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UNDERSTANDING ISLAMIC TOURISM: ASSESSING THE FACTORS THAT INFLUENCING TOURISTS' INTENTION TO VISIT MOSQUE IN PENINSULAR MALAYSIA.

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LIST OF SYMBOLS AND ABBREVIATIONS

Symbols

α	Alpha
\geq	Equal and more than
n	frequency
$<$	Less than
(-)	Negative
r	Pearson Correlation Coefficient
%	Percentage
F	Percentage of Variance
N	Population

ABSTRACT

Islamic tourism is a tourism product that has gained attention in several countries, especially in Malaysia. Apart from the halal food that is developed in Islamic tourism, visiting the mosque is also one of the tourist attractions to this Islamic tourism. This study aims to examine the relationship between Islamic history, architectural and religious activities with tourist intention to visit mosque in Malaysia. This study also discusses the understanding of Islamic tourism for assessing the factors that influencing tourists' intention to visit mosque in Peninsular Malaysia. The objective of this study is to assessing the factors that influencing tourists' intention to visit mosque in peninsular Malaysia. This study has used quantitative research involving questionnaire method for data collection. Descriptive analysis, reliability analysis and Pearson correlation coefficient analysis were applied to the data used. The findings of the study show that the intention of tourism to visit mosques in Malaysia due to religious activities and mosque architecture does show the potential to develop mosques as Islamic-based tourism in Malaysia.

Keywords: Islamic tourism, Tourist intentions, Architecture design, Religious activities

ABSTRAK

Pelancongan Islam adalah produk pelancongan yang telah mendapat perhatian di beberapa negara, terutamanya di Malaysia. Selain makanan halal yang dikembangkan dalam pelancongan Islam, mengunjungi masjid juga merupakan salah satu tarikan pelancongan ke pelancongan Islam ini. Kajian ini bertujuan untuk mengkaji hubungan antara sejarah Islam, aktiviti seni bina dan keagamaan dengan niat pelancong untuk mengunjungi masjid di Malaysia. Kajian ini juga membincangkan pemahaman pelancongan Islam untuk menilai faktor-faktor yang mempengaruhi niat pelancong untuk mengunjungi masjid di Semenanjung Malaysia. Objektif kajian ini adalah untuk menilai faktor-faktor yang mempengaruhi niat pelancong untuk mengunjungi masjid di semenanjung Malaysia. Kajian ini telah menggunakan penyelidikan kuantitatif yang melibatkan kaedah soal selidik untuk pengumpulan data. Analisis deskriptif, analisis kebolehpercayaan dan analisis pekali korelasi Pearson diterapkan pada data yang digunakan. Hasil kajian menunjukkan bahawa niat pelancongan untuk mengunjungi masjid-masjid di Malaysia kerana aktiviti keagamaan dan seni bina masjid menunjukkan potensi untuk mengembangkan masjid sebagai pelancongan berasaskan Islam di Malaysia.

Kata kunci: Pelancongan Islam, Keinginan melancong, Reka bentuk seni bina, Aktiviti keagamaan

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In Chapter 1, contents included will the summary of the research project. This chapter consists of seven parts which included problem statement, research questions, research objectives, scope of study, significance of study and definition of key terms.

1.2 PROBLEM STATEMENT

Nearly 4 million mosques have been built in the world (Dubai Islamic Economy Development Centre (DIEDC), 2015). Meanwhile, there are 6,464 mosques recorded in Malaysia (Department of Islamic Development Malaysia (JAKIM), 2019). And there are 80 mosques that have been identified as ready to organize the Mosque Tourism Program (MTP) is seen to have criteria as a tourist mosque (My Metro news, 2019). Malaysia is one of the countries recognized as the best Islamic tourism destination in the world and the expected arrival of Muslim tourists to Malaysia will increase to 5.5 million a year (Daily news (BH), 2016). Which is where the mosque is a place that is recognized as a tourist attraction with the most visitors (My Metro news, 2019).

A total of 124,000 Chinese tourists visited the National Mosque and increased until the middle of the year by 100,000 tourists including from China, Korea and Japan throughout 2018

(Daily Metro News, 2019). There are many factors lead to visiting mosques such as architectural values and historical values at each mosque itself (Free Malaysia Today News, 2019). Putra Mosque is one of the destinations that make Putrajaya an attraction. Where the tourists are attracted to the beauty of the architecture of the mosque and want to know a little about Islam with the help of tour guides (Star News, 2017). In addition, The National Mosque located in Kuala Lumpur, is one of the mosques visited by many tourists to know about the history of the National Mosque and also a little knowledge of Islam (Daily Metro News, 2019). A total of 5,384,008 Muslim tourists visited Malaysia (Ministry of Tourism, Arts and Culture Malaysia, 2018) and are the most curious tourists to know about Islamic culture in Malaysia. Malaysia is the best benchmark as an Islamic country that practices Islamic teachings so as to be able to attract the attention of other world communities to visit it (Daily Metro News, 2018). Hence, the aim of this research about to study the determinant of tourist intention to visit mosque in Malaysia which is the history, architectural design and religious activities that bring visitors to visit the mosque in Malaysia. This study would provide benefits to tourism agencies and the ministry of tourism to increase tourist arrivals to Malaysia and indirectly can increase national income.

1.3 RESEARCH QUESTIONS

In this study, there are some questions that will identify which is the factors that contributing in Islamic Tourism.

1. What is the relationship between Islamic historical with visiting mosque in Malaysia?
2. Is there any relationship between architecture design with visiting mosque in Malaysia?
3. Is there any relationship between religious activities with visiting mosque in Malaysia?

1.4 RESEARCH OBJECTIVES

In this study, the researcher will identify the factors that contributing in Islamic Tourism. There are a few objectives that will be identify in this study. The objectives are:

1. To study the relationship between Islamic history and visiting Mosque in Malaysia.
2. To identify relationship between architectural design and visiting Mosque in Malaysia.
3. To evaluate the relationship between religious activities and visiting Mosque in Malaysia.

1.5 SCOPE OF STUDY

Scope of study refers to the parameters under which the study will be operating (Simon & Goes, 2013). The problem you seek to resolve will fit within certain parameters that needed us to think and make it clear as possible what you will be studying and what factors are within the accepted range of our study. It is important to attract the interest of the public in visiting mosque. This visitation promised a lot of excitement through interesting and unique carvings also in architecture feature. It will make people more close and get to known with various traditions.

This study expected people to contribute a lot of ideas in attracting people to visit mosque. As we known that, not many people mostly youngsters less interested in visiting mosque probably because of their perception on mosque that are only for religious activities. With that reason, this study is to change those mentality and perception about visiting mosque especially among youngster and tourist in particular.

Furthermore, the researcher aims to study about respondent's attractiveness and motivational towards visiting mosque. According to Gupta, Etcoff & Jaegar (2015), the most studies find effects of attractiveness also can effect the emotional of some individual. This relate to the aim of the study that might attract those group of community to visit mosque with some purpose that related to their needed.

1.6 SIGNIFICANCE OF STUDY

In this study, the attractiveness of visiting mosque among community in Malaysia with the hopes that many people and community will be interested in visiting mosque. This is because, our community thought and thinking are only for religious activities and not to appreciate architecture featuring itself. Therefore, this study is to introduce the purpose of visiting mosque is not only for religious activity or Islamic history but also to appreciate the architectural.

This study also hopes the community are aware of the activity in visiting mosque for another positive reason. As we known, there still kind of thought about visiting mosque for negative activities when it comes to non-muslim visitors. For example, non-muslim visitors can't entering the mosque without any reason or religious purpose.

Furthermore, this study hopes students are also aware that visiting mosque has a lot of advantages over disadvantages. Indirectly, the visiting mosque activity has a positive impact from the present and the future.

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1.7 DEFINITION OF KEY TERMS

1.7.1 Islamic history

Islamic history has become very broad in scope. The History of Islamic Civilization is a product description of the activities of Islamic Ummah's life in the past that originated in Islamic values. These include the history of the process of growth, development and spread of Islam, figures developing and spreading Islam, the history of progress and setbacks made by Muslims in various fields, such as religious and general science, culture, architecture policy, government, war, education, economics and so on (Muhammad, 2019).

1.7.2 Architectural design

The insistence of architects on challenging the clear and unmistakable image-making characteristics of digitally aided architectural designs (Daryl, Sarah & Christina, 2020). Decisions on architectural design and the development of an approach to tracing such decisions in the history of projects. In addition, the work sets out methods for classifying whether decisions are architectural and for mapping decisions on code elements. Lastly, our work contributes to the development of a methodology that can be followed by engineers to maintain design-decision knowledge in their projects (Arman, Youn, Duc, Yuriy & Nenad, 2018).

1.7.3 Religious activities

Most of the people believe in heaven and hell. The healing power of prayer and the capacity of faith to help in prayer. Religious activities had always served as a shield against religious animosity. At the same

time, it laid the foundation for the coexistence of different beliefs and place, and cooperation and cohesion between their owners. In turn, it contributed to peace and global development, the preservation of universal values (Saifnazarov, Muhtarov, Sultonov & Tolibov, 2020).

1.8 SUMMARY

This chapter summarizes the general information of the overall study with the aim for the objectives and research question are well understood. In achieving a clear track. In this study, a theoretical framework should be propositioned in Chapter 2. In addition, to ensure the study to be clear, a problem statement has been made so that research can be done properly. Besides that, significance of study and scope of study also a priority in this study, this can be known as the purpose of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, the variables that have made an effect to the study are being discussed thoroughly throughout the chapter. The dependent variable of the study is the tourist intention to visit mosque meanwhile the independent variables are Islamic history, architectural design and religious activities. There is also a conceptual framework being discussed in this chapter. Finally, Chapter 2 also includes the hypotheses formed to test the relationship between these factors and the tourist intention to visit mosque in Malaysia.

2.2 CONCEPTUAL DISCUSSIONS OF THE STUDY VARIABLES

2.2.1 TOURISTS' INTENTION TO VISIT MOSQUE

Islamic tourism is not only limited to tourism in the form of religious motivation alone but it includes all forms of tourism that do not conflict with Islamic values (Shakiri, 2006). According to the Islamic Tourism Center (2009), Islamic tourism is any activity, event, experience or relaxation carried out in a situation where Islamic teachings are at peace with the aim of experiencing one's own experience in Islamic life in exploiting architectural and design attractions, religious activities and Islam history. Din (1989), argues that Islamic tourism is an activity done deliberately aimed at appreciating the beauty of God's creation and has made the

mosque a place to visit regardless of Muslims or non-Muslims. In Malaysia the mosque is a symbol of Islam and a place of worship for Muslims but now the mosque has become an attraction for tourists regardless of Muslims or non-Muslims. Thus, (Okhovat, 2010) has stated that in the West has created a positive response for Muslims to concerns about the need for the location of mosques and halal food aims to continue to attract tourists to come visit. Therefore, tourists who come usually come as a result of being inspired by the presence of the mosque without actually entering the mosque and it is only part of the scenery and the scene of place regardless of Muslim or non-Muslim. In Islam, Islamic tourism should visit different locations to praise the greatness, beauty and creation of ALLAH SWT (Al- Mulk, 65: 75). Although the mosque looks normal for some opinions, but every architecture, sculpture and even each mosque has its own story and history causing many tourists regardless of Muslims or non-Muslims who are willing to come just to take pictures, visit and so on. As a result of the architecture, the religious practice can attract more for tourists to make the mosque as a year to visit the mosque and as their visit to Islamic tourism.

2.2.2 ISLAMIC HISTORY

Curiosity for Muslim and non-Muslim tourists is not only about the architecture and religion that is done but the curiosity to know the history of Islam behind the construction of this mosque causes them to explore, know and experience the history and heritage of the mosque. According to Hanim (2016), tourism products based on Islamic history and beliefs of a student can attract more tourists regardless of Muslim or non-Muslim to Malaysia tourism based on Islamic history and beliefs have been since thousands of years ago when the spread of Islam. According to Hanim (2016), again, the migration of these missionaries from one destination to another in the spread of Islam has borne fruit and left traces of relics that still exist today. Can be seen for example, Kampung Laut Old Mosque where Muslim missionaries

face that when their ship has leaked while in the middle of the ocean while sailing on the way from Java to Champa. They have promised that if they succeed in this journey, they will build a mosque and result in Kampung Laut Old Mosque. There, the evidence of Islamic history behind the construction of the mosque that makes foreign tourists come to Malaysia to see and know for themselves the true history of Islam.

Although there are some problems with Islamic history behind the construction of mosques, Muhammad Tajuddin (2003), has stated that the construction of a mosque should emulate and be based on the construction of civilization in the Middle East and have its own Islamic history behind it which will symbolize birth place and religious history Islam.

2.2.3 ARCHITECTURAL DESIGN

Much of the writing on the architecture and design of the mosque revolves around style, history and technology. The failure of Islamic thinkers in the architecture and design of mosques has been problematic to translate an approach appropriate to the modern era today (Muhammad Tajuddin, 1998). In the hadith of Rasulullah S.A.W (1387: 784), there are several elements such as determining the style of image and style of appearance of a mosque in a place has to do with the meaning of the issue of appearance of the mosque where it can be used as a guide for architectural design mosque. The application of elements and architecture in the development of infrastructure, especially mosques, is a factor in attracting tourists to visit mosques in Malaysia. Ezrin Arbi (1997), argues that architects are more knowledgeable about the flow of Western architecture because they have an education in the West to produce architectural design mosques that are not only based on Islam but based on Chinese, Indian and western.

According to James Ferguson (1999), it was mentioned in his writing about 150 years

ago that the Greek and Egyptian architectural styles were the only real architectural style and the others were only imitations or adaptations of the original. In the 1960s, it witnessed a reaction to the modern master machine approach by Robert Ventury, Charles Moore and Alvar Aalto towards a more humanistic architecture with its own references and messages. According to Charles Jencks (1985) and Micheal Graves (1987), when entering a place or scene it is very much related to such as digging into the past for the semantics of architecture, syntax and vocabulary to fit specific orders in architecture. Therefore, during the old civilization, the mosque has evolved from a simple structure with ground floor to produce stunning works of art. Mosques that are produced and built from interesting architecture and design are inspired by the concept of ilahai words to provide space where connecting the sky and material so as to create a spiritual environment.

2.2.4 RELIGIOUS HISTORY

The concept of Islamic tourism cannot just be justified arbitrarily. According to Noor Shakirah (2010), this concept of tourism covers all types of tourism that aims to respect and appreciate religious principles, trace the old civilization and its heritage or for the purpose of recreation and treatment. Therefore, the beliefs and activities performed in each religion are different and from there it will affect the choice of destination for Muslim and non-Muslim tourists who visit the mosque to be part of the holiday without any religious motivation. Noor Syakirah (2010), according to him, every religion has different religious activities as well as when visiting the mosque no matter whether there was no religious activity at that time but tourists still need to comply with Islamic rules and regulations, among them need to maintain the cleanliness of the mosque when visiting, respect every activity when visiting, dress politely and do not engage in activities that are contrary to the religious activities and ruleset.

2.3 PREVIOUS RELATED RESEARCH

Previous related research on people do travel in terms of religious tourism are not getting all the community attentions. This were only happened when tourists do have strong beliefs in religious itself that make them motivated to have mosque visits and tours. According to Raj, R. (2012) in his revised main point that can influence any individuals in visiting religious places will happen due to their own beliefs. For sure, it is very limited research on any individual would explore the understanding and motivations for visitation patterns of religious tourism. This also relate to Transportation Security Administration(TSA) on their blog in February 22, 2018 on TSA Travel Tips: Travelling with Religious & Culture Items did mention and offering some notes and few offers in effort can help avoid any confusing and ensuring the smooth trip for travellers travelling with these types of items. One of them was, not to put their delicate religious items in luggage since most checked baggage is screened out. However, they still need to check those and this might increasing thechance of religious or cultural items being handled.

As for that, previous related research from Abdullah Ramdhani, Muhammad Ali Ramdhani and Abdusy Syakur Amin, (2014) in their writing relate onto this topic are being noted to take care on first read of the articles that already collected with many sources in order to get a sense of what we doing. It is not as a new class or scope that has the same energy that attract great any attention. It goes same to any devices that already attracted great attention either in industry or academia community itself when they pop out with fewbenefits. Those attractions for sure because of the Islamic history, architectural design and religious history factors although they have many more attractive advantages instead those factors. However, factors related on this research had so much work has been done to improve each of

the low-ability just to make sure that this attraction were not only sustain justfor any occasion but sustain really in long-term. To address some issues, it is clearly seen thatonly academia community who notice those valuable factors, thus in matching with new demands and technology nowadays are not relatable to some thought of mind. Based on the above consideration, my thesis mainly focused on the development that goes along through the modernity itself that can attract all the community towards visiting mosque.

2.4 THEORETICAL UNDERPINNING

The World Islamic Tourism Mart in Malaysia attracted Muslim tourists from all over the world to choose Malaysia as their destination for Islamic tourism (Rahman, Zailani & Musa, 2017). Motivation plays a very important role in travel. Traveling motivation refers to a set of interests that influence the travel of a tourist. Tourists can travel for recreation, social, cultural and spiritual purposes. There are two motivating factors which influence tourists to visit any destination, pull motivational factors and push motivational factors. Push motivational factors are linked to the internal aspects of tourism, such as economic status, social status, demographic factors such as education, age, employment, gender and income. On the other hand, motivational factors are external aspects of tourism which is attract tourists to travel, such as travel time and travel costs (Abdul, Ahasanul & Muhammad, 2013).

Mosque tourism is a phrased tourism within the context of both religious and cultural tourism. Mosques are heritage sites that combine key factors in society, such as religion and culture, representing one of the most important and least studied multidisciplinary research areas of the decade. Mosque tourism is a highly specialized type of cultural and religious tourism for the Islamic heritage which is part of heritage tourism. Tourism in mosques has been recognized as a significant part of this growing market and proper marketing is very important. Muslim tourists have certain characteristics which make Islamic-Muslim tourism a challenge

for tour operators in their destinations (Virginia, Ricardo & Amalia, 2020).

Not only religious concepts but also architectural features and characteristics of mosque sites could play an important role in the tourist influence of the visit. Mosques are therefore the main place of worship. In Islam, most of the urban and rural areas have a common building. Malaysian Mosque has a variety of architectural styles influenced by its different ethnic sub-cultures as well as foreign sub-culture influences (Najafi, Shariff & Mustafa, 2011).

2.5 RESEARCH MODEL

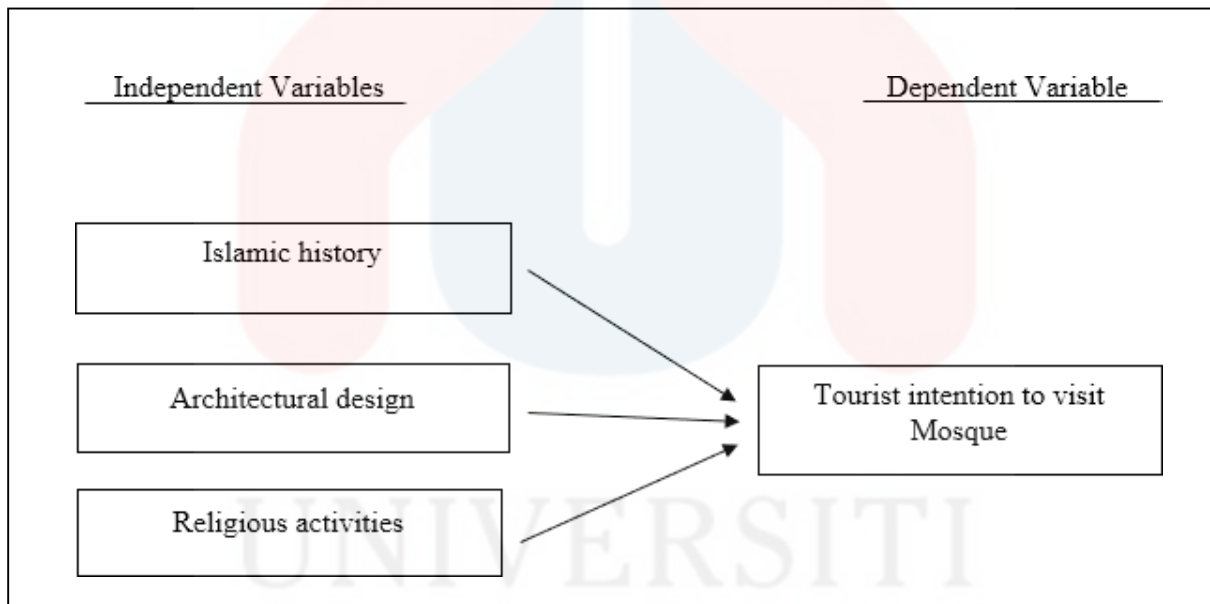


Figure 2.1: Conceptual Framework of the Determinant of Tourist Intention to Visit Mosque in Malaysia

Source: Umar & Ashaari, (2018)

The conceptual framework presented in Figure 2.1 includes the three determinants of intention which are Islamic history, architectural design, and religious activities for Independent Variables. Next, for dependent variable is the determinant of tourist intention to visit mosque in Malaysia. This study is focusing on the three intentions that are the determinants of tourists to visit the mosque while in Malaysia. Encouragement from the history and teachings of Islam caused Muslim tourists to travel to learn more about Islamic civilization

and Islamic thought (Kamarudin & Nizam, 2013). For more than seven decades the beauty and uniqueness of the mosque architecture is one of the main objectives in promoting Malaysia in tourism (Abdul Razak, 2019). Activity involving spiritual preparation see as a religious duty (Jafari & Scott, 2014). The variables chosen for the study are intended to be determinant of tourist intention to visit mosque in Malaysia.

2.6 HYPOTHESES STATEMENT

The literature review revealed that the independent variables like Islamic history knowledge, knowledge of architectural design, and knowledge of religious activities which became determinant of tourist intention to visit mosque in Malaysia. Therefore, the study plan is to examine the determinant of tourist intention among these variables. Based on the literature reviewed that had been discussed and the research question, the hypothesis of this study summarized in the following manner.

2.6.1 Hypotheses I

There is a significant relationship of Islamic history towards the determinant of tourist intention to visit mosque in Malaysia.

2.6.2 Hypotheses II

There is a significant relationship of architectural design towards the determinant of tourist intention to visit mosque in Malaysia.

2.6.3 Hypotheses III

There is a significant relationship of religious activities towards the determinant of tourist intention to visit mosque in Malaysia.

2.7 CHAPTER SUMMARY

In short, this chapter has presented the definition and explanation of the variables for review. This chapter also provides an insight of a clear path for latter chapter to achieve the research objectives.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter will explain the analysis method to be used in this report to find a data. The research used the research design, that being carried out for this study with the study variable, the measurement and survey instrument. In addition, this chapter will use the measurement and survey to achieve the study objective, including population and sampling plan, plan of data collection and plan of data analysis. Then this chapter will be closed by the pilot summary.

3.2 RESEARCH DESIGN

The research design will focus on the determinant of tourist intention to visit mosque in Malaysia. Research design is a plan for a study to be more specific of the procedure in which researchers should follow it to achieve the objectives or results of the study formulated for their study (Daniel & Gates; 1999). The important of research design is to ensure that the data obtained is as evidence for the answer to the research question with confidence (Vaus, 2001). Therefore, a quantitative approach was applied in this study and data were collected through questionnaires conducted by the respondents themselves. In the descriptive study is to study the relationship between Islamic history, architectural design, religious history and intention to visit mosque in Malaysia. This descriptive study design is very helpful for a person to answer research questions and can meet the objectives of the study.

3.3 STUDY VARIABLE

As discussed in the previous sections, this study will be conducted to investigate the relationship between Islamic history, architectural design and religious activities and the determinant of tourist intention to visit mosque in Malaysia. Dependent variable in this study is intention to visit mosque. To obtain results in this study, a survey was conducted to measure public perception. Likert scale is an assessment format used for surveys. The Likert scale was developed in 1932 as a five-point bipolar response (Seaman & Allen, 2007). This procedure is applicable for items having Ordinal Variables with level of agreement scale i.e., strongly disagree, disagree, neutral, agree and strongly agree. Where the respondents will give their personal opinions or perceptions in an ordinal Likert scale (Barua, 2013).

First independent variable in this study is Islamic history. Several questions have been asked to get results in this observation. Among the questions are, "I see studying Islamic history can influence and cultivate the intention to visit the mosque." This is Indirect Observation. Where this questionnaire also allows respondents to provide answers to our questions about gender, age, attitudes, and behaviors (DeVellis & Robert E., 2012). Respondents were not disturbed by this data collection. In addition, it can allow researcher to obtain the results of respondents spontaneously in a natural and uncontrolled environment (Anguera, Portell, Chacon-Moscoso & Sanduvete-Chaves, 2018). The majority of research on Islamic history relies on actual absence data obtained, i.e., self-reported absenteeism.

The second independent variable is architectural design. Among the questions asked in this study is "architecture and design play an important role in attracting you to visit the mosque." This question allows the range of Likert scale captures the intensity of respondent feelings (Barua, 2013).

Next, the last independent variable is religious activities. Which of the questions given in the questioner is "I understand that by visiting the mosque I can do better religious activities than elsewhere." Researchers have developed various scales of attitude assessment to measure the intensity of affective, cognitive, and behavioural components. These scales may require respondents to rate, evaluate, organize, and select when we evaluate an attitude (DeVellis & Robert E., 2012).

3.4 MEASUREMENT AND SURVEY INSTRUMENT

This section requires in detail in measurement and survey instrument. In this study, a five-dimension scale curiosity scale been used. For over 100 years, curiosity has been scrutinized in psychological study (James, 1890). Scholars are in agreement that curiosity is critical to human survival and growth. Curious people are known to ask a large number of unprompted questions (Peters, 1978), investigate how other people think, feel, and behave (Renner, 2006). Agreement has been made that curiosity's immediate function to seek out, explore, and immerse oneself in situations with potential for new information and experiences.

For that, a standard set of questionnaire will be prepared to be answered by the respondents. The cover letter on the first page explained the purpose of survey made. The respondents will be informed that their responses are kept confidential and participation is voluntary. The questionnaire contains structured questions as sections demographic information, dependent and independent variables sections. The questionnaire will contain structured questions which divided to few sections such as section demographic information, general information, independent variables and dependent variables.

Since the pandemic is still go on and kept spreading outside made us deeply thought on how to deliver this questionnaire. For that, in order to keep all of us safe and secure without

any probability increasing the number of victims, we decide to use the digital distribution as our main intermediaries. Digital distribution platforms are designed to help manage digital goods and distribute those good to users. They also referred as content delivery, ESD (electronic software distribution) and online distribution. For that, Googleform format is used. This format has several advantages such as provide the starred button as reminder for respondents in case they are overlooked through all questions. This is easier for respondents to answer the question given.

3.5 POPULATION AND SAMPLING PLAN

A population is defined as same species of livings in a large group of individuals and interbreeding in a given place (Tarsi, 2012). Those numbers of groups often rely on same sources, similar environment constraints, and depend on the availability of other members to persist over time. This population study included to examine how individuals in population interact with each other and how they interact towards environment. To describe that population, (Lebreton et al. 1992) had decided that, tool used to study a population depends on a series of statistical measures, known as demographic parameters. In other word (Dodge 2006) said that, demography is a study to the characteristics of population. Those characteristics that change over time are includes in the mathematical explanation of the study. Any statistical factors that influence the population growth and decline are all includes in demographics data, however only several collected data are important such as, size, density, age structure, fecundity (birth rates), mortality (death rates) and sex ratio.

The population of the study included all Malaysian. This study included all the states of Malaysia which involves two areas bordering the South China Sea, namely Peninsular Malaysia and Malaysia Borneo (also West and East Malaysia). Specifically to the youngsters,

the academia community and tourists with the intention of visiting mosque for the purpose of Islamic history, architectural design and religious activities. These groups of tourists are considered into population size where it is uncountable and unlimited to any numeric calculation. As (Lebreton et al. 1992) said that population size is defined as the numbers of individuals present in a subjectively designated geographic range.

In order to answer the research questions, it is needed for a researcher able to collect data from all cases. Thus, there is a need to select a sample. The entire set of cases from sample been drawn are called the population. As (Hamed Taherdoost, 2016) in his researchon How to Choose a Sampling Technique for Research already explained six steps onsampling process. Which is starting from clearly define target population, select sampling frame, choose sampling technique, determining sample size, collect data, and assess response rate. In general, sampling techniques can be divided into two types either random sampling (probability) or non- random sampling (non-probability).

In this research, we already decide in using probability sampling technique where every respondent that have chances being included in sample are those who in population area. This is because random sampling or probability sampling has the biggest chances from bias however this may little bit highly in cost also in terms of time and energy for a given level of sampling error (Brown, 1947).

3.6 PLAN OF DATA COLLECTION

Data collection is a process of gathering and measuring information on variables of interest, in a systematic manner that allows one to answer research questions, test hypotheses and evaluate results. The data collection component of research is common to all fields of study, including physical and social sciences, humanities, business (Knattererydu, 1998). The type and quality of response that one receives from online surveys is comparable to what one receives from paper surveys. Data collection can take place through web-based surveys, e-mail surveys and personal digital assistants/smartphone devices. Web surveys may include subscription templates, software packages installed on your own server, or created from scratch using web programming tools. All of these approaches have their advantages and disadvantages (Jeffrey, 2008).

Many researchers in different disciplines may be unaware of the advantages and disadvantages of online survey research. Advantages include access to remote individuals, the ability to reach out to hard-to-contact participants, and the convenience of automated data collection, which reduces researcher time and effort. Disadvantages of online survey research include uncertainty about the validity of data and sampling issues, and concerns about the design, implementation and evaluation of online surveys. In this research, online survey used as the cost of computer hardware and software continues to decrease and the popularity of the Internet continues to increase, with more segments of society are using the Internet for communication and information purposes (Kevin, 2005).

The data collection that is used in this study were questionnaires that were used to obtain information from the survey respondents by asking questions and the researchers will

analyse the feedback given. In this research, investigator randomly selected tourist in Malaysia to research the determinant of tourist intention to visit mosque in Malaysia. The questionnaire will distribute between February until April. We randomly selected respondents and distribute questionnaire in online platform such as Facebook, WhatApps, Instagram. For example, Facebook Community Pages let we connect with others that help make it easier for us to distribute the questionnaires.

3.7 PLAN OF DATA ANALYSIS

Data analysis refers to the process of converting raw data into useful information. We decided to analyze the data using Statistical Package for Social Sciences (SPSS) 23.0. Most statistical software like SPSS is capable of conducting most of the statistical study, from basic analysis of one variable to more complex analysis of multiple variables. It was used to analyze collection data collected. SPSS is also a software application that can be used to analyze data collection statistics. Therefore, respondents' responses were first constructed and then transferred to the data file for subsequent analytical procedures. There are two approaches to obtain the qualitative and quantitative data. We will use quantitative in this analysis. For this analysis, data collection often includes evaluating descriptive statistics.

3.7.1 Descriptive Statistics

The term given to interpret the data indirectly will help to illustrate, display or summarize the data meaningfully. It can also be used to define the demographic profile by percentage and to calculate the percentage of agreement and disagreement among respondents with the questionnaire argument. Respondents are also asked to fill the statement in questionnaire in their age, gender and religion. In addition, to provide a concise description of the answer, it is important to implicitly use descriptive

statistics to help achieve the study objective.

3.7.1.1 Quantitative Data

Quantitative data requires using numbers and deductive in nature, and the hypothesis must be developed. We often use the approach of gathering quantitative data to produce statistics (rather than meaning) by using large-scale survey research using a tool such as questionnaire or organized interviews. While preparing this study, a survey covering some details that needs to be done by providing a questionnaire to respondents to collect data. Often, in quantitative science, using statistical analysis allows generalization (to some extent) to others. The aim is to select a sample closely matching the population.

1	2	3	4	5
STRONGLY DISAGREE/ SANGAT TIDAK BERSETUJU	DISAGREE/ TIDAK BERSETUJU	NEUTRAL/ TIDAK PASTI	AGREE/ BERSETUJU	STRONGLY AGREE/ SANGAT BERSETUJU

Table 3.7.1.1: Sample of Scale that will be used in the questionnaires

3.1.1 Reliability Test

Measure reliability indicates the degree without prejudice (error-free). This ensures accurate measurement over time and through the instrument's different products. Other than that, the internal accuracy and material validity instrument was also used. Furthermore, the

most frequently used estimation method, which is Cronbach's alpha coefficient that can be used for internal consistency and indirectly can help identify the consistency of items in independent variables and dependent variable for this research. This also helps researcher to research measurement scale properties and the objects that make them up. Reliability check procedures quantify a number widely used to assess the reliability of the scale and also provide details on the relationships in the scale between individual objects (Mohsen & Reg, 2011).

3.1.2 Pearson's Correlation Test

Pearson correlation analysis describes the degree of relationship between two variables, namely the independent variables and the dependent variable. The degree of relationship is described using numerical from -1 to +1. Pearson correlation analysis, r value +1 is a very strong positive relationship.

3.1.3 Regression Test

Regression analysis involves identifying and measuring the relationship between two variables which are independent variables and dependent variable. Regression is often used to determine how many specific factors those are able to influence the dependent variable. If the model that is considered satisfactory, the estimated regression equation can be used to forecast the value of the dependent variable given values for the independent variable.

3.2 PILOT SUMMARY

In addition, this chapter discussed the research methodology which is methodology is theoretical and systematic analysis used in this study and how a methodology describes a problem in studied and why a particular method and technique is used. In this chapter, there are have some topics such as research design, study variable, measurement and survey instrument, population and sampling data, plan of data collection and plan of data analysis. The researcher use this method because, methodology can help as well as better understand or more detail in the use application of the method given by relating the description of the research process.

CONCLUSION

As the conclusion, this research has been carried out to examines the determinant of tourist intention to visit mosque in Malaysia. The researcher also has to aim regarding the problem in this study. Besides, this study helps other researcher to do the research about intention to visit mosque and can be used as one of their reference. The researcher also planned to investigate the relationship of each element in the independent variable with the dependent variable. Thus, the researcher hoped that all of the information, provided throughout this research such as used framework, survey instrument, population, data collection and data analysis will help related parties to generate income and profit for Islamic tourism which in turn will boost Malaysia's economy after the pandemic Covid-19.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

In this chapter 4, researcher discussed the results of the study findings that have been analyse through quantitative research methods from the collected data. Qualitative analysis of this study is by using digital distribution as main intermediaries to distribute the questionnaire to the respondents. We decide to use this as our research instruments to collect data across Malaysia. Then the information obtained from the respondent were analysed using System Statistical Package for Social Science (SPSS) software to obtain accurate data counts.

4.2 DEMOGRAPHIC ANALYSIS AND DESCRIPTIVE ANALYSIS

4.2.1 DEMOGRAPHIC ANALYSIS

The basic analysis for this research includes frequency analysis. Part A of this questionnaire includes questions from different demographic variables of the respondent such as gender, age, educational background, occupation, income, marital status, race, nationality, religion which influencing tourist's intention to visit mosque in Peninsular Malaysia. The frequency analysis of the demographic profile of the respondent is provided in the form of tables and pie chart.

4.2.1.1 GENDER

Table 4.1: Gender of respondent

GENDER	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
MALE	108	26.9%	26.9%
FEMALE	293	73.1%	100%
TOTAL	401	100%	

Figure 4.1: Percentage of gender by respondent

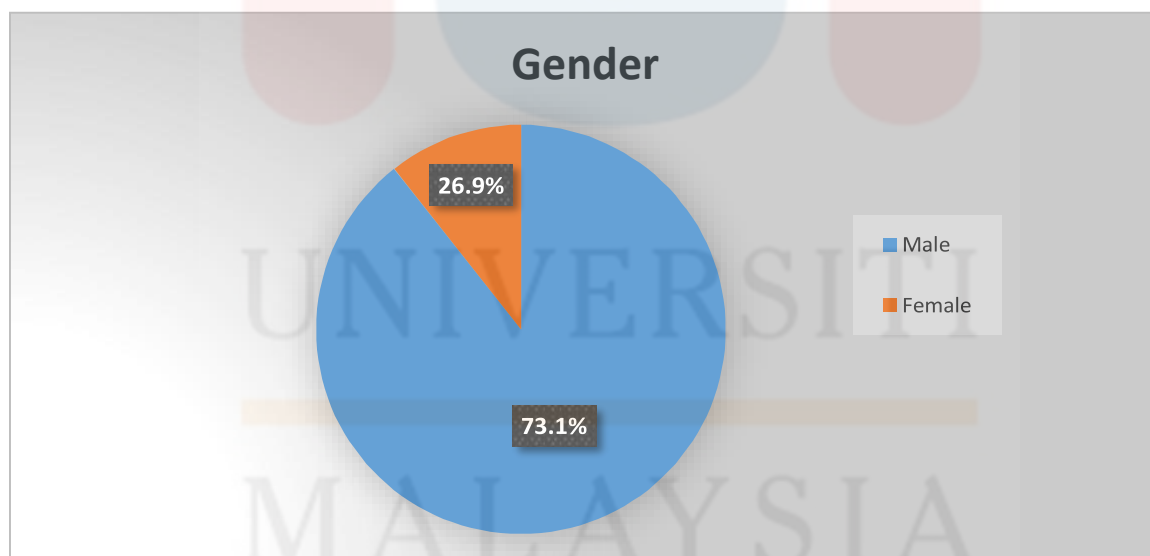


Table 4.1 and Figure 4.1 show the gender of the respondents. The total number of respondents for males was 108 respondents while the total number of females was 293 respondents. Of the 401 respondents, 26.9% of the total respondents were male and the remaining 73.1% were female respondents involved in this study.

4.2.1.2 AGE

Table 4.2: Age of respondent

AGE	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
20 below	89	22.2	22.2
21 – 30	260	64.8	87
31 – 40	22	5.5	92.5
41 – 50	14	3.5	96
50 above	16	4	100.0
TOTAL	401	100.0	

Figure 4.2: Percentage of age by respondent

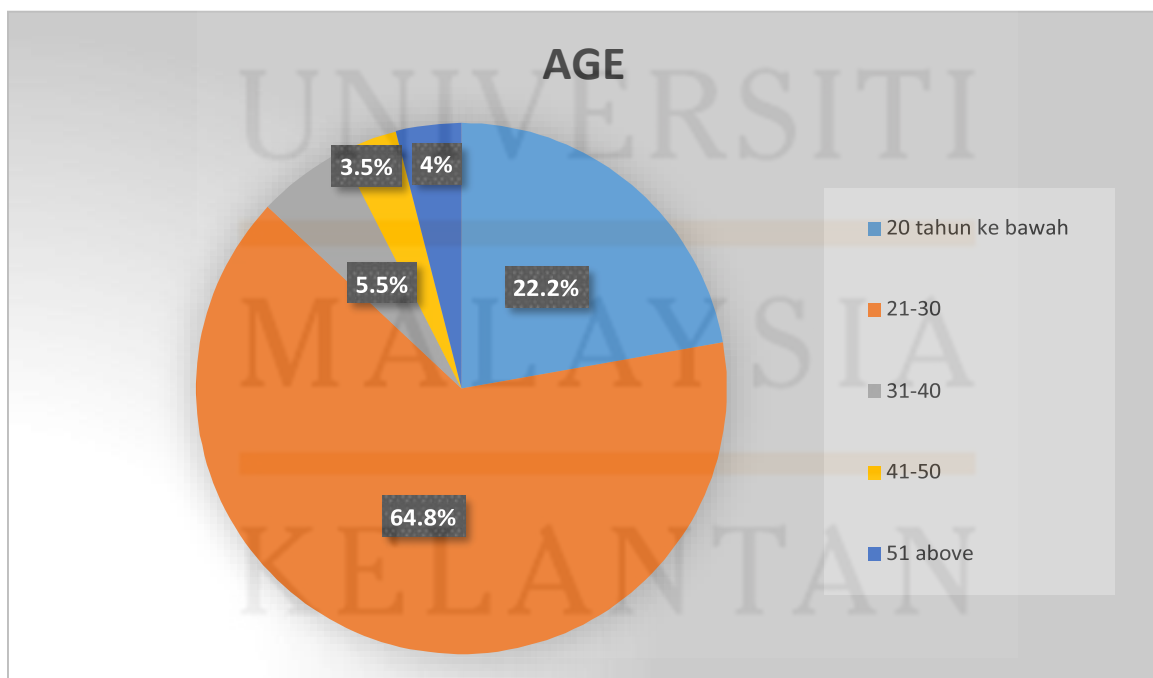


Table 4.2 and Figure 4.2 show the number of respondents by age. There are 401 respondents consisting of under 20 years (89 respondents), 21 - 30 (260 respondents), 31 - 40 (22 respondents), 41 - 50 (14 respondents) and 50 years and above (16 respondents) have answered the questionnaire. Figure 4.2 shows the highest respondents aged between 21 - 30 years (64.8%) and followed by under 20 years (22.2%), 31-40 (5.5%), 50 and above (4%), and the lowest percentage of respondents aged 41 - 50 (3.5%).

4.2.1.3 EDUCATION

Table 4.3: Education of respondent

EDUCATION	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
PHD	3	0.7	0.7
Master	9	2.2	2.9
Degree/Bachelor	192	47.9	50.8
Diploma/STPM/Matric	111	27.7	78.5
SPM	50	12.5	91
Other	36	9	100.0
TOTAL	401	100.0	

Figure 4.3: Percentage of education by respondent

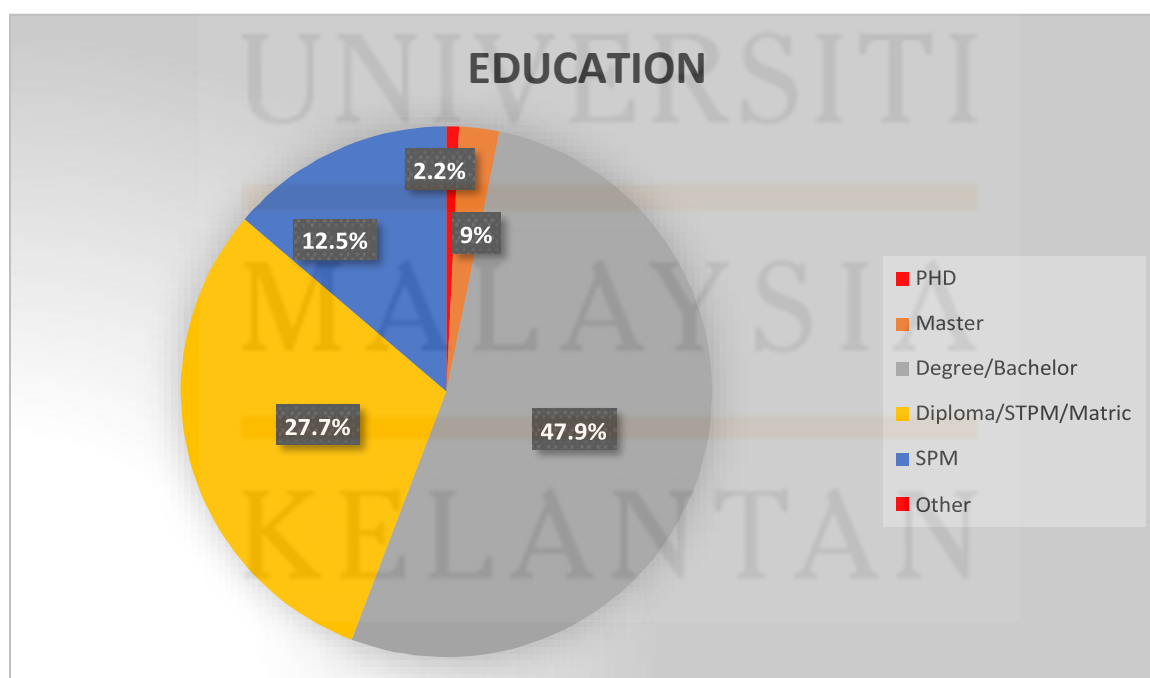


Table 4.3 and Figure 4.3 show the percentage of respondents based on education level. Of the 401 respondents, the highest level of education of the respondents is degree/bachelor which is 192 respondents (47.9%), followed by diploma/stpm/matriculation which is 111 respondents (27.7%), SPM which is 50 respondents (12.5%), other levels education as many as 36 respondents (9%), followed by master as many as 9 respondents (2.2%) and PHD the lowest level of education who filled the questionnaire that is 3 respondents (0.7%).

4.2.1.4 OCCUPATION

Table 4.4: Occupation of respondent

OCCUPATION	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Student	283	70.6	70.6
Self-employed	16	4	74.6
Government sector	26	6.5	81.1
Private sector	52	13	94.0
Other	24	6	100.0
TOTAL	401	100.0	

Figure 4.4: Percentage of occupation by respondent

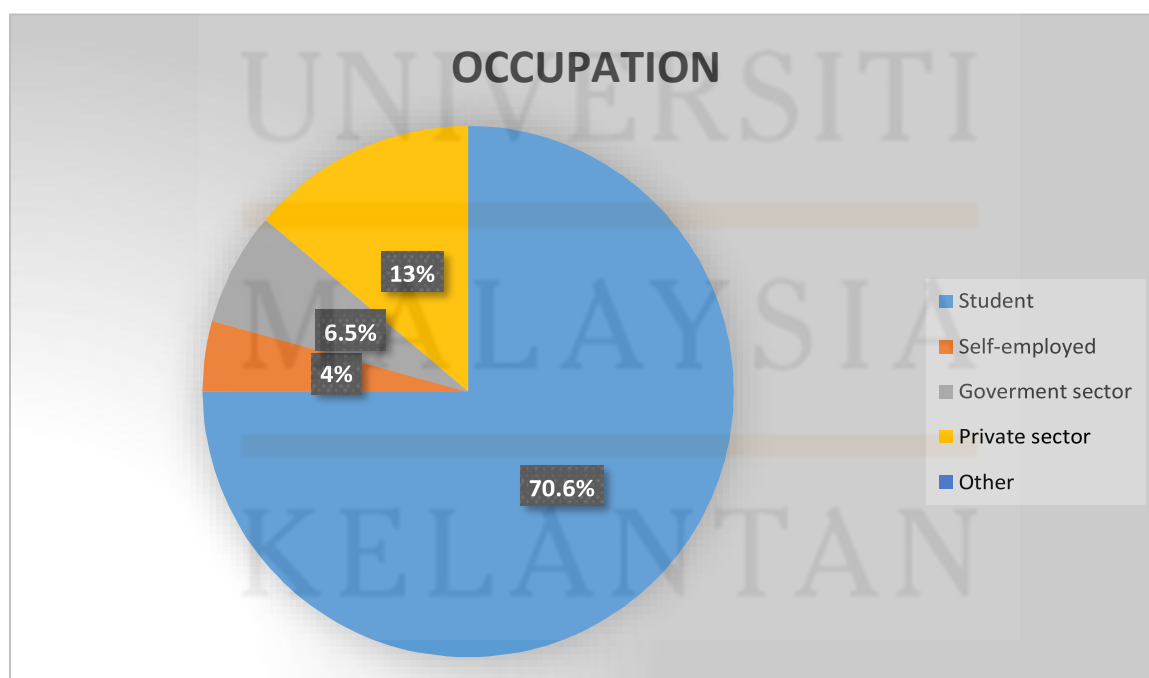


Table 4.4 and Figure 4.4 show the number of respondents by occupation. The level of

employment that has responded to the questionnaire of 401 respondents consisting of students (283 respondents), self-employed (16 respondents), government sector (26 respondents), private sector (52 respondents) while the level of other employment (24 respondents) . Figure 4.4 shows that the highest respondents are students (70.6%), followed by the private sector (13%), government sector (6.5%), other levels of employment (6%) and the lowest percentage of self-employed respondents (4%).

4.2.1.5 INCOME

Table 4.5: Income of respondent

INCOME	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
<RM1 200	191	47.6	47.6
RM1 200-RM2 500	66	16.5	64.1
RM2 500-RM5 000	23	5.7	69.8
RM5 000 above	12	3	72.8
Other	109	27.2	100.0
TOTAL	401	100.0	

Figure 4.5: Percentage of income by respondent

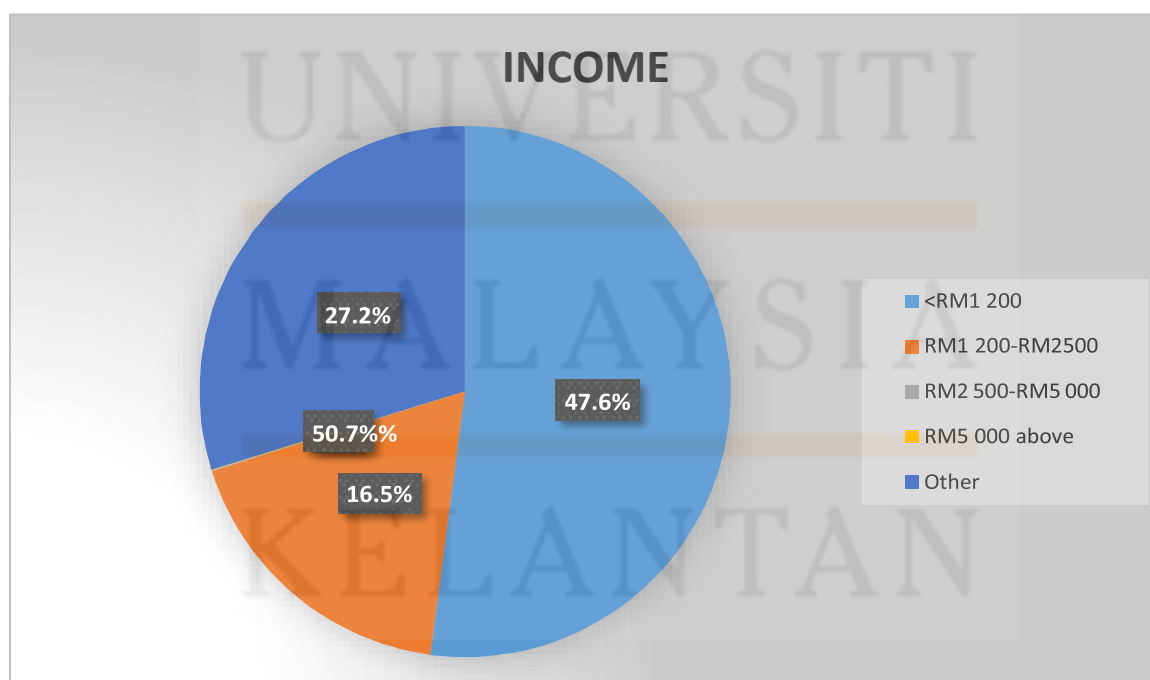


Table 4.5 and Figure 4.5 show the number of respondents based on their income level. Of the 401 respondents, income <RM1 200 a total of 191 respondents, followed by RM1 200-RM2 500 (66 respondents), RM2 500-RM5 000 (23 respondents), RM5 000 above (12 respondents) and other income (109 respondents) who includes not working, still in school and others. Figure 4.5 shows the highest percentage of income is <RM1 200 (47.6%), followed by other income (27.2%), then RM1 200-RM2 500 (16.5%), income RM2 500-RM5000 (5.7%) and the percentage of income the lowest RM5 000 above (3%) who have answered the questionnaire.

4.2.1.6 MARITAL STATUS

Table 4.6: Marital status of respondent

MARITAL STATUS	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Single	338	84.3	84.3
Married	50	12.5	96.8
Other	13	3.2	100.0
TOTAL	401	100.0	

Figure 4.6: Percentage of marital status by respondent

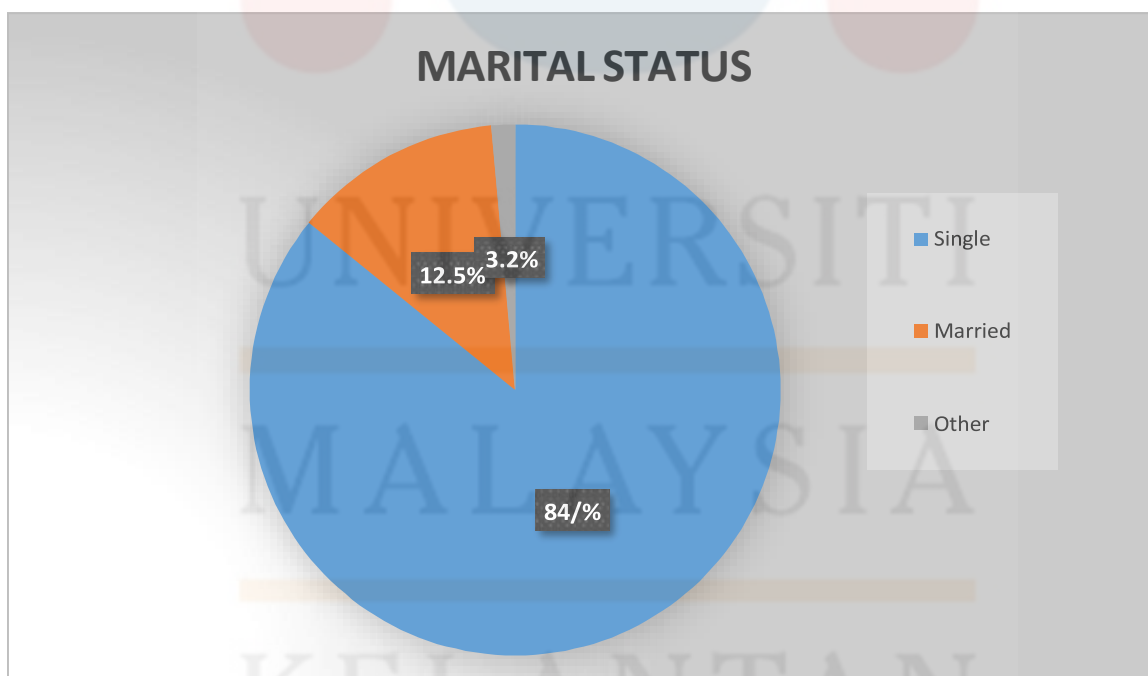


Table 4.6 and Figure 4.6 show the number of respondents for marital status. The total number is 401 respondents where the respondents who gave the highest response to the questionnaire are

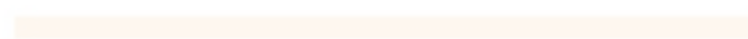
single which is 338 respondents while the number of married is 50 respondents and other levels of status is 13 respondents. From Figure 4.6, 84.3% of the total respondents were single, 12.5% were married and the remaining 3.2% were respondents who responded in other status-level pines.



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4.2.1.7 RACE

Table 4.7: Race of respondent

RACE	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Malay	350	87.3	87.3
Indian	6	1.5	88.8
Chinese	25	6.2	95
Other	20	5	100.0
TOTAL	401	100.0	

Figure 4.7: Percentage of race by respondent

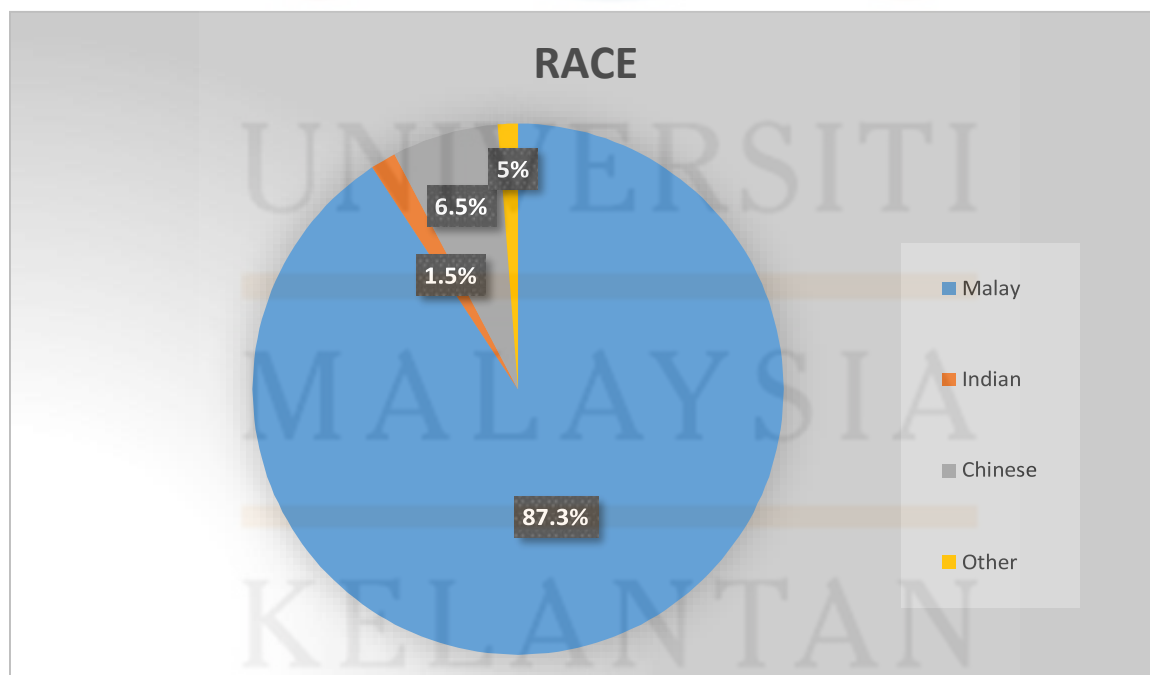


Table 4.7 and Figure 4.7 show the number of respondents by race. There are 401 respondents consisting of Malays (350 respondents), Indians (6 respondents), Chinese (25

respondents) and other races (20 respondents) have answered the questionnaire. Figure 4.7 shows the highest percentage of respondents were Malays (87.3%), followed by the Chinese (6.2%), followed later by other people (5%) and the lowest percentage of respondents are Indians (1.5%).



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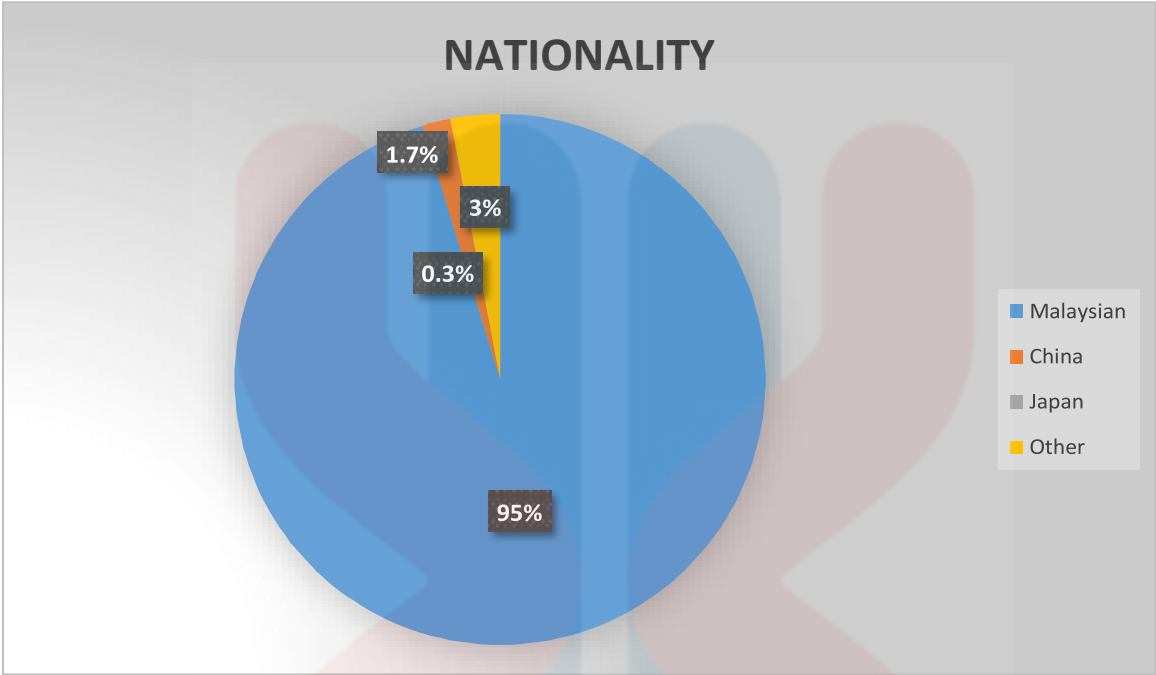
4.3.1.8 NATIONALITY

Table 4.8: Nationality of respondent

NATIONALITY	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Malaysian	381	95	95
China	7	1.7	96.7
Japan	1	0.3	97
Korea	0	0	97
US	0	0	97
Other	12	3	100.0
TOTAL	401	100.0	

Figure 4.8: Percentage of nationality by respondent

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Table 4.8 and Figure 4.8 show the number of respondents from nationalities. There are 401 respondents consisting of Malaysian citizenship (381 respondents), followed by China (7 respondents), Japan (1 respondent) and other nationalities (12 respondents) which include Indonesia. Figure 4.8 clearly shows that the highest percentage of citizens who have responded to this questionnaire is Malaysian (95%), followed by other nationalities (3%), followed by Chinese citizens (1.7%) and the lowest percentage of citizenship is Japanese (0.3%)., while citizenship of Korea and the US none of the respondents answered the questionnaire.

4.3.1.9 RELIGION

Table 4.9: Religion of respondent

RELIGION	FREQUENCY	PERCENTAGE (%)	CUMULATIVE PERCENTAGE (%)
Muslim	375	93.5	93.5
Cristian	8	2	95.5
Buddhism	13	3.2	98.7
Hinduism	5	1.3	98.7
Other	0	0	100.0
TOTAL	401	100.0	

Figure 4.9: Percentage of religion by respondent

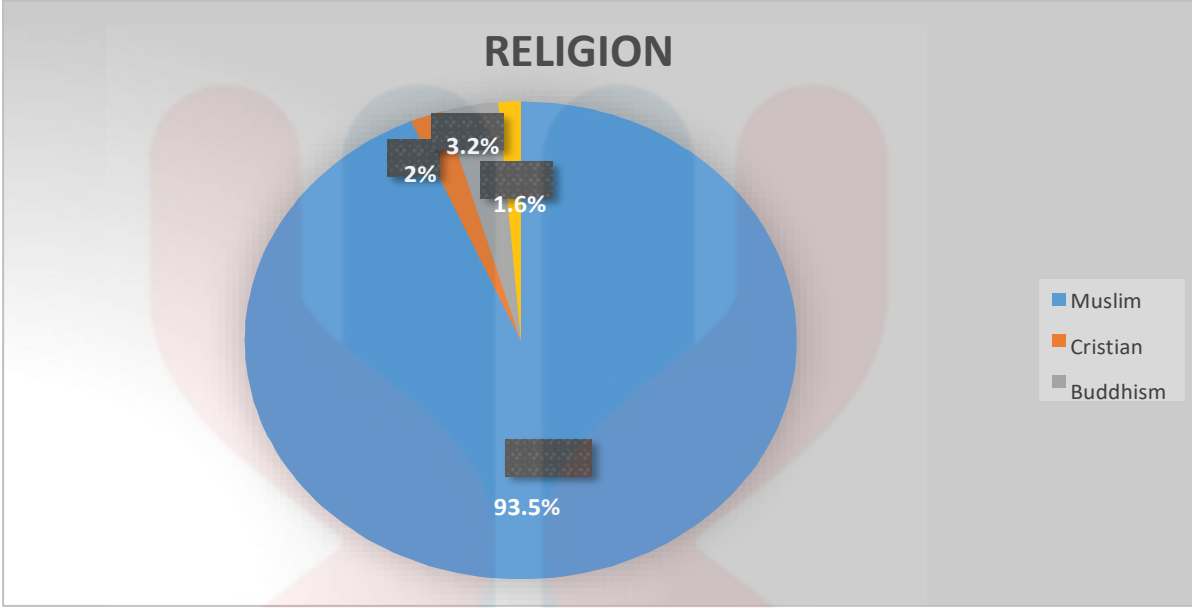


Table 4.9 and Figure 4.9 show the total number of respondents' religions. There were 401 respondents consisting of Muslims (375 respondents), Christians (8 respondents), Buddhism (13 respondents), Hinduism (5 respondents) and none for other religions. Figure 4.9 shows the highest percentage of respondents were Muslim (93.5%), followed by Buddhism by (3.2%), followed by Christian (2%), and the lowest percentage was Hinduism (1.6%).

4.2.2 DESCRIPTIVE ANALYSIS

This study has analysis the mean and standard deviation for section B and C of the questionnaires.

4.2.2.1 Independent variable (IV) and Dependent variable (DV)

Table 4.10: Descriptive statistic of IV and DV

VARIABLES	N	MEAN	STANDARD DEVIATION
1. Islamic history	401	4.36	0.557
2. Architecture design	401	4.43	0.553
3. Religious activity	401	4.41	0.577
4. Intension visit mosque while travelling	401	452 972.21	8 806 828.057

Table 4.10 showed the number of respondents, mean and standard deviation for both independents variables (IV) and dependent variable (DV). For independent variables (IV), architecture design had the highest mean score which is 4.43 and followed by religious activity (4.41) and lastly is Islamic history (4.36). The mean score of dependent variable (DV), intension visit mosque while travelling is (452 972.21). Meanwhile for the independent variables (IV), the highest standard deviation is the religious activity which is 0.577, followed by Islamic history (0.557) and architecture design (0.553). The standard deviation for dependent variable (DV), intention visit mosque while travelling, is 8 806828.057.

4.2.2.2 ISLAMIC HISTORY

Table 4.11: Islamic history

VARIABLE	N	MEAN	STANDARD DEVIATION
1. I think visiting the mosque will be able to know about the history of Islam.	401	4.18	0.802
2. I believe the history of Islam is related to the history of the mosque.	401	4.35	0.698
3. I think the Islamic history in each mosque has its own special feature and is an attraction to visit mosque,	401	4.50	0.652
4. I believe the history of Islam	401	4.37	0.689

is related to the history of the mosque.			
5. I believe the history of Islam is related to the history of the mosque.	401	4.38	0.698

Table 4.11 showed the number of respondents, mean and standard deviation of the first independent variable (IV) which is Islamic history. The highest mean score for this independent variable (IV) is 'I think the Islamic history in each mosque has its own special feature and is an attraction to visit mosque' which is (4.50), followed by 'I believe the history of Islam is related to the history of the mosque' which is 4.38, 'I believe the history of Islam is related to the history of the mosque' is (4.37), 'I believe the history of Islam is related to the history of the mosque' is (4.35) and the respondents believe that 'I think visiting the mosque will be able to know about the history of Islam' are the lowest one which is (4.18).

4.2.2.3 ARCHITECTURE DESIGN

Table 4.12: Architecture design

VARIABLE	N	MEAN	STANDARD DEVIATION
1. I think by visiting the mosque, I can learn a little about the history of mosque.	401	4.41	0.676
2. I believe the unique architecture design of the mosque is an attraction to visit.	401	4.52	0.625
3. I believe the architecture design of the mosque playing important roles to attracting interest to visit.	401	4.46	0.670
4. I believe that the design found in each mosque has its own value.	401	4.49	0.641
5. I feel that the architecture of the mosque can provide more knowledge about Islam.	401	4.29	0.754

Table 4.12 showed that the number of respondents, mean and standard deviation of the

architecture design, which is the second independent variable (IV). The respondents agreed that 'I believe the unique architecture design of the mosque is an attraction to visit' as it has the highest mean score which is (4.52). The second highest mean score is 'I believe that the design found in each mosque has its own value' which is (4.49), followed by 'I believe the architecture design of the mosque playing important roles to attracting interest to visit' at (4.46), then 'I think by visiting the mosque, I can learn a little about the history of mosque' at (4.41). Finally, the lowest mean score is (4.29) which is 'I felt that the architecture design of the mosque can provide more knowledge about Islam'.

4.2.2.4 RELIGIOUS ACTIVITIES

Table 4.13: Religious activities

VARIABLE	N	MEAN	STANDARD DEVIATION
1. I know studying religious knowledge in the mosque can further expand my knowledge.	401	4.43	0.671
2. I think by doing religious activities in the mosque is more organized and systematic.	401	4.32	0.719
3. I believe that by doing religious activities in the mosque can gather everyone.	401	4.40	0.689
4. I feel that the mosque is a safe and secure place to do religious activities.	401	4.50	0.700
5. I believe that by visiting the mosque, religious activities can run better.	401	4.41	0.701

Table 4.13 showed the number of respondents, mean and standard deviation of the last independent variable (IV) which is religious activity. The highest mean score is 4.50 which

showed that majority of the respondents agreed that ‘I feel that the mosque is a safe and secure place to do religious activities. ‘I know studying religious knowledge in the mosque can further expand my knowledge’ has the second highest mean score at (4.43). The third highest mean score is (4.41) for ‘I believe that b visiting the mosque, religious activities can run better’ and followed by ‘I believe that by doing religious activities in the mosque can gather everyone’ at (4.40). Meanwhile, the lowest mean is (4.32) which ‘I think by doing religious activities in the mosque is more organized and systematic’.

4.2.2.5 INTENSION VISIT MOSQUE WHILE TRAVELLING

Table 4.14: Intention visit mosque while travelling

VARIABLE	N	MEAN	STANDARD DEVIATION
1. Frequency to travelling/visiting mosque in month.	401	2.86	1.490
2. Purpose to travelling/visiting the mosque.	401	8 759.57	65 763.717
3. Sources of information to travel.	401	79 691.19	654 787.563
4. Factor in the selection of mosque as place to visit/tourist destination.	401	3 082 255.99	61 648 478.313
5. Level of satisfaction when travelling/visiting the mosque.	401	1.59	0.673
6. The mosque is the major attraction to travelling/visiting.	401	1.82	0.759
7. Reason visit mosque.	401	76.89	616.604

Table 4.14 showed the number of respondent, mean and standard deviation of the dependent variable (DV) which is the intension visit mosque while travelling. The highest mean score is (3 082 255.99) which is ‘factor in the selection of mosque as place to visit/tourist destination’ and followed by ‘sources of information to travel’ which is (79 691.19). The third mean score is ‘purpose to travelling/visiting the mosque’ which is (8 759.57) and followed by ‘reason visit mosque’. Then, ‘frequency to travelling/visiting mosque in month which is (2.86) while ‘the mosque is the major attraction to travelling/visiting with score mean which (1.82). The lowest mean is level of satisfaction when travelling/visiting the mosque which is (1.59). The highest standard deviation forintension visit mosque while travelling is item 4 which is (61 648 478.313) followed with item 3 which is (654 787.563), then (65 763.717) for item 2. The next is item 7 which standard deviation which is (616.604), followed with item 1 with (1.490). The lowest is item6 with (0.759) and item 5 with (0.673).

4.3 RESULTS OF RELIABILITY TEST

Reliability test use to measure each of service and to test how that service can present a good sample in this study.

Table 4.3.1: Table of Cronbach's Alpha

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

Table 4.3.1 demonstrates that the Cronbach's alpha is closer to one, with reliability coefficient deemed outstanding, implying that the items in a survey are more dependable. It will deem internal consistency inadequate if the Cronbach's alpha is less than 0.5. When the Cronbach's alpha was 0.7 or higher, it was considered an acceptable and good dependability coefficient

Table 4.3.2: Result of Coefficient Alpha

Item description	N	No. of items	Reliability Cronbach's Alpha
Islamic History	401	5	0.844
Architectural Design	401	5	0.878
Religious Activities	401	5	0.886
Intention to Visit Mosque	401	7	0.000

Source: Developed from research

According to Table 4.3.2, all of the independent variables recorded alpha coefficient value are greater than 0.7 of moderate strength of association. In this study, Cronbach's Alpha showed the value of 0.844 for the 5 items of Islamic history, 0.878 for the 5 items of architectural design, 0.886 for 5 items in religious activities. It is shown that Islamic history, architectural design and religious activities have the same value of Cronbach's Alpha result which is very good. On the other hand, Intention to visit mosque as the dependent variable has gotten Cronbach's Alpha of 0.000 for 7 items. Based on the results, this has been proven that all of the independent variables nearly constant and reliable as they are in the range of very good in strength of association as stated by Taber (2017). However, for dependent variable consistency inadequate because have a poor strength of association.

4.4 RESULTS OF INFERENTIAL ANALYSIS

This test is called a correlation test where it is used to determine the relationship between two variables. There are various types of tests used in this correlation test such as Chi Square Correlation, Spearman and Pearson. However, this research chose the Pearson Coefficient as a statistical item to determine the relationship between the two variables.

It can be concluded that, all independent variables, namely Islamic history, architectural design and religious activity do not have a significant relationship with tourist intention to visit mosque. Where, Islamic history has a strong relationship with tourist intention to visit mosque at a weak and insignificant level ($r = 0.041$, $p < 0.00$), while architectural design has the strength of relationship at a strong and significant level ($r = 0.757$, $p < 0.00$) and the same goes to religious activities that has the same strength if relationship at a strong level ($r = 0.691$, $p < 0.00$)

Table 4.4.1: Result of Pearson Correlation Analysis

Variables	N	Value 'r'
Islamic History	401	0.041
Architecture Design	401	0.757**
Religious Activity	401	0.691**

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

The inferential analysis was performed to investigate the link between the independent variables are Islamic history, architecture design and religious activity and the dependent, intention to visit mosque. The Pearson Correlation Coefficient is an analysis method that to study linear relationship between variables. The objective of the analysis is to determine either correlation exists within two variables which are dependent and independent variables. Based on Sedgwick (2012), correlation coefficient is to know the strengths of linear association in dependent and independent variables. However, researcher can derive the correlation coefficient to assume that pairs of measurement can be independent variables.

Table 4.4.2: Coefficient Correlation and Strength of Relationship

Coefficient Correlation (r)	Strength of Relationship
0.00 - 0.25	No Correlation
0.26 - 0.50	Fair Correlation
0.51 – 0.75	Moderate Correlation
0.76 – 1.00	Very Perfect Correlation

Hypothesis 1: There is a not significant relationship of Islamic history towards the determinant of tourist intention to visit mosque in Malaysia.

Table 4.4.3: Correlation Coefficient for of Islamic history and intention to visit mosque.

	Islamic history	Intention to visit mosque
--	-----------------	---------------------------

Islamic history	Pearson Correlation	1	.041
	N	401	401
Intention to visit mosque	Pearson Correlation	.041	1
	N	401	401

Source: Developed from research

Table 4.4.3 illustrated Pearson Correlation Coefficient, significant value and number of cases is totally 401. The result show that there is a not significant relationship between Islamic history and intention to visit mosque. Thus, the correlation coefficient of 0.041 suggested a no correlation Islamic history and intention to visit mosque. Hence, the hypothesis of first analysis is not acceptable but still valid.

Hypothesis 2: There is a significant relationship of architecture design towards the determinant of tourist intention to visit mosque in Malaysia.

Table 4.4.4: Correlation Coefficient for of architecture design and intention to visit mosque.

		Architecture design	Intention to visit mosque
Architecture design	Pearson Correlation	1	.757**
	Sig (2-tailed)		.000
	N	401	401
Intention to visit mosque	Pearson Correlation	.757**	1
	Sig (2-tailed)	.000	
	N	401	401

Source: Developed from research

Table 4.4.4 illustrated Pearson Correlation Coefficient, significant value and number of cases is totally 401. The result show that p value is 0.000 which is less than 0.05 indicating that there is a significant relationship between architecture design and intention to visit mosque. Thus, the correlation coefficient of 0.757 suggested a moderate positive correlation between architecture design and intention to visit mosque. Hence, the hypothesis of thesecond analysis is acceptable.

Hypothesis 3: There is a significant relationship of religious activity towards the determinant of tourist intention to visit mosque in Malaysia.

Table 4.4.5: Correlation Coefficient for of religious activity and intention to visit mosque.

		Religious activity	Intention to visit mosque
Religious activity	Pearson Correlation	1	.691**
	Sig (2-tailed)		.000
	N	401	401
Intention to visit mosque	Pearson Correlation	.691**	1
	Sig (2-tailed)	.000	
	N	401	401

Source: Developed from research

Table 4.4.5 illustrated Pearson Correlation Coefficient, significant value and number of cases is totally 401. The result show that p value is 0.000 which is less than 0.05 indicating that there is a significant relationship between religious activity and intention to visit mosque. Thus,

the correlation coefficient of 0.691 suggested a moderate positive correlation religious activity and intention to visit mosque. Hence, the hypothesis of the third analysis is acceptable.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

The study demonstrates a correlation between the independent variables are Islamic history, architecture design and religious activity and the dependent is the intention to visit mosque. Knowing the determinant of tourist intention to visit mosque seen through Islamic history, architectural design and religious activities. According to Hanim (2016), tourism product based on Islamic history and beliefs have been since thousands of years ago when the spread of Islam. However, the experiment provides a new insight into the relationship between Islamic history toward tourism products (mosques). The results showed that the correlation coefficient of 0.041 suggested a no correlation Islamic history and intention to visit mosque. Hence, the hypothesis of this analysis is not acceptable but still valid. Future studies should take into account the understanding of the study with the changes in circumstances that occur to obtain better results and understood by the responder.

Previous studies have stated that architecture is a factor of attraction to visit the mosque. According to Abdul Razak (2013), for more than seven decades the beauty and uniqueness of the mosque architecture is one of the main objectives in promoting Malaysia into tourism. This analysis supports the theory that architecture is a factor of tourists visiting mosques and the data results show there is a significant relationship between architecture design and intention to visit mosque. Thus, the correlation coefficient of 0.757 suggested a moderate positive correlation between architecture design and intention to visit mosque.

Next, the data suggests that there is a significant relationship between religious activity

and intention to visit mosque. Thus, the correlation coefficient of 0.691 suggested a moderate positive correlation religious activity and intention to visit mosque. They visit the mosque because it is their responsibility as Muslims to perform religious activities. Previous studies have also stated that activities involving spiritual preparation see as a religious duty (Jafari & Scott, 2014). Also, according to Kamarudin and Nizam (2013), religious caused Muslim tourist to travel to learn more and activities about Islamic civilization and Islamic thought.

The methodological choices were constrained by the current situation where there were situations where data could not be collected more systematically and there were unanticipated obstacles that emerged during the research process. Therefore, there are limitations that are indirectly affecting the research objectives which are due to the lack of data on previous and recent studies. As a result, it could not be confirmed and had little impact on achieving the aims of the research. The large and wide sample size makes it difficult to get the required responders. Causes data collection and data analysis to take timeto process. Based on the discussion of the results, further research is needed to establish the methodological used and selected is appropriate for the study.

4.6 SUMMARY

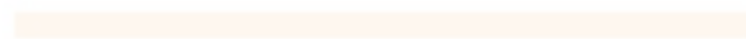
In conclusion, these studies have found the factors that influencing tourist intention to visit mosque in Peninsular Malaysia. The level of attraction of visitors to visit the mosque with related factors such as factors of Islamic history, architectural, design and religious activities among the respondents is at a moderate level. While in Pearson Correlation Test, there is an insignificant relationship between Islamic history and tourist intention to visit mosque ($r = 0.041$, $p < 0.00$). Architectural design factors in this study with the values ($r = 0.757$, $p < 0.00$)

was the dominant that influence the tourist intention to visit mosque.

Therefore, in the next chapter, the researcher will give suggestions on how the problem can be overcome. In fact, it also relates to certain parties and regulatory bodies that are involved either directly or indirectly in solving these problems.



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CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

Chapter 5 recounts the last part of this study. This chapter mention on the discussion and summary of the researcher briefly for the findings of the study that has been done in the previous chapter, which is from chapter 1 to chapter 4. Next, in this chapter as well, the researcher also presented some suggestions that should be put forward for the future researchers so that they able to reflect and had example for the whole of this study.

5.2 RECAPITULATION OF THE FINDINGS

Based on the findings of the study, this study was able to identify the factors that influence tourist to visit mosque among Malaysian. These studies have been made through digital distribution as main intermediaries to distribute the questionnaire to the respondents due to pandemic of Covid-19. Researchers have spread the link widely to all racial levels and did collect for 401 data from the 401 respondents.

Therefore, this study also conducted a study on the relationship between dependent and independent variables through Pearson Correlation Test. This has been shown in the table 4.5. Three independent variables in this study were Islamic history, architectural design, and religious activities while the dependant variable is the tourist intention to visit mosque. One of the independent variables, which is Islamic history shows as weak and insignificant data while another two of the independent variables which is architectural design and religious

activities shows as strong and significant data.

This study tested or analyse the three independent variables, namely Islamic history, architectural design, and religious activities through Regression Test. This is where the regression study is made to see to what extent the independent variables can influence or contribute to the level of tourist intention to visit mosque.

Moreover, the large number of respondents needed. In order to complete this research, the researcher need to collect data from 384 respondent. The number of respondents choose is based on table Krejcie & Morgan (1970), which research sample size are 384. This number of respondents is not included data for pilot test. The researcher takes about a week to collect the data.

Despite the fact that there were certain limitations encountered when performing this research, the overall outcome was unaffected. However, future researchers will find it more difficult to produce better research in the future.

5.3 LIMITATIONS

Not all studies go well because there must be studies that face limitations that will make it difficult for researchers to complete these studies. In addition, there are some limitations of the study that should be observed while conducting research. The first limitation chosen was differences in comprehension and interpretation. This problem occurs because no one presents the question to the respondent face to face and it is highly likely for them to have different interpretations and understandings of the given question. Without someone explaining the questionnaire that has been conducted, respondents may face some problems in understanding the question. Therefore, this misunderstanding can lead to inaccurate study results.

The second limitation is, some questions are difficult to analyse. This is because, questionnaires produce a lot of data. Some optional questions can be measured and grouped, but open-ended questions allow for individual answers that cannot be measured and checked. Too many open-ended questions can take a very long time to analyse. These limitations can render the collected data meaningless.

Accessibility issues. Lack of accessibility is a threat that this survey question may not be suitable for those with vision, hearing and illiteracy problems. Also, lack of internet access. This caused those who could potentially be respondents to not be able to answer the questionnaire conducted.

Finally, the lack of data sources from past researchers has caused researchers to have difficulty in obtaining accurate data and making analysis for such research. In addition, this study also has the limitation of having accurate data to find out more about the intention of tourists to visit the mosque. Without tourist arrival data, researchers have to choose other ideas to determine the sample size.

5.4 RECOMMENDATIONS

In order to improve the quality of this study, several elements are needed for future research on this field of study. Quantitative methods use good results by using questionnaires to enable researchers find the deficiency and searching for opportunity for future research. This research focuses on the intention of tourists to visit mosques in Malaysia. Meanwhile, travel agencies also need to play their own role to increase the intention of tourists to visit mosques in Malaysia.

The first things that need to improve future research is to encourage respondents to be more active in participating a survey, thus can lead to researchers have good data to implement a research intention of tourists to visit the mosque. Therefore, a reliable data also can make researcher known the limitation for the tourist. However, acquisition method needs to produce a fact and figure. So that, qualitative method is recommend by performing interview session with tourist.

Second, research should enlarge the sample and balance the number of local and foreign tourist. Due to increasing foreign tourist in Malaysia, a huge number needs to allocate in the sample to researcher find similarity and different with local tourist and foreign tourist. However, good method can assist researcher to known the deficiency of the tourist.

Next, prolong time allocated to settle data collection and data analysis. Researcher needs to decide well on the estimated time that the tourist can answer the questionnaire well. Furthermore, the researcher needs to estimate the sufficient time to collect all the answers of the questionnaire in a sufficient number.

Lastly, related parties should provide specific statistical data of tourist arrival. This will help to smoothen out the process of conducting research. Tourism Malaysia and Department of Statistic in Malaysia play a main role to accumulate specific statistical data and following

this can help to more accurate research will be resulted with the assistance of statistic.

5.5 SUMMARY

This chapter has been discussing about what is the aim of the study according to the problems that happen in the research and to find out the influence of Islamic history, architectural design and on the intention to visit mosque in Malaysia. The framework for this study is based on the literature review and every element of independent variables and dependent variables have been investigated to get the relationships. The research had applied the questionnaire to collect data about the influence of Islamic history, architectural design and on intention to visit mosque in Malaysia

The data obtained was analysed by using Statistical Package for The Social Science (SPSS). There were three data types of data analysis for this study which are descriptive analysis, reliability analysis and Pearson's correlation coefficient. The results had identified the relationship between dependent variables and independent variables. This research is to examine the influence of Islamic history, architectural design and on the intention to visit mosque in Malaysia. The objectives of this research have also been identified which is to examine the relationship of Islamic history, architectural design and intention to visit mosque in Malaysia.

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APPENDICES

QUESTIONNAIRE / BORANG KAJI SELIDIK



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UNDERSTANDING ISLAMIC TOURISM: ASSESSING THE FACTORS THAT INFLUENCING TOURISTS' INTENTION TO VISIT MOSQUE IN PENINSULAR MALAYSIA.

MEMAHAMI PELANCONGAN ISLAM: MENILAI FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PELANCONG UNTUK MENGUNJUNGI MASJID DI SEMENANJUNG MALAYSIA.

Dear respondents,

We are the students of Bachelor of Entrepreneurship (Tourism) from Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). We are currently conducting a research project to fulfill our degree requirement. The research project is to assessing the factors that influencing tourists' intention to visit mosque in Peninsular Malaysia. We are interested to know what attracts you to visit mosques in Malaysia. We will ensure that your information will only be used for academic purposes and that your answers will not be disclosed. Your participation is greatly appreciated. Thank you for your time and cooperation in answering this survey question.

Kami adalah pelajar Sarjana Muda Keusahawanan (Pelancongan) dari Fakulti Perhotelan, Pelancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan (UMK). Kami sedang menjalankan projek penyelidikan untuk memenuhi keperluan ijazah kami. Projek penyelidikan ini adalah untuk menilai faktor-faktor yang mempengaruhi niat pelancong untuk mengunjungi masjid di Semenanjung Malaysia. Kami berminat untuk mengetahui apa yang menarik bagi anda untuk mengunjungi masjid-masjid di Malaysia. Kami akan memastikan bahawa maklumat anda hanya akan digunakan untuk tujuan akademik dan bahawa jawapan anda tidak akan didedahkan. Penyertaan anda amat dihargai. Terima kasih atas masa dan kerjasama anda dalam menjawab soalan tinjauan ini

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Section A: Demographic Profile/ Bahagian A: Profil Demografi

1) Gender / Jantina:

- Male / *Lelaki*
- Female / *Perempuan*
- Other...

2) Age / Umur:

- 20 years old and below / *20 tahun dan ke bawah*

- 21 – 30 years old / *21– 30 tahun*
- 31 – 40 years old / *31 – 40 tahun*
- 41 – 50 years old / *41 – 50 tahun*
- 51 years old and above / *51 tahun dan ke atas*

3) Educational Background/Latar Belakang Pendidikan:

- Phd
- Master
- Degree/Bachelor
- Diploma/STPM/Matriculation
- SPM
- Other/*Lain-lain*

4) Occupation/Pekerjaan:

- Student/*Pelajar*
- Self-employed/*Bekerja sendiri*
- Government Sector/*Sektor awam*
- Private Sector/*Sektor swasta*
- Other/*Lain-lain*

5) Income/Pendapatan:

- < RM 1,200
- RM 1,200-RM 2,500

RM 2,500-RM 5,000

Above RM 5,000

Other...

6) Marital Status / Status Perkahwinan:

Single / *Bujang*

Married / *Berkahwin*

Others / *Lain-lain*

7) Race / Bangsa:

Malay / *Melayu*

Indian / *India*

Chinese / *Cina*

Others / *Lain-lain*

8) Nationality / Kewarganegaraan:

Malaysia

China

Korea

Jepun

US

Others...

9) Religion / Agama:

() Muslim/*Islam*

() Christian /*Kristian*

() Buddhism/*Buddha*

() Hinduism/*Hindu*

Other...

SECTION B: Factors that influencing tourists' intention to visit mosque in Peninsular Malaysia/*Faktor-faktor yang mempengaruhi niat pelancong untuk mengunjungi masjid di Semenanjung Malaysia.*

Please indicate you level of agreement with each of the statement provided below. You are free to indicate your response to Scale: 1=Strongly Disagree, 2=Disagree, 3=Not sure, 4=Agree, 5=Strongly Agree / *Sila pilih tahap penerimaan anda pada setiap soalan yang disediakan dibawah. Anda boleh memilih jawapan mengikut Skala: 1=Sangat tidak bersetuju, 2=Tidak bersetuju, 3=Tidak pasti, 4=Bersetuju, 5=Sangat bersetuju*

1. Islamic History/ Sejarah Islam

Likert Scale: *Skala Likert*

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

1 = Sangat tidak setuju, 2 = Tidak setuju, 3 = Neutral, 4 = Setuju, 5 = Sangat Setuju

NO.	STATEMENTS	1	2	3	4	5
1	I think by visiting the mosque will be able to know about the history of Islam./ <i>Saya fikir dengan melawati masjid dapat mengetahui tentang sejarah islam.</i>					
2	I see studying Islamic history can influence and cultivate the intention to visit the mosque./ <i>Saya melihat dengan mempelajari sejarah Islam dapat mempengaruhi dan memupuk minat untuk melawati masjid.</i>					

3	I think the Islamic history in each mosque has its own special features and is an attraction to visit./ <i>Saya rasa sejarah yang terdapat dalam setiap masjid mempunyai keistimewaan yang tersendiri dan menjadi satu tarikan untuk dilawati.</i>					
4	I convinced that the application of theories of Islamic history becomes a factor of attraction to visit mosque. / <i>Saya yakin dengan penerapan teori sejarah Islam menjadi faktor tarikan melawati masjid.</i>					
5	I believe the history of Islam is related to the history of the Mosque / <i>Saya percaya sejarah pembentukan masjid berkaitan dengan sejarah Islam.</i>					

2. Architecture design / *Rekaan Seni Bina*

NO.	STATEMENTS	1	2	3	4	5
1	I think by visiting the mosque, I can learn a little about the history of mosque. / <i>Saya rasa dengan melawati masjid dapat mengetahui serba sedikit mengenai sejarah rekaan seni bina masjid.</i>					
2	I believe the unique architectural design of the mosque is an attraction to visit. / <i>Saya percaya keunikan rekaan seni bina masjid menjadi tarikan untuk dilawati.</i>					
3	I believe the architecture design of the mosque playing important roles to attracting interest to visit. / <i>Saya yakin rekaan seni bina masjid memainkan peranan penting supaya menarik minat untuk dilawati.</i>					
4	I believe that the design found in each Mosque has its own value. / <i>Saya percaya seni reka yang terdapat dalam setiap Masjid mempunyai nilai yang tersendiri.</i>					
5	I feel that the architecture of the Mosque can provide more knowledge about Islam. / <i>Saya merasa seni bina</i>					

	<i>Masjid dapat memberikan pengetahuan yang lebih tentang Islam.</i>					
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3. Religious Activities / Aktiviti Keagamaan

NO.	STATEMENTS	1	2	3	4	5
1	I know that studying religious knowledge in the Mosque can further expand my knowledge. / <i>Saya tahu mempelajari ilmu agama di Masjid dapat meluaskan lagi ilmu pengetahuan saya.</i>					
2	I think by doing religious activities in the Mosque is more organized and systematic. / <i>Saya rasa dengan melakukan aktiviti keagamaan di Masjid lebih teratur dan sistematik.</i>					
3	I believe that by doing religious activities in the Mosque can gather everyone. / <i>Saya percaya bahawa dengan melakukan aktiviti keagamaan di Masjid dapat mengumpulkan semua orang.</i>					
4	I feel that the Mosque is a safe and secure place to do religious activities. / <i>Saya berasa bahawa Masjid merupakan tempat yang aman dan selamat untuk melakukan aktiviti keagamaan</i>					
5	I believe that by visiting the mosque, religious activities can run better. / <i>Saya percaya dengan melawati masjid aktiviti keagamaan dapat berjalan dengan lebih baik</i>					

Section C: Intention to Visit Mosque While Travelling. /*Intensi untuk melawat masjid ketika melancong.*

Please tick (/) on the relevant answer

Sila tandakan (/) pada jawapan yang sesuai

1) Frequency to travelling/visiting mosque in month. / *kekerapan melancong/melawat ke masjid dalam sebulan*

- Sebulan 1 kali
- Sebulan 2 kali
- Sebulan 3 kali
- Sebulan 4 kali
- Other...

2) Purpose to travelling/visiting the mosque./ *Tujuan melancong/melawat ke masjid. (*boleh pilih melebihi 1)*

- Business trip
- Leisure
- Education
- Religious
- Cultural attraction
- Personal
- Non specified
- Other...

4) Sources of information to travel / *sumber maklumat ketika melancong. (*boleh pilih melebihi 1)*

- Tourism Malaysia Website
- photo shared from my friend
- Tripadvisor
- The local people guide me

- _ Islamic Tourism centre Website
- _ Mosque's social media
- _ Personal experience
- _ Non specific
- _ Other...

5) Factors in the selection of mosques as place to visit/tourist destination. / *Faktor pemilihan masjid sebagai tempat untuk dilawati/destinasi pelancong. (*boleh pilih melebihi 1)*

- _ Security guarantee/*tahap keselamatan terjamin*
- _ Hygiene level/*Tahap kebersihan*
- _ Destination loyalty/*Kesetiaan destinasi*
- _ Islamic Attributes of destination
- _ Tourism friendly / *Mesra pelancongan*
- _ Non specific
- _ Other...

6) Level of satisfaction when travelling/visiting the mosque. / *Tahap kepuasan ketika melancong/melawat ke masjid.*

- () Strongly satisfaction/*Sangat memuaskan*
- () Satisfaction / *Memuaskan*
- () Neutral/*neutral*
- () Dissatisfaction /*Tidak memuaskan*
- () Strongly dissatisfaction /*Sangat tidak memuaskan*

7) The mosque is a major attraction to travelling/visiting. /*Masjid merupakan salah satu tarikan utama untuk melancong/dilawati.*

- () Strongly agree/*Sangat bersetuju*
- () Agree/*Setuju*
- () Neutral
- () Disagree/*Tidak bersetuju*
- () Strongly disagree/*Sangat tidak bersetuju.*

8) Reason visit mosque./ *Alasan mengunjungi masjid.*

- _ Islamic History / *Sejarah Islam*
- _ Architectural Design / *Rekabentuk Senibina*
- _ Religious Activity / *Aktiviti Keagama*
- _ Other...

Cadangan penambahbaikan/Suggestion for improvement.

END OF SURVEY

THANK YOU FOR YOUR COOPERATION

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