.8	97.0
Master Degree	9	3.0	100.0
Total	305	100.0	

**EXPERIENCE IN TRAVELLING**

Yes	276	90.5	90.5
No	29	9.5	100.0
Total	305	100.0	

Table 4.1 showed the number of respondents demographic. In the term of age, the respondents that age 18 - 25 years old were 155 respondents, followed by age 26 to 33 years old were 106 respondents. Next, respondents that 34 to 41 years old showed 31 respondents and the least of respondents were 42 years old above is 13 respondents. There were 18 – 25 years old by 50.8%, 26 – 33 years old (34.8%), 34 – 41 years old (10.2%) and 42 years old above (4.3%).

In the term of marital status, the total numbers of respondents for single status were 181 respondents while the number of married status was 123 respondent and last but not least is others status that is 1 respondent. Out the 305 respondents, 59.3% of total respondents were single, 40.3% were married respondents and 0.3% were others status of respondents who involved in this study.

In the term of gender, the male respondents were 124 respondents while respondents from female respondent was 181 respondents. It means the percentage for male respondents is 40.7% and the percentage for female respondents is 59.3%.

In the term of education level, there were 21.6% (66 respondents) for secondary, while for diploma were 24.6% (75 respondents) followed with the highest were 50.8% (155 respondents) who from bachelor degree and the least who from master degree were 3.0% (9 respondents).

In the term of the total respondents from experience in travelling. There were 90.6% (276 respondents) vote yes and the respondents vote for no were 9.5% (29 respondents).

### **4.3 RESULT OF DESCRIPTIVE ANALYSIS**

This research has analyzed the mean and standard deviation for section B and section C of the questionnaire to determine the factors affecting Muslim tourist destination in Terengganu. Based on the analysis result, the researcher compares the mean between independent variable and dependent variable for every item in the questionnaire. The respondents' replies are scored using a five-point Likert scale, with 1 representing "STRONGLY DISAGREE," 2 representing "DISAGREE," 3

representing "NEUTRAL," 4 representing "AGREE," and 5 representing "STRONGLY AGREE." The findings of the analysis are presented in the table below.

### 4.3.1 Dependent Variable

**Table 4.2: Descriptive Analysis of Muslim Tourist Destination.**

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Level</b>
I am willing to travel to Terengganu in future.	305	4.29	0.908	Very High
I am willing to recommend to friends and family that Kuala Terengganu is the best Muslim tourist destination.	305	4.16	1.041	High
I have a wonderful idea about Kuala Terengganu as a tourist destination.	305	4.12	1.096	High
Feel that I am willing to return to Kuala Terengganu as my tourist destination.	305	4.09	1.111	High
I always return to the same places that I already had in Kuala Terengganu.	303	3.92	1.113	High

Table 4.7 showed the number of respondents, mean and standard deviation of dependent variable which is Muslim Tourist Destination. For dependent variables, the

highest mean was “I am willing to travel to Terengganu in future” with 4.29 of mean and followed by “I am willing to recommend to friends and family that Kuala Terengganu is the best Muslim tourist destination” with 4.16 of mean.

### 4.3.2 Independent Variables

**Table 4.3: Descriptive statistic of facilities**

No	Item Description	N	Mean	Standard Deviation
1.	The availability of easily accessible mosques for performing prayers.	305	4.49	0.803
2.	Availability of prayer facilities at tourism sites, airport, shopping malls, hotels, conference halls, parks.	305	4.18	1.068
3.	The possibility of hearing the Azan to refer to the time of prayer.	305	4.29	0.958
4.	Availability of water supply in toilets at tourism sites, airport, shopping mall, hotel, park.	305	4.16	0.990
5.	Provision of a copy of the Holy Qur'an in each hotel.	305	3.97	0.930

The mean and standard deviation analysis for the first independent variable, facilities, was shown in Table 4.8. The highest mean was 4.49 for item number one, where respondents agreed that there is a readily accessible mosque for offering prayers in Terengganu. The lowest mean is item number 5 which is 3.97 where respondents were slightly agreed that there is provision of a copy of the Holy Qur'an in each hotel in Terengganu. For the data set from 305 respondents with the standard deviation, most of the value which lowest than 1, it indicated the values close to mean.

### 4.3.3 Education

**Table 4.4: Descriptive Analysis of Education**

<b>No</b>	<b>Item Description</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>1.</b>	Skilled in sharing knowledge such as a pondok school in Kuala Terengganu.	<b>305</b>	<b>4.05</b>	<b>0.953</b>
<b>2.</b>	Learn to respect the way and life in the state of Terengganu.	<b>305</b>	<b>4.00</b>	<b>1.023</b>
<b>3.</b>	For an entrepreneur can give an idea of innovation for a product.	<b>305</b>	<b>4.13</b>	<b>0.942</b>
<b>4.</b>	Absorb new knowledge such as dressing politely when in a place of worship such as in a Crystal Mosque.	<b>305</b>	<b>4.13</b>	<b>1.049</b>

5.	Know the types of traditional food in Terengganu such as Nasi Dagang, Keropok Lekor, Cooked Fish and so on.	305	4.23	0.999
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Table 4.9 showed the mean and standard deviation analysis of respondents of the independent variable which is education. Item 5 score the highest mean value, which is 4.23, where most respondents know the types of traditional food in Terengganu such as Nasi Dagang, Keropok Lekor and so on. Item 2 score the lowest mean which is 4.00. Respondent slightly agreed that they can learn to respect the way and life in the state of Terengganu. From 305 respondents, the data with the standard deviation lowest than 1 indicated the values close to mean while the standard deviation which greater than 1, indicated the values were more dispersed.

#### 4.3.4 Cultural and Historical

**Table 4.5: Descriptive Statistic of Cultural and Historical**

No	Item Description	N	Mean	Standard Deviation
1.	Learned more about the area's culture / history / heritage.	305	4.36	0.852
2.	Experienced a quality cultural heritage attraction.	305	4.02	1.005
3.	Increased appreciation of the area's culture / history / heritage.	305	4.22	0.932

4.	Prevalence of Islamic dress code by hotel and restaurant staff.	305	4.06	0.984
5.	Prevalence of Islamic dress code (e.g., Hijab) at public places.	305	4.20	0.933
6.	Banning of some inappropriate behavior between the sexes (such as kissing) in public places.	305	4.33	0.913

Table 4.10 displayed the mean and standard deviation analysis of respondents on the independent variable that is cultural and historical. From this table, we can see that item 1 score the highest mean value which is 4.36. That is mean, the respondents are agree that they learned more about the area's culture, history, and heritage in Terengganu. The least value of mean is item 2 which is 4.02. The respondents slightly agreed that they experienced a quality cultural heritage attraction. From the data set from 305 respondents with the standard deviation most of the value lower than 1, indicated the values close to mean.

#### 4.4 RESULTS OF REALIBILITY ANALYSIS

Reliability is a test that refers to the extent to which a consistent questionnaire study measures a piece of data. Consistency means that the level found on the first measure is similar to the level produced for the second measure. Cronbach's Alpha analysis was used to assess the information's dependability and internal consistency. The table below shows the measurements of the Thumb Rule coefficients of Cronbach Alpha according to Hair, J.F.Jr., Babin., Money, A.H. & Samouel, P. (2003).



**Table 4.6: Rules of Thumb of Cronbach’s Alpha coefficient size**

<b>Coefficient Alpha Range, <math>\alpha</math></b>	<b>Strength of Association</b>
<b>&gt;0.90</b>	Excellent
<b>0.80 to &lt;0.90</b>	Very Good
<b>0.70 to &lt;0.80</b>	Good
<b>0.60 to &lt;0.70</b>	Moderate
<b>&lt;0.60</b>	Poor

(Source: Hair, J.F.Jr., Babin., Money, A.H. & Samouel, P. (2003))

Table 4.11 illustration the overall consistency (pilot test) for the dependent and independent variable. The pilot test has been done to 25 respondents before it was distributed to 305 respondents through online survey method.

**Table 4.7: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable**

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach’s Alpha coefficient</b>	<b>Strength of Association</b>
<b>Facilities</b>	5	0.908	Excellent
<b>Eductions</b>	5	0.803	Very Good
<b>Historical and culture</b>	5	0.953	Excellent

<b>Preferences</b>	5	0.811	Very Good
<b>Overall Variables</b>	20	0.930	Excellent

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Table 4.12 displays the total Cronbach's Alpha Coefficient values for the independent and dependent variables in this study. From the table, we can conclude all variables are above the value of 0.8 and the overall variable is 0.930. Therefore, the results shown are reliable and acceptable in this study.

There are five questions used in measuring the facilities variables that influence tourist arrivals to tourist destinations in Terengganu. Table 4.12 displays the total Cronbach's Alpha Coefficient values for the independent and dependent variables in this study. Therefore, the coefficients obtained for the questions in the facilities variable are reliable.

Furthermore, in measuring the impact of exposure and past experiences influencing education among tourists in tourist destinations in Terengganu, five questions were used. The Cronbach's Alpha result for this section question is 0.803 which gives an excellent result. Therefore, the coefficients obtained for the questions in the effects of exposure and education variables are reliable.

Since the Cronbach's Alpha charge for the variables was better than 0.7, it indicates that questionnaires are highly accurate and can continue with the analysis. All in all, the reliability proved that the respondent understood the questions given well and this suggests that the questionnaires for this research were approved.

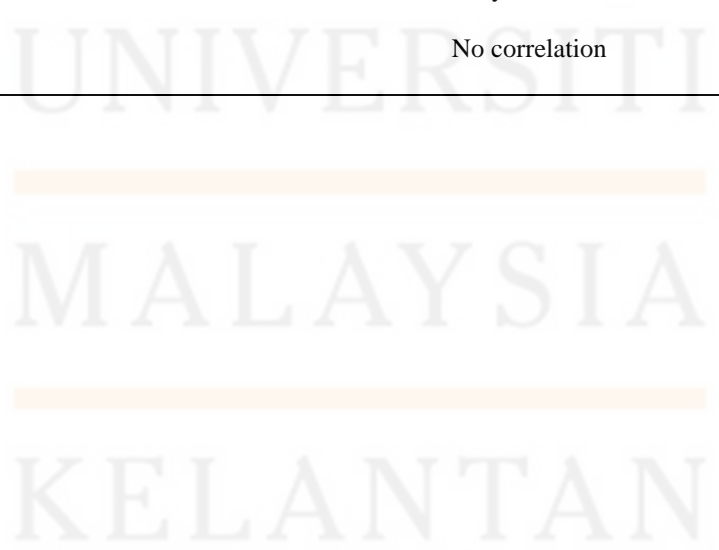
## 4.5 RESULTS OF INFERENTIAL ANALYSIS

### 4.5.1 Pearson Correlation Coefficient

Pearson's correlation research was one of the primary analyses that investigated the linear connection between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (facilities, education and historical and cultural) and the dependent variable (Muslim tourist destination). If the association is substantial, researchers must assess if the correlation's strength is acceptable.

**Table 4.8: Strength of Pearson Correlation Coefficient**

Size of correlation coefficient	Strength of correlation
0.91 until 1.00 or -0.91 until -1.00	Very Strong
0.71 until 0.90 or -0.71 until -0.90	Strong
0.51 until 0.70 or -0.51 until -0.70	Moderate
0.31 until 0.50 or -0.31 until -0.50	Weak
0.01 until 0.30 or -0.01 until -0.30	Very Weak
0.00	No correlation



### Hypothesis 1: Facilities

H1a: There is a significant relationship between facilities towards factor affecting Muslim tourist destination in Terengganu.

**Table 4.9: Correlation coefficient for facilities towards factor affecting Muslim tourist destination in Terengganu.**

		Muslim Tourist Destination	Facilities
<b>Muslim Tourist Destination</b>	Pearson Correlation	1	0.729**
	Sig. (2-tailed)		0.000
	N	303	303
<b>Facilities</b>	Pearson Correlation	0.729**	1
	Sig. (2-tailed)	0.000	
	N	303	305

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

The Pearson correlation coefficient, significant value, and case count, which was 303, were all reported in Table 4.14. The p-value was 0.000, which was below than the significance level of 1.0. The correlation coefficient of 0.729 indicated **a strong positive relationship between facilities towards factors affecting Muslim tourist destinations in Terengganu.**

**Hypothesis 2: Education**

H1b: There is a significant relationship between education towards factor affecting Muslim tourist destination in Terengganu.

**Table 4.10: Correlation coefficient for education towards factor affecting Muslim tourist destination in Terengganu.**

		<b>Muslim Tourist Destination</b>	<b>Education</b>
<b>Muslim Tourist Destination</b>	Pearson Correlation	1	0.743**
	Sig. (2-tailed)	0.000	
	N	303	303
<b>Education</b>	Pearson Correlation	0.743**	1
	Sig. (2-tailed)		0.00
	N	303	305

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

The Pearson correlation coefficient, significant value, and case count, which was 303, were all reported in Table 4.15. The p-value was 0.000, which was below than the significance level of 1.0. The correlation coefficient of 0.743 indicated **the strongest positive correlation between education towards the factors affecting Muslim tourist destinations in Terengganu.**

**Hypothesis 3: Historical and Cultural Environment**

H1c: There is a significant relationship between historical and cultural environment towards factor affecting Muslim tourist destination in Terengganu.

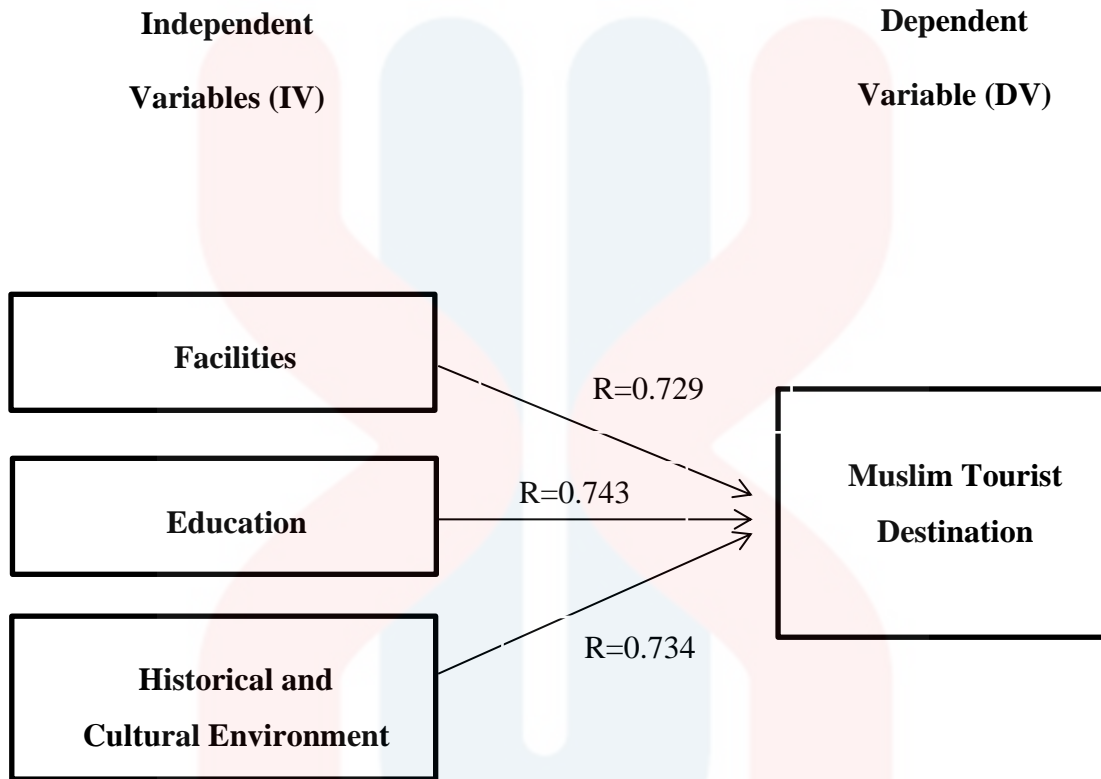
**Table 4.11: Correlation coefficient for historical and cultural environment towards factor affecting Muslim tourist destination in Terengganu.**

		<b>Muslim Tourist Destination</b>	<b>Historical and Cultural Environment</b>
<b>Muslim Tourist Destination</b>	Pearson Correlation	1	0.734**
	Sig. (2-tailed)	0.000	
	N	303	303
<b>Historical and Cultural Environment</b>	Pearson Correlation	0.734**	1
	Sig. (2-tailed)		0.000
	N	303	305

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

Table 4.16 displayed the Pearson correlation coefficient, significant value, and case count, which was 303. The p-value was 0.000, which was below than the significance level of 1.0. The correlation coefficient of 0.734 indicated **a strong positive relationship between historical and cultural environment towards factors affecting Muslim tourist destination in Terengganu.**

#### 4.6 FRAMEWORK ANALYSIS



**Figure 4.1: Correlation between facilities, education, historical and cultural environment towards factor affecting Muslim tourist destination in Terengganu.**

Based on figure 4.5 depicted the framework with data values for the significant independent variables to the dependent variables. According to the table, the correlation between facilities and factors affecting Muslim tourist destinations has the strongest positive relationship, with a Pearson correlation of 0.743. In addition, facilities and the historical and cultural environment have a strong positive relationship with factors affecting Muslim tourist destinations, with Pearson correlations of 0.729 and 0.734, respectively. Thus, this indicates that there are three independent variables (facilities, education, and historical and cultural environment) had a significant relationship with the dependent variable (Muslim tourist destination).



## 4.7 DISCUSSION ON RESEARCH OBJECTIVES

From this research, there are two objectives related. The first objective is to identify relationship between the facilities, education and historical and cultural towards Muslim tourist destination in Terengganu. The other objective is to propose the best factor affecting Muslim tourists in choosing their tourism destination in Terengganu.

### 4.7.1 To identify the relationship between facilities, education and historical and cultural towards Muslim tourist destination in Terengganu.

The first objective of this research is to identify the relationship between facilities, education and historical and cultural towards Muslim tourist destination in Terengganu. Based on the results we have obtained through SPSS, facilities, education and historical and cultural have shown that they have a strong relationship with each other. However, among these three independent variables that have the strongest relationship is education, with a total value of 0.743, followed by historical and cultural, with a total value of 0.734 and finally facilities, with a total value of 0.729. Sabrina Tomasi, Gigliola Paviotti and Alessio Cavicchi (2020) said, while travelling, tourists are actively involved in their “cognitive, emotional and bodily dimensions [39]”, and learning becomes possible through the direct experience, which is “meaningful discovery”.

### 4.7.2 To purpose the best factor affecting Muslim tourist destination in Terengganu.

The second and the last objective of this research is to purpose the best factor affecting Muslim tourists in choosing their tourism destination in Terengganu. From

the Department of Statistics Malaysia, 2017, tourism industries in Malaysia have been contributing more than 13% of Malaysia GDP since 2010 (Salmi Mohd Isa, Phaik Nie Chin, Nurul Ulfah Mohammad, 2018). Based on the results that have been obtained, education has a very strong correlation towards Muslim tourist destination in Terengganu with the pearson correlation (P) value was 1. This means that P value of this study was less than significant level of 1.0.

#### **4.8 SUMMARY**

In summary, there are total 305 sets of data were collected and summarized by using SPSS software. Based on the result generated from SPSS software, all the independent variables facilities, education and cultural and historical have the significant influencing with dependent variable (Muslim tourist destination). We will provide some discussions in the following chapter to better understanding about the result of the study.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 INTRODUCTION**

This chapter includes discussion and results of the study, limitation, recommendation for future study, and closed by summary for whole research. In the future, researchers will investigate the relationship between the variables and the study's limitations.

#### **5.2 RECAPITULATION OF FINDINGS**

The purpose of this study was to determine the link between the independent variables, which are facilities, education and historical and cultural towards dependent variable. This was focus on factor affecting Muslim tourists in choosing their tourism destination in Terengganu. In this study, the primary data was gathered using questionnaire through Google Form to get feedback from respondents. There are 5.3 million tourists visited Terengganu in 2019. Ariffin Deraman, State tourism, culture and information technology committee chairman said, the number showed a 9.8% increase compared to 4.8 million tourists recorded in 2018 (The Star,2020). Based on the sampling method, the appropriate sample size is 384 based on Krejcie and Morgan table (1970) the questionnaire was distributed and aimed those who has been visited Terengganu for the outcome of the results to be reliable. Dependent variable in this study is factor affecting Muslim tourists in choosing their tourism destination in Terengganu meanwhile independent variables for this study are facilities, education and

historical and cultural. All the questionnaire was distributed, and the results was recorded.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Figure 5.1: Rules of Thumb of Cronbach's Alpha**

In this study, reliability analysis was performed to assess the reliability of the questionnaire and the internal consistency of the measuring equipment. The questionnaire data was evaluated using Cronbach's Alpha to confirm the information's dependability and internal dependability. The table above showed the Rules of Thumb Cronbach's Alpha coefficient size according to Hair, J.F.Jr., Babin, Money, A.H. & Samouel, P. (2013). The minimum acceptable reliability suggested was 0.70 (Sekaran & Bougie, 2010). Based on the result, the Cronbach's Alpha for all variables is accepted which is facilities 0.729, education 0.743 for cultural and historical is 0.734. Muslim tourist destination is 0.745, facilities is 0.649, education is 0.674 and for historical and cultural is 0.735. The revealed result is trustworthy and may be accepted in this study. Pearson's correlation analysis was one of the most essential methods for determining the linear connection between two variables. The objective of this analysis is to determine whether there are correlations between independent variables and the dependent variable. The correlation between education factor towards Muslim tourist

destination have small relationship compared to other factors which is the Pearson correlation 0.743. For facilities and historical and cultural factor have slight relationship with Pearson correlation is 0.729 and 0.734, respectively. Therefore, there are only three independent variables which are facilities, education and historical and cultural factors that had significant relationship with the Muslim tourist destination in Terengganu.

### **5.2.1 Discussion on RQ 1**

The first objective for this study is to identify the relationship between the facilities, education and historical and cultural towards Muslim tourist destination in Terengganu. From the finding in data analysis indicated there is a slightly significant relationship between historical and cultural that influence Muslim tourists in choosing their tourism destination in Terengganu. (p value = 1, r value = 0.735). Therefore, the result is supporting the third hypothesis in this study.

Since the data results support the third hypothesis of this study, this can be supported by the past studies by Sharpley & Telfer (2014) claim that the enormous range of impacts include arts and crafts through to the fundamental behavior and beliefs of individuals and collective groups. As a response, purpose such as experienced a quality cultural heritage attraction in Terengganu and prevalence of Islamic dress code by hotel and restaurant staff got a lot of votes from the respondents. It can support that Malaysia prohibits sensitive actions for Muslim such as showing love in public, sharing rooms for unmarried couples, gambling, not fasting in Ramadan, selling or drinking alcohol and dress too sexy (Din,1989).

In conclusion, this can be said that historical and cultural factors is one of the factor that influence Muslim tourists in choosing their tourism destination in Terengganu..

### **5.2.2 Discussion on RQ 2**

The other objective in this study is to propose the best factor affecting Muslim tourists in choosing their tourism destination in Terengganu. According to the findings of data analysis, there is a substantial association between facilities, education, and historical and cultural variables in Terengganu and Muslim tourism destinations (p value = 0.01, r value = 0.55). Therefore, the result has slight correlation between the variables.

From the previous study, Shakiry (2006) claim that the concept of Islamic tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic values (sharia). Based on the results obtained, the best factors that affecting Muslim tourist destination have also been identified. From the results, we can see that the best factor that affect Muslim tourist destination is education factor.

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KELANTAN

### **5.3 LIMITATIONS**

This study, like any other, had constraints that made it difficult for the researchers to finish the investigation. There were some limitations to this study.

#### **5.3.1 Limitation of Data Collection:**

There is a limitation in the method of data collection due to the pandemic COVID-19. There is a limitation in the medium used to collect data for this study, which is only distributing questionnaires online via a Google Form link. As previously stated, this is due to the pandemic COVID-19, which limits our mobility. During pandemic COVID-19, citizens are not permitted to leave their homes unless they have a compelling reason to do so due to a Movement Control Order (MCO). As a result, it is difficult for the researchers to collect data because few respondents are interested in answering the questionnaires. Majority of respondents will simply ignore and have no interest in the Google form link. This is one of the steps that take a lot of time from the researchers to get enough respondents so that the results are reliable.

#### **5.3.2 Limitation of the Variables:**

The variable used in this study is also a limitation. There are only three independent variables examined: facilities, education, and historical and cultural significance, as well as one dependent variable, a Muslim tourist destination. On the other hand, there are numerous variables that can be used or affecting Muslim tourists in choosing their tourism destination in Terengganu.



### **5.3.3 Limitation of Sample of Respondents:**

One of the critical problems for this research is the limitation in terms of respondent understanding of the questionnaire, as the method of data collection in this study is only limited to online questionnaires. Not all the respondents are aware of and knowledgeable about tourism. Some of the questions may be difficult for respondents to answer due to a misunderstanding of the questions and a lack of understanding about tourism. Furthermore, because the questionnaire is online, there is no one to whom they can direct their inquiries.

## **5.4 RECOMMENDATIONS**

Researchers suggest a selection of recommendations to create more additional research for this research upon conclusion of this paper. There are few ideas and suggestions that will need to be taken into consideration by fellow researchers. It is strongly advised that fellow researchers make a small change in the next study to create a very well-established and trusted research paper.

### **5.4.1 Sample Size Area**

Future researchers who want to conduct research on tourism in Malaysia should expand their geographical territory to further improve the standard of research throughout Malaysia's tourism areas. Researchers should develop more surveys in rarely visited states in Malaysia to increase sample size and improve research reliability. This is because, larger sample sizes help reduce errors and produce better results Costello (2005). Furthermore, the larger the sample size of respondents, the more accurate and reliable the results Nuijten (2015). Therefore, future researchers should

expand their sample size so that they obtain better quality data that can be referenced for their studies.

#### **5.4.2 Expand the respondent form domestic and international tourist**

In addition, researchers are also encouraged to expand their target geographical area to not just focus on one state only. Since the respondents of our study only focused on tourists in the state of Terengganu, future researchers are advised to target tourists in other states as their main respondents. As international tourists also make a significant contribution to the national economy in Malaysia, the discovery of factors that influence the loyalty of international tourists to Islamic tourism in Malaysia is also an interesting topic.

#### **5.4.3 Face to Face Survey**

Face -to -face is a classic method of gathering information and takes longer than online surveys. From the 1940s to the 1970s, mail surveys and face-to-face were the main methods of data collection (Lyberg and Kasprzyk, 1991). Further this method may lead to an increase in the level of trust because researchers need to take people to get the data clearly. According to (Trukeschitz & Julien Forder, 2019) face-to-face interviews by mail, paper, or computer can produce high-quality data with high resolution rates and dependability, but they are also costly and time-consuming, and they are confined to specific geographical locations as compared to an internet-based method. Therefore, it is better to conduct face -to -face surveys to get reliable results and to avoid misinterpretation of questions by respondents.

#### **5.4.4 Respondent Interview Session**

Researchers should try to interview respondents so that they can answer all their questions directly, this is to avoid getting false data and produce good performance for them. This method can clarify any questions that the respondents have, and it can also help researchers get more answers through their observations of their respondents. This method can also help reduce misunderstandings and produce better results for research.

#### **5.4.5 Electronic word-of-mouth**

In addition, with the rapid growth of information technology, future researchers are advised to consider “word -of -mouth electronics” as an additional variable in the research framework. Word of mouth electronics believed to influence the decision - making of tourists and respondents are readily available. Therefore, it may be a useful variable for future research. Future researchers are urged to explore visitors' allegiance to Islamic tourism since the act of speaking is more difficult than words.

### **5.5 SUMMARY**

In conclusion, the results obtained in this study are limited to the current time only. This study pays attention to factor affecting Muslim tourists in choosing their tourism destination in Terengganu. There are three factor affecting Muslim tourists in choosing their tourism destination in Terengganu namely facilities, education, and historical and cultural environment. The research framework was mainly concerned with the literature that had been reviewed. In addition, this study offers knowledge that may be useful for the tourism industry to analyze the factors that influence Muslim tourists to travel in Terengganu.

There are several factors that need to be focused on and improved in this research. There were 305 respondents who participated in this research using an online survey questionnaire. The collected data were analyzed using SPSS software 25 version for descriptive statistical analysis, reliability analysis, and correlation analysis. To conclude that all variables show a positive relationship at a moderate positive level. Therefore, to prove that the objectives of the study were successfully achieved.



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