

Consumer Perception, Attitude and Purchase Intention towards Halal Tourism
Services in non-Muslim Country: Malaysian Muslim Perspective

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Abstrak

Pelancongan Halal telah menjadi salah satu produk pelancongan baru dalam industri pelancongan yang memberi impak yang besar kepada banyak negara sama ada Islam atau bukan Islam. Akhir-akhir ini perkhidmatan pelancongan Halal bukan sahaja disediakan oleh negara-negara Islam , bahkan negara-negara bukan Islam yang pada amnya tidak mempunyai badan pensijilan Halal yang diiktiraf juga turut menyediakan perkhidmatan pelancongan Halal. Kajian ini akan cuba untuk mengenalpasti apakah persepsi dan sikap pengguna Islam di Malaysia terhadap perkhidmatan pelancongan Halal yang disediakan oleh negara bukan Islam .

Objektif utama kajian ini adalah untuk menjawab bagaimana faktor-faktor seperti makanan Halal, Halal Mesra Hotel, servis penerbangan mesra Halal, pakej pelancongan Islam, kewangan Islam dan Standard Halal disediakan oleh negara bukan Islam mempunyai impak kepada sikap pengguna dan niat untuk membeli perkhidmatan yang diberikan. Kajian ini dijalankan dalam kaedah kuantitatif dengan menggunakan data primer ; soal selidik. Seramai 102 orang responden dari seluruh Malaysia telah mengambil bahagian dalam kajian ini.

PLS Smart struktur perisian model persamaan telah digunakan sebagai perisian utama untuk analisis data. Hasil kajian ini menunjukkan bahawa dua daripada enam persepsi dan sikap pengguna Islam kepada elemen-elemen pelancongan Halal mempunyai pengaruh yang positif kepada niat pembelian mereka terhadap perkhidmatan pelancongan Halal disediakan oleh negara bukan Islam. Kedua-dua elemen ini ialah persepsi pengguna dan sikap pada Standard Halal dan persepsi pengguna dan sikap pada pakej pelancongan Islam. Kajian ini juga mengesahkan penemuan beberapa daripada kajian sebelum ini .

Abstract

Halal tourism has become one of a new tourism products in the tourism industry that given significant impact to either Muslim or non-Muslim country. Lately the Halal tourism services are not only provided by Muslim countries, but Non-Muslim countries that do not have an appropriate Halal certification body are also claiming to provide Halal tourism service. This study will attempt to find out what is Muslim's in particular Malaysian Muslim's consumer perception and attitude towards Halal tourism services provided by Non-Muslim country.

The main objective of this study is to answer on how factors such as Halal food, Halal friendly hotels, Halal airlines, Halal Islamic package, Halal finance and Halal Standard provided by non-Muslim country have any impact to the consumer attitude and purchase intention to the service provided. This study is conducted in quantitative method using primary data; questionnaires. A total of 102 respondents from all over Malaysia had participated in this study.

Smart PLS structural equation model software was used as main software for data analysis. The result of this study indicated that two of six Muslim consumer perception and attitude on Halal tourism elements have positive influence on their purchase intention towards Halal tourism services provided by non-Muslim country. Those two elements are consumer perception and attitude on Halal Standard and consumer perception and attitude on Islamic travel package. This study also confirmed a few finding from previous studies.

Chapter 1 Introduction

1.0 Background

The intense increasing number of international tourist; from 25 million in 1950 to 1,035 million in 2012 has made tourism as one of the most significant export sectors in many countries worldwide (World Tourism Organization UNWTO). In addition, the rising number of tourism destination as well as the investment has turned the tourism into a key-driver in socio-economic. The expansion and diversification of tourism in past decades, the emerging of new destinations has made tourism as the fastest-growing economic sector in the world.

The contribution of tourism industry in the development of economic has made it as an important sector in global industry. However, the tourism demand is also strongly depends on the economic; when economies grow, level of disposable income will usually also rise which generally a relatively large part of this discretionary income will typically be spent of tourism (World Tourism Organization UNWTO). In Malaysia, even though GDP growth rate stagnantly fluctuate around -2.8% to 3.7% quarterly for the past 4 years, the involvement of various trade players and government in promoting tourism has ensured the growth of tourism (Euromonitor International). The low cost carrier plays the most important role in the growth of tourism for Malaysia, mainly the outbound tourism. In past, the outbound tourism is almost impossible for average income families that could not afford long distance holidays, however the introduction of Air Asia X, Firefly and Malindo Airlines has made the tourism trend shifted. Recently more and more Malaysian choose to spend their holidays abroad.

Tourism has diversified into another new segment after the September 11 tragedy. The tragedy has marked a significantly dark patch in the Muslim-West relation, and also has set a severe impact to the tourism industry in some Arab countries while others are benefiting

from it. At the same time, the western tourism were also suffering from the tragedy, difficulties to obtain visa and the increase of security for Middle East travelers have redirected their attention to different destination. The number of visitors to North America, Europe and Japan has declined, and the Middle East traveler started to spend their holidays in Arab or other Muslim countries. As revitalization of the hasty fall of tourism in Middle East, all Arab countries begin promoting their tourist sector in unprecedented manner. Even several of Gulf Cooperation Council countries, which incessantly rejected any form of international tourism in the past, have started to develop new projects for attracting tourists from all over the world and from Muslim countries in particular (Dabrowska, 2004).

Ahead of the economic growth, the recovery activities have raised another aspect in the tourism which is cultural matter. Despite the traditional tourism culture set by the American and European, Middle East traveller which is mostly Muslim favours Islamic way of spending holidays. This results the continuous reorganization of tourist facilities and hospitality to suit the demand of Muslim tourist. The Tourism Ministers of Arab countries have worked together in coordinating the tourism policies and developing Islamic heritage sites to be visited by Muslim tourist (Kamali, 2011).

On the other side, while Middle East countries are at the midst of taking step to promote Islamic tourism, at the South East Asia countries particularly Malaysia, the Halal issues have even more been discussed and obtained high attention. Malaysia; especially the Prime Minister has dream of Malaysia as Global Halal hub (HDC, 2014). In order to realizing it, numerous studies, plans and improvements have been done. The Malaysian Standard title 'Halal Food: Production, Preparation, Handling and Storage – General Guide (MS 1500: 2009)' was developed under the Malaysian Standard Development System, under the wing of Department of Standardization Malaysia (DSM), Ministry of Science, Technology and Innovation is the biggest action taken to show the commitment. The effort done by Malaysian

government not only given a significant impact on the evolution of Halal issues, but the most important thing is the effect towards Malaysian Muslim is even bigger. The awareness of Muslim in Malaysia towards Halal issues has tremendously increase not only in the matter of food consume but even in financing, daily social life as well as tourism.

The equivalent evolution pace of tourism and Halal, the effort to integrating the two matters together has place Halal tourism under the limelight from everyone all over the world. Thus at present Halal tourism is not only well-known in Muslim countries, but during the recent Global Islamic Economy Summit in 2013, experts observed that Halal tourism industries are doing much better in non-Muslim country than in Muslim country.

1.1 Problem Statement

Halal tourism has become a new product in the tourism industry that given significant impact to either Muslim or non-Muslim country. The words Halal tourism that refers to the Islamic friendly tourism is also known as tourism activities that permissible under Islam (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011). Thus all the activities must follow Shariah rule including the airlines, foods, hotel accommodations and services, tour package and any activities provided.

Shafie and Othman reported that for Malaysian Muslim consumer, Halal is the key requirement in their daily life in the consumer behavior survey. Thus, in general they will look for the authentic Halal certification by Malaysia's Department of Islamic Development (JAKIM) upon purchasing any goods or services. The integrity and credibility of JAKIM in issuing Halal certification has made Muslim in Malaysia rest assured that thorough certification process has been executed and the certified organization and company has fulfill

all the requirements need by Shariah. In Malaysia for an organization or company to claim that their product is Halal they must be certified Halal by JAKIM, and organization and company is bound to the law that all the goods and services provided are following Islamic way all the time. Thus in Malaysia, the easiest way for a travel agency or company to gain Muslim consumer's confidence in their Halal tourism services, they must ensure that the whole supply chain for the Halal tourism package has been certified by JAKIM.

Recently the Halal tourism is not only limited to Muslim country, but Non-Muslim countries that do not have an appropriate Halal certification body are also claiming to provide Halal tourism service. This study will attempt to find out what is Muslim's in particular Malaysian Muslim's perception towards Halal tourism services provided by Non-Muslim country. They will also being surveyed on their attitude and purchase intention of the provided services.

1.2 Research Objectives

This study will be mainly discussing the consumer perception, attitude and purchase intention towards Halal tourism services provided by non-Muslim country from the Malaysian Muslim consumer point of view. More precisely perception of consumer towards the elements of Halal tourist that are affecting the consumer's level of confidence towards the Halal tourism provided by the non-Muslim country will be examines. Thus this study will focus mainly on the following subjects.

1. To investigate what is consumer perception and level attitude towards Halal food provided by non-Muslim country's tourism services.

2. To investigate what is consumer perception and attitude towards Halal friendly hotel provided by non-Muslim country's tourism services.
3. To investigate what is consumer perception and attitude towards Halal airlines provided by non-Muslim country's tourism services.
4. To investigate what is consumer perception and attitude towards Halal Islamic package provided by non-Muslim country's tourism services.
5. To investigate what is consumer perception and attitude towards Halal Islamic finance provided by non-Muslim country's tourism services.
6. To investigate what is consumer perception and attitude towards Halal Standard provided by non-Muslim country's tourism services.
7. To investigate whether the consumer's perception and attitude has any influence on the customer purchase intention Halal tourism services provided by non-Muslim country.
8. To identify which one of these factors described above has the greatest influence to the customer purchase intention on the Halal tourism services provided by non-Muslim country.

1.3 Research Questions

The main objective of this study is to answer on the following issues that relate directly to the consumer's perception on Halal tourism services by non-Muslim country.

1. How factors such as Halal food, Halal friendly hotels, Halal airlines, Halal Islamic package, Halal finance and Halal Standard provided by non-Muslim country have any impact to the consumer attitude and purchase intention to the service provided?

2. Which of the factors mentioned above have the most significance influence to the consumer's purchase intention of the Halal tourism provided by non-Muslim country?

1.4 Significance Study

As Halal issue is widely discussed and adopted in various angle, the awareness of Muslim and non-Muslim towards Halal issue is certainly increase. Moreover, recently with the increasing number of non-Muslim country started to provide Halal tourism services, it is timely to study the Muslim consumer's towards the provided services. Normally in the perspective of consumers, the more confidence they have in the provided service, the easier for them to decide on purchasing the service.

From this study, non-Muslim country's tourism government can have a better knowledge on the perception of Muslim consumers towards the Halal tourism services established in their country. They may also use the information to assess their current facilities' sufficiency in providing a genuine Halal tourism services. This will ensure the interest of public is well taken into account by the authority so that all the effort and moneys spent will benefit the people and public in general

While for the tourism company or agent, the findings from this study will lead them to understand the consumer needs in Halal tourism services. They may also get to know which factors will give more significant impact to the consumer purchasing intention so that they can arrange the priority for the services improvement. This study might also give a clear picture to the company on their target consumer since consumer's background and education level may give a different impact to their purchase intention of the provided services.

Chapter 2 Literature Review

2.0 Halal Tourism

World Tourism Organization defines tourism as activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

As per discussed in previous chapter, the contribution of tourism is undeniably huge in the economic development, thus if sustainable tourism is take in place in tourism management, it will help to increase the benefit for and have a positive impact in the host area and reduce the negative effect significantly (Sureerat Chookew, 2014). Knowing the profitability of the tourism business, more and more businesses related to tourism has emerged, thus for businesses to survive one of the strategies is to attract new market segment. Halal tourism is one of the new market segments in tourism that focuses on providing tourism facilities to the Muslim consumer that recently dominating the modern tourism industry. Muslim tourist gain high attention as the large niche market for tourism industry due to the fact that 25% of the top 20 countries that have had the greatest growth in international tourism expenditure from 2005 to 2010 is from OIC countries (Sriprasert, 2014)

In discussing about Halal tourism or also called as Islamic tourism, it is a necessary to understand the term Halal itself. Halal is an Arabic word which means lawful or permissible by Islamic Laws which is called Shariah. Halal is a term exclusively used in Islam which means permitted or lawful, there's no parties can claim they are providing Halal goods or services without complying with the Islamic Law. Halal and non- Halal covers all spectrums of Muslim life, not only limited to foods and drinks. Thus, in addition to the Halal foods and

beverages, Halal is also applies to the economy in many angle such as medicines, cosmetics, clothes and services include finance, hotels as well as tourism.

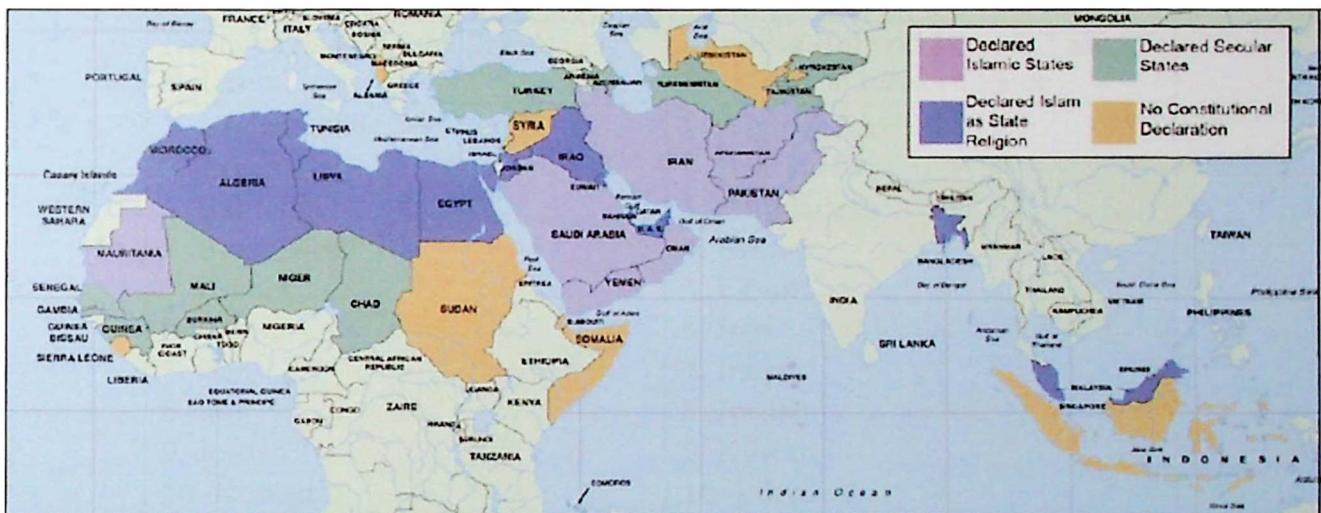
Zamani Farahani and Anderson (2010) defines Islamic Tourism or Halal tourism as traveling activities of Muslims when moving from one place to another or when residing at one place outside their place of normal residence for a period less than one year and to engage in activities with Islamic motivations (A.A, 2013). This definition is more or less similar to the conventional tourism definition by World Tourism Organization, however the fact that the tourism is on the basis of Islamic motivations differ it from the normal tourism. As such tourism activities that have been motivated by Islamic motivation shall follow Islamic Shariah law. I.K Masoud in International Politics Journal stated that Halal tourism has emerged due to the reluctance of religious conservative families and individuals to travel, in liberal or western style location and condemnation of travel behavior regarded as un-Islamic (Sureerat Chookew, 2014). This statement however is a little bit prejudice with the choice of words religious conservative families and individuals since in religious of Islam the Shariah law must be followed by all Muslims regardless their status.

Halal tourism is offering tour packages and destinations that are particularly designed to cater for Muslim considerations and address Muslim needs (Sureerat Chookew, 2014). The basic needs for tourist in Halal tourism includes the component such as Halal Hotel, Halal transportation (Halal airlines), Halal food, Halal logistic, Islamic finance and Islamic travel packages (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011; Sureerat Chookew, 2014)

2.2 Definition of Muslim and non-Muslim Country

Scheherazade S. Rehman and Hossein Askari (2010) argue the on the “Islamicity” of an Islamic country. Based on their study, they conclude that Islamic countries are not as Islamic in their practice as one might expect. In this study we are not going to discuss on the Islamicity of an Islamic country, however since the Halal tourism services discuss here is focusing on the non-Muslim or non-Islamic country, thus the meaning of Muslim and non-Muslim country has become crucial and need to be clearly define.

Figure 1 Map of predominantly Muslim countries classified by constitutional role for religion (USCIRF, 2012)



The above Figure 1 above shows the map of predominantly Muslim countries classified by constitutional role for religion. There are 46 Muslim majority countries and 23 of the countries declared Islam to be the state of religion (USCIRF, 2012). Out of the 23 countries that declared Islam to be the state of religion, 22 of them declare Islamic principles or law as a source for law or legislation (USCIRF, 2012). Thus, in this study the 22 countries that declared Islam principle or law as a source for law or legislation will be define as Muslim countries and the rest of them will be define as non-Muslim or non-Islamic country. The definition might arise some argument due to some of the non-Muslim countries such as India, China, United States of America, France, Germany, United Kingdom and Canada are

also key Halal Market (Kassim, 2010), while Australia, Austria, New Zealand, Philippines, Singapore, France, China and Canada even have either Halal legislation or Official Standard for Halal food (Hashim, 2011). However, in order to establish Halal tourism services, Halal matters must cover abroad scope from food, hotel, airlines, finance as well as Halal standard itself. Without law or legislation based on Islam principle, the broad scope of Halal tourism is hard to be covered. Thus only 22 Muslim countries that declared Islam principle as their source of law is defined as Muslim countries and this study will be focusing on the rest of the countries that is defined as non-Muslim country.

Table 1 Providing Defining Constitutional Role of Islam

| Declares Islam as the State's Religion | Provides Role of Islamic Law, Principle or Jurisprudence |
|--|--|
| 1. Afghanistan | 1. Afghanistan |
| 2. Algeria | 2. Bahrain |
| 3. Bahrain | 3. Bangladesh |
| 4. Bangladesh | 4. Brunei |
| 5. Brunei | 5. Egypt |
| 6. Egypt | 6. Iran |
| 7. Iran | 7. Iraq |
| 8. Iraq | 8. Jordan |
| 9. Jordan | 9. Kuwait |
| 10. Kuwait | 10. Libya |
| 11. Libya | 11. Malaysia |
| 12. Malaysia | 12. Maldives |
| 13. Maldives | 13. Mauritania |
| 14. Mauritania | 14. Morocco |
| 15. Morocco | 15. Oman |
| 16. Oman | 16. Pakistan |
| 17. Pakistan | 17. Qatar |
| 18. Qatar | 18. Saudi Arabia |
| 19. Saudi Arabia | 19. Somalia |
| 20. Somalia | 20. Tunisia |
| 21. Tunisia | 21. UAE |
| 22. UAE | 22. Yemen |
| 23. Yemen | |

2.3 Halal Tourism in Muslim and Non-Muslim Country

In recent years, it has been observed that there is a growing interest in a new tourism concept such as 'Islamic tourism' or 'Halal tourism' which similar to the concept of Halal food which has been recognized in many countries including the Middle East (Samori, 2013). The emerging of this new segment of the tourism industry has attracted both Islamic and non-Muslim country to hastily develop facilities, standard and procedures as well as tourist area to cater the market demand. As a result, numerous Halal tourism destinations have been established, and the Muslims now have a lot of choices for their holidays. In recent Crescentrating Pte Ltd. survey on 2014 Halal friendly holiday destinations ranking, Malaysia has been chosen as the world's friendliest destination for Muslim's tourist, while Japan has made the most tremendous improvement among the tracked countries (Crescent Rating).

Table 2 Top 10 Halal Friendly Holiday Destination 2014 in the OIC and non-OIC category

| Ranking | Holidays Destination (OIC Country) | Holidays Destination (Non-OIC Country) |
|---------|------------------------------------|--|
| 1 | Malaysia | Singapore |
| 2 | UAE | South Africa |
| 3 | Turkey | Thailand |
| 4 | Indonesia | United Kingdom |
| 5 | Saudi Arabia | Bosnia & Herzegovina |
| 6 | Morocco | India |
| 7 | Jordan | Hong Kong |
| 8 | Qatar | Germany |
| 9 | Tunisia | Australia |
| 10 | Egypt | Tanzania |

For example, Japan is a non-Muslim with only 0.1% of Muslim population is also start to develop Halal tourism in their country and has been rated at number 17 of the Halal friendly holiday destination 2014 (Crescent Rating). The Japan government has actively taken steps to improve their Halal service by providing Halal restaurant and praying room at

airports, and Japan National Tourism Organization has prepared Japan travel guide for Muslim. There are also a few tourist agencies that mainly focus in providing Halal tourism service in Japan such as Feel Japan with K Co. Ltd and Miyako International Tourist Co. Ltd. The commitment shown by non-Muslim countries, especially Japan recently has proved that Halal tourism has become one of the most important market segments in tourism industry.

2.4 The Theory of Planned Behavior

Theory of Planned Behavior (TPB) was developed by Ajzen (1991) to study the linkages between beliefs, attitude, subjective norms, perceived behavioral control, intention and behavior. This theory is the improvement of The Reason Action Theory by Ajzen (1985) by including perceived behavioral control. The theory states that attitude toward behavior, subjective norms, and perceived behavioral control, together shape an individual's behavioral intentions and behaviors. Ajzen (1991) also explained that the relative importance of attitudes, subjective norms and perceived behavioral is expected to vary across behavior and situation causing in some application only attitudes have the significant impact to the intention. Thus, out the three determinants, this study will only attempt to investigate the relationship between the attitudes of the respondents towards the behavior with their purchase intention of the Halal tourism services provided by non-Muslim country.

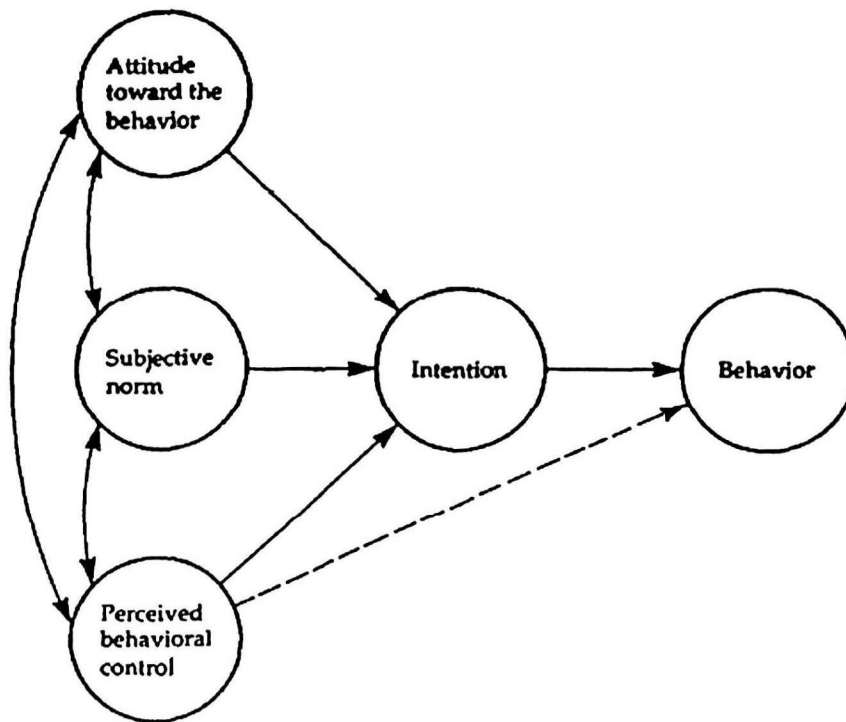


Figure 2 Theory of Planned Behavior

2.5 Perception, Attitude and Intention

Perception is described as a process of a person organizes and interprets his or her sense of impression thus giving meaning to their surroundings (Alhazmi, 2013). Perception is emerges from the environment, however individual past history and the state at the moment he is viewing the stimulus will give different perceived image when two person look at the same thing (Schiff, 1970). A person could reconstruct the reality of the environment to fit their perceived reality (Alhazmi, 2013). In this study, respondents perception towards Halal tourism services may differ by individual based on their past experience; for example the experience of traveling to non-Muslim countries.

In the Theory of Planned Behavior, one of the determinants of intention is attitude towards behavior which is referring to the degree of which a person has a favorable or

unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991). Schiff (1970) define attitude as an organized set of feeling and beliefs that will influence individual's behavior that develop as a result of past experience. In general, there is not much different between perception and attitude since both develop as a result of the experience (Schiff, 1970). In this study, the respondent attitude towards the fundamental activities of Halal tourism will determine the intention of purchasing the Halal tourism service.

Ajzen (1991) in the Theory of Planned Behavior defines intention as an indication of how hard people are willing to try and of how much an effort they are planning to exert, in order to perform the behavior. This study will attempt to investigate how hard are respondents are willing to try Halal tourism services provided by non-Muslim countries regardless of their perception of the services.

2.6 Theoretical Framework

The design of conceptual framework for this study is based on the Planned Behavior Theory. Based on the theory, this study is design to find out whether the consumer's perception and attitude towards the Halal tourism services provided my non-Muslim country has any influence to their purchase intention of the services. Wan Shahida, Suhaimi, Khairil Wahidin and Yaakob in International Business Management Jurnal proposed Islamic Tourism or Halal Tourism framework consists of 6 elements; Halal friendly hotel, Halal food, Halal transport, Islamic tour package, Islamic finance and Halal standard. This study will test consumer perception and attitude of above 6 elements of Halal tourism provided by non-Muslim country in order examine their purchase intention of the Halal tourism services provided.

Kumar (2012) found that the strength of significant relationship between attitude and purchase intention is greater compared to the significant relationship between perceived behavioral control and purchase intention while subjective norm was not found to be significantly related to purchase intention. The research of Kim et al. (2004) proved that tourists' attitude of their destination's tourism culture would significantly affect their willingness to purchase souvenirs. Ryu and Jang (2006) found that attitude is a significant predictor of tourist behavioral intentions. Lam and Hsu (2006) have also demonstrated that attitude is found to be related to behavioral intention of choosing a travel destination. Based on the empirical studies, from 3 determinants in Theory of Planned Behavior, attitude has the most significant influence on the purchase intention, thus this study will focus on the consumer's attitude and their purchase intention.

In order to examine the relationship, first and foremost it is crucial to know the consumer perception and attitude towards the factor of Halal tourism services provided by non-Muslim country. This may give a clear picture on the consumer's opinion and understanding on the provided services before test the relationship of perception and attitude with purchase intention. Through this study, we will also uncover what are the factors that give the most significance impact to the purchase intention.

The theoretical framework of the study is describes in the schematic diagram shown in Figure 2 below.

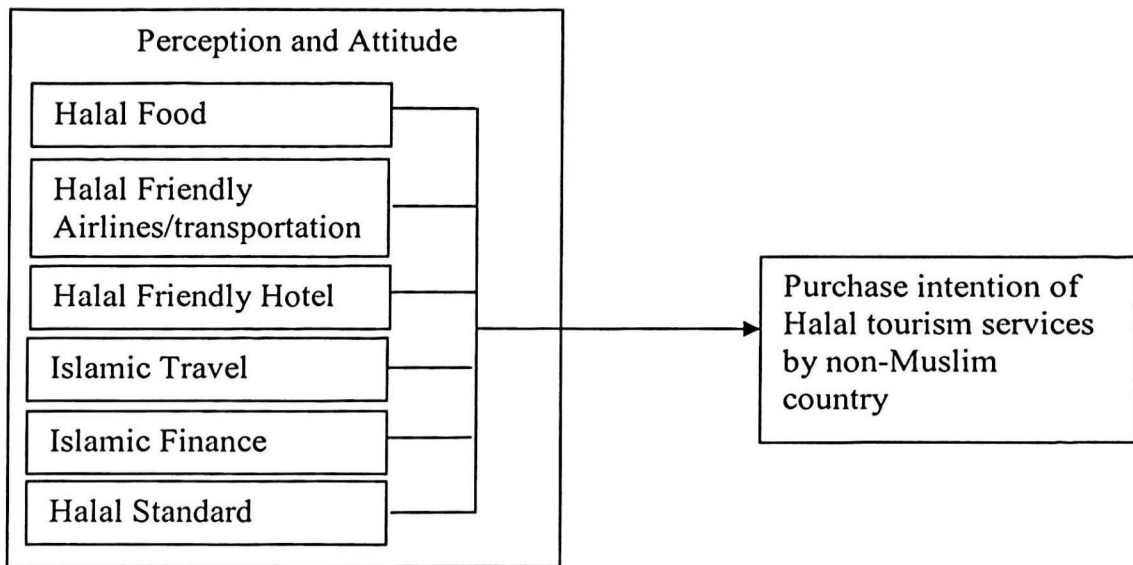


Figure 3 Theoretical Framework

2.7 Hypothesis Development

The hypothesis development in this study will be based on Planned Behavior Theory framework. Based on the theoretical framework shown above, seven hypotheses will be tested.

2.7.1 Halal Food

All foods and beverages products to be served in hotel, restaurant and food premises in Halal tourism must be Halal and go through Halal compliant process (Henderson, 2010; Sureerat Chookew, 2014; Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011). Each kitchen in all food premises and hotels should have Halal certificate endorse by a proper Halal Certification body. To be certified by Halal certification body, those kitchens must strictly follow the Halal standard, and the whole supply chain of the goods used in the kitchen must also been certified as Halal.

All animals to be used in the kitchen must be slaughtered according to Shariah law and no alcoholic drinks should be served in the premises or restaurant. The foods ingredients must be Halal and go through Halal compliant process (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011). In conclusion, in order to provide Halal food, the whole process of preparations, food handlings, stored, transportation and serving must followed the Shariah law. In Malaysia, the Halal Standard MS1500:2009 can be used as a reference for all food premises to operate.

The concept of Halal is certain; however the different interpretation of the Halal will lead to confusion among the Muslim consumer. The limitation due to no standardization yet on the Halal procedure is one of the most significant causes of this misunderstanding which may also lead to a fraud in food industry. The consumer's perception on the Halal food provided by certain country or organization might also differ due to the numbers of interpretations issue. The spread of rumors of Halal product particularly foods mix with non-Halal element throughout the emails, social media and even mouth-to-mouth has even worsen the scenario. Thus for Muslim, a broad understanding of the concept of Halal and Haram that meets the demand of Islam will give a clear understanding of what is Halal food consumption. It will also lead the consumer to make intelligent judgment and decision any issue or uncertainty about the food in any situation. Muslim consumer's attitude towards purchasing Halal food is related to their level of confidence of the "Halalness" of the food. Alhazmi 2013 found out that consumer attitude and perception towards Halal food affect their purchase behavior and consumption (Alhazmi, 2013). This also shows that the better the perception they have on the Halal food provided, the higher the possibility for them to purchase the food. In point of view Halal tourism, the Halal food has a positive relationship to the attitude of the Muslim consumer towards Halal tourism services. Thus the hypothesis for the relationship of

the Halal food and Muslim consumer's attitude towards halal tourism provided by non-Muslim country is:

H1: Muslim consumer's perception and attitude on Halal Food is positively related to their purchase intention towards Halal Tourism provided by non-Muslim country.

2.7.2 Halal friendly Airlines/Transportation

Halal tourism also covers the transportation which mainly refers to airlines, where Halal airlines should provide Halal services to all Muslim travelers whom choosing their air services to travel (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011). While Henderson stated that Halal airline requirements are no alcohol or pork products are served, prayer timing are announces, and religious programs are broadcast as part of entertainment offered on board (Henderson, 2010; Sureerat Chookew, 2014).

Similar to hotel, Muslim tourist in particular long distance tourist, spend most of their times on the airlines, thus it is crucial for the airlines to provide basic service needs that fulfill Shariah law for Muslim tourist to feel comfortable and satisfied. Example of airlines services that provide Halal services are Malaysia Airlines, Gulf Air, Qatar Airways and Emirates.

It is undeniable that Halal food is the most important item to be considered in Halal tourism. Since food is one of the necessary services provided in the airlines or transportation, thus the Halal friendly airlines has become one of the element in the Halal tourism. In above chapter discussion, other than Halal food, there are two more element of Halal friendly airline which is the announcement of the prayer time and the Islamic entertainment program (Henderson, 2010). However, with the evolution of the technology, some Muslim may feel

that above two elements are not as much important as Halal Food since they have alternative way to find out the prayer time and entertainment program. However, if there are choices, the Muslim consumer may still want to choose the most convenient airline that respects their belief. Muslim consumer's perception towards the Halal friendly airlines has a positive relationship to their attitude towards Halal tourism provided by non-Muslim country. Thus the hypothesis is:

H2: Muslim consumer's perception and attitude on Halal Airlines/Transport is positively related to their purchase intention towards Halal Tourism provided by non-Muslim country.

2.7.3 Halal Friendly Hotel

Medlik and Ingram defines hotel as an establishment that provides services such as accommodation, food and drinks for guest or temporary residents who intent to stay at Hotel (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011). Since it is lodging for guest to spend their holiday, most of tourist time will be spent at hotel. Thus for Muslim tourist, Halal friendly hotel is one of the most important requirements in Halal tourism because they are looking for the hospitality that can respect their belief (Samori, 2013).

Halal friendly hotel functions same as normal hotel in providing accommodation, foods and drinks that following Shariah law, however there is one more important requirement for the hotel to be called as Halal friendly which is the operation throughout the hotel must be managed based on Islamic principles. Below is the attribute for the hotel that compliant with Shariah law (Samori, 2013).

- 1) Halal food and no alcohol to be served on the premises or hotels

- 2) Having the Holy Book Quran, prayer mat and arrow that indicating the direction of Qiblat
- 3) Beds and toilets position not to face Qiblat
- 4) Prayer room available on premises and hotels
- 5) No inappropriate entertainment
- 6) Predominantly Muslim staff with a proper Islamic code of dressing
- 7) Separate salon, recreational facilities and swimming pool for men and women
- 8) Separate room/floor for unmarried couple between male and female
- 9) Tourist dressing code
- 10) No gambling and alcohol drinks in the hotel lobby or restaurant
- 11) No prohibited foods and beverages in the hotel fridge

In discussion above, Halal friendly hotel has the most requirements to look into in considering Halal tourism services. From the environment, the foods as long as facilities, hotels need to fulfill Shariah requirements in order to be categorized as Halal hotel. Thus currently the numbers of Halal hotel are less; however there are more and more hotels that improving their image and services to be Halal friendly hotel in order to capture the Muslim consumer's attention. This shows that the better the perception of Muslim consumers on the Halal friendly hotel the higher the possibility for them to choose the hotel. This means that Halal friendly hotel has a positive relationship towards the Muslim consumer attitude on the Halal tourism. The hypothesis for the Halal friendly hotel is:

H3: Muslim consumer's perception and attitude in Halal friendly hotel is positively related to their purchase intention towards Halal Tourism provided by non-Muslim country.

2.7.4 Islamic Travel Package

The well planned schedule with limited time to be spent in certain area will limit the free-spirit travelers from exploring. Thus some travelers that love backpacking may think that the travel package is not very important during traveling or vacation. However, some who loves to travel but do not want to bother on gathering information about the country or area there are going to visit will say that travel package is a must when planning for vacation. Thus, when a Muslim travelers plan for a vacation, the free-spirit will do research and gather the information and make a plan on the necessary as Muslim to travel. However others will search for the most suitable travel package for their vacation.

Recently, with the increase number of travelers that conscious and concern on Halal tourism, there are a lot of tour agencies all over the world include both from OIC and non-OIC countries offering Islamic Tour Package. All those packages are widely promoted through mass media and internet and can easily be accessed by the consumers. The consumers are free to obtain, assess and choose the packages that fulfill their needs and requirements.

Tour packages must be designed and develop to fulfill the basic requirements of Shariah law to be called as Islamic travel package. Thus, the Halal food, praying time and facilities, and the arrangements of the packages must fulfill the Shariah requirements. Other than that, the additional services such as visit to mosques and Islamic monument, Ramadhan event Halal stalls and hotels buffet promotion and Islamic tour package include bring all

travelers to attend Halal product and services and Islam related exhibition (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011) will be an added advantages and will attract more customers. Thus, travel and tour agencies should consider a holistic view of tourism that suitable for Muslim in promoting Islamic travel package.

H4: Muslim consumer's perception and attitude on Islamic Travel Package is positively related to their purchase intention towards Halal Tourism provided by non-Muslim country.

2.7.5 Islamic Finance

Islamic finance is defined as a financial service or product principally implemented to comply with the main tenets of Shariah (or Islamic law) (Alsadek H. Gait and Andrew C. Worthington, 2008). Gait and Worthington list up the principle of Islamic finance as prohibition of Riba and removal of debt based finance the prohibition of Gharar, encompassing the full disclosure of information, removal of asymmetric information in contracts and the avoidance of risk-taking the exclusion of financing and dealing in activities and commodities regarded as sinful or socially irresponsible an emphasis on risk-sharing, the desirability of materiality, and consideration of justice, a financial transaction should not lead to the exploitation of any party to the transaction Islamic finance is also one of the elements of Halal tourism. In general, Islamic finance requires profit and loss sharing among all parties who involve in the finance enterprise. Islamic finance offers an interest-free business system and prohibits interest or riba. Islamic finance also consists of Islamic insurance which is also called as Takaful insurance. This insurance also function as conventional insurance as an exchange of contract between two parties to one of them from unexpected risk but it is done

following Shariah laws (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011)

Abdelghani Echchabi and Hassanuddeen Abd. Aziz, 2012 and Hanudin Amin, Abdul rahim and Dzuljastri, 2009 found that perceived behavior and attitude has significantly influencing the intention to purchase the Islamic finance product. Thus in the case of Halal tourism, since Islamic finance is as one of the elements of Halal tourism, the consumer perception on the Islamic finance will have a positive relationship with their attitude towards Halal tourism provided by non-Muslim country. Thus the hypothesis for islamic finance is:

H5: Muslim consumer's perception and attitude on Islamic Finance is positively related to their purchase intention towards Halal Tourism provided by non-Muslim country.

2.7.6 Perception of Halal Standard

In order to develop a concept for Halal friendly tourism in Malaysia, therefore the Malaysian Standard of Halal Food: MS1500:2009 can be referred as a guideline (Wan Shahida Wan Zulkifli, Suhaimi Ab Rahman, Khairil Wahidin Awang & Yaakob Che Man, 2011). Since Malaysia has a proper legislation and official Halal standard and the Halal certification to all Halal premises was done by Government, thus Muslim in Malaysia can rest assured that all Halal certified goods and services in Malaysia is Halal as per Shariah law. However, Darhim D. Hashim in the World Halal Forum has mentioned that there is no Standardize International Standard for Halal has been established yet, thus there are many in varying jurisdictions (regional, national and even at Certification Body (CB) level) exist (HASHIM, July 2011). Even in OIC country itself, only 10 out 57 countries have an official Halal standard.

In Halal tourism, Halal standard plays the most significant role as a standard and regulations to be followed in developing the Halal tourism package and facilities. However, without official international standard for Halal, the Halal tourism developed by non-Muslim and Islamic country that do not have official Halal standard may be might not fulfill the Shariah laws as a whole. For Muslim consumer, a proper Halal standard must be used for establishing and certification of any type of Halal product and services. Thus Golnaz Rezai, Zainalabidin Mohamed and Mad Nasir Shamsudin, 2012 found out that in general the consumers react more positively toward food products with the JAKIM Halal logo, but are less confident with other Halal logos (Ajzen, 1991) on food products (Golnaz Rezai, Zainalabidin Mohamed and Mad Nasir Shamsudin, 2012). This means that, the more confident the consumer with the Halal standard used for the certification the more likely they are going to purchase the product. Thus, for Halal tourism, the Halal standard use has a positive relationship with the attitude of the Muslim consumer towards Halal tourism provided by non-Muslim country. The hypothesis will be:

H6: Muslim consumer's perception and attitude on Halal standard used in Halal tourism is positively related to their purchase intention towards Halal Tourism provided by non-Muslim country.