

Factors Influencing Consumers' Intentions towards Purchasing Islamic Hotel Service: Moderating Role of Religiosity

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Abstract

The aim of this study is to investigate the influencing factor on consumers' intentions towards purchasing Islamic hotel service. It also investigates the moderating influence of religiosity on these relationships. Data collected using the survey method and 200 usable questionnaires were received from respondents. Regression analysis was conducted to test the hypothesis. The results show a positive and significant relationship between halal awareness, norms and attitude. It also shows that there are non-significant relationships between brand image and price and consumers' intentions toward purchasing Islamic hotel service. The study indicates that religiosity has a moderating effect on the relationships between the factors (halal awareness and subjective norms) and consumers' intentions towards purchasing Islamic hotel service. By understanding the relationship among the constructs in the research model, hotel managers could improve consumer intention. They can focus on the halal awareness, subjective norm and religiosity in their marketing activities.

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Introduction

The increase number of Muslim population globally have led to a new trend in hospitality and tourism industry which is Islamic hotel. According to Islamic Tourism Centre of Malaysia (2012), Malaysia was named as one of the world's preferred destinations among Muslim travelers followed by Turkey and the United Arab Emirates (UAE). Another survey made by Crescent Rating in 2013, 2014 and 2015, Malaysia was rated for three consecutive years as the world's top Muslim-friendly destination, together with other bigger Muslim countries, such as Egypt, Saudi Arabia, Turkey and United Arab Emirates. Malaysia succeed to come out on top with a score of 8.3 over 10 among the other 50 countries listed in the ranking. Tourists' arrival in Malaysia started to increase gradually. According to Yusof and Muhammad (2013), Islamic hotel or also known as Shariah compliant hotel is a hotel that fully follows Islamic values which caters from sources of capital of the hotel to their daily operation.

As stated by Samori and Rahman (2013) Islamic hotel must meet the expectation of the guests by fulfilling basic requirements. The most important feature is hotel must serve Halal foods and non-alcoholic beverages on the hotels, provide the Holy book Quran and prayer mat, arrow that shows the direction of *Qiblah*, beds and toilets positioned perpendicularly to the direction of the *Qiblah*. Besides, prayer rooms must be available on the hotels, must avoid inappropriate entertainment, dress code that follows a proper Islamic code of dressing for both Muslim staff and tourists. The Islamic hotel must have the separate facilities such as salon, recreational facilities and swimming pools for men and women, separate room/floor for unmarried couple between male and female, no gambling, and Islamic funding (Stephenson, Russell & Edgar, 2010; Zailani, Omar & Kopong, 2011).

According to Tourism Malaysia Corporate Website, tourists' arrival of Malaysia in 2014 is 27.44 million, which has shown an increased by 1.72 million from 2013 which is only 25.72 million tourists. As there are increase in number of tourists which mostly from Islamic countries, the demand for Islamic hotel products also have been increased. Therefore, study needed to indentify the factors that influence purchase intention towards While studying on Islamic hotel, most of the studies focused only on the opportunities and challenges, and the relationship between purchase intention and Halal food products (Zainal, Radzi, Hashim, Chik & Abu, 2012). Furthermore, previous studies mentioned that there is a need to study more on consumer's purchase intention but specifically focusing on a certain products by adding a mediating or moderating variables such as religiosity to see its effect on Halal products purchase intention (Haque et al., 2015; Awan et al., 2015). Prior studies found that many variables such as attitude, subjective norms, halal awarness, product ingredient and so forth that can influence purchase intention. As

a result of inconsistent results (e.g., Awan et al., 2014; Khalek, 2014; Rizaimy et al., 2010; Kordnaeij et al., 2013) of the relationship between Halal awareness, brand image, norms, attitude, price and purchase intention, moderating variable is recommended to investigate. Thus, this study attempts to investigate the religiosity as moderating variable to see whether consumers is influenced by religion while purchasing Islamic hotel products since Halal products are generally related to religion (Lada, Harvey Tanakinjal & Amin, 2009). Lada et al.(2009) recommended that since Halal is associated with religion, so it is important include the role of religiosity as a moderating factors.

Therefore, this study investigates the influence of Halal awareness, brand image, norms, attitude and price towards purchase intention as well as the effects of religiosity as moderating variable on relationship of Halal awareness, brand image, norms, attitude and price and purchase intention of Muslim university students towards Islamic hotel products.

Literature review and hypotheses development

Purchase intention

According to Ajzen (1985), intention is the state where a person is willing to perform some behavior, or it can be considered as an immediate antecedent behavior (as cited in Yunus et al., 2014, p.146). Tariq, Nawaz, Nawaz and Butt (2013) stated that purchase intention posed to influence someone to buy the product again when they go to the market in next trip. Customers tends to buy something again if the product possessed a several characteristics that can fulfil their needs such as the product must be suits with their religion, health, safety and quality aspects (Jusoh, Syakinah & Syakinah, 2013).

Rezvani et al. (2012) stated that the international trade market is very competitive, and many new ideas being used by the market to attract customers. As for that reason, customers have many ways for buying products, however, there are many variables that have an effect on the success of products and purchase intention of the customers. Scholars have defined purchase intention as personal action tendencies if it is according to brand (Spears & Singh, 2004; Wu, 2015; Patwary & Rashid, 2016). They also concluded that intention is different from attitude, which intention means individual motivation to perform certain behavior, while attitude is the act of evaluation of a product. Shabbir, Kirmani, Iqbal and Khan (2009) declared that purchase intention is the awareness of an individual to make attempt to purchase a certain brand. Prior study by Rezvani et al. (2012) believe that purchase intention describes the feeling or perceived likelihood of purchasing the products that are advertised, moreover, purchase shows the level of loyalty to products.

Halal awareness

Halal awareness can be defined as the act of concern about something that is permissible in Islam. Halal awareness is the customer's concern about the aspects of food consumption which is the vital factor to avoid anything that is doubtful and uncertain in certain food products (Yunus et al., 2014). As a Muslim, it is not only focused in

Malaysia, but for all Muslim all around the world, it is essential to aware on daily consumption whether it is permissible in Islam or not. Normally, in Malaysia, people tends to purchase some products that have Halal logo and certified by JAKIM. According to Halal Industry Development Corporation on Halal certified statistics, there is about 2353108 applications have been made in 2014. As for hotel industry, it shown about 884 applications have been made. This statistic has shown that an awareness among Malaysian on Halal products. According to Yunus et al. (2014), there is a significant relationship between Halal awareness and purchase intention variable which indicated the existence of a relationship between Halal awareness and Muslim's purchase intention. However, Awan et al. (2014) find that there is no significant impact of Halal awareness on the consumers to purchase Halal food products. This result might be due to the different in types of sampling.

According to Yunus et al. (2014), there are significant relationship between Halal awareness and purchase intention which shown the hypothesis is clearly indicated that there is a relationship Halal awareness and Muslim's purchase intention. Aziz and Chok (2012) also found that Halal awareness influence purchase intention of the consumers. Based on previous arguments the study formulized the following hypothesis:

H₁: Halal awareness has an influence on consumer intention to purchase Islamic hotel products

Brand Image

According to Kotler and Amstrong (2004) brand represents the perception and feelings of the customers towards product and everything about how the product or service could mean to the consumer. Brand image not only about name and symbol, but it is associated with customers who buy the products physically and emotionally. Hu, Jou and Liu (2009) stated that there are three components of brand image which is the image of products itself, the corporation and the competitors (as cited in Haque et al., 2015, p.3). In order to attract customer to purchase a product, the customer must be familiar to the product. Thus, this is a corporation's responsibilities to build a good image of a products as well as corporation's image in order to create familiarity between the product and customers.

Sara et al. (2014) found that most of the respondents is agree that brand becomes a vital element and they purchase Halal products based on the brand. Haque et al. (2015) also mentioned that brand image has a significant positive effect on purchase intention. In this case, While Yunus et al. (2014) contended that that most of the respondents is agree that brand becomes a vital element and they purchase Halal products based on the brand. Thus, the study the following hypothesis:

H₂: Brand image has an influence on consumer intention to purchase Islamic hotel products.

Subjective norms

According to Yeon Kim and Chung (2011), subjective norms refer to a person's perception of social pressure to perform a certain behavior. In other word, norms are an informal guideline about what is considered right or wrong which have been laid down in a particular group or social unit. For example, a person will receive social pressures to act accordingly to what another think that is right to perform. It can be from parental influence and peer influence. However, according to Husdvedt (2016), it can also be from a personal norm where it is about “an evaluation of the specific behavior in relation to a specific internal standard”. In a simple word, it can be simply said as moral beliefs.

In this case, Afendi et al. (2014) has found that there is a positive correlation between norms and purchase intention. The finding of the study indicated that the significant relationship of norms and purchase intention is accepted.

Therefore, the study hypothesized the following:

H₃: *Subjective norms have an influence on consumer intention to purchase Islamic hotel products.*

Attitude

According to theory of reasoned action developed by Ajzen and Fishbein (1980), attitude is the function of beliefs. “Attitude toward behavior refers to personal evaluations being favorable or unfavorable to perform the behavior” (Yeon Kim & Chung, 2011). Attitude can also be defined as a feeling or way of thinking that lead to a person’s behavior. “A person who believes that performing a given behavior will lead to mostly positive outcomes will hold a favorable attitude toward performing the behavior, while a person who believes that performing the behavior will lead to mostly negative outcomes will hold an unfavorable attitude.” (Lada et al., 2009, p.68). The theory also listed attitude as one of the determinant variable to measure customer’s intention.

Afendi et al. (2014) concluded that positive attitude of customer have greater intention to purchase a products. Kordnaeij et al. (2013) also has found that there is a significant relationship between attitude and purchase intention. Same goes to Lada et al. (2009), attitude is found positively related to the purchase intention. Several researches found to get positive result of the relationship between attitude and purchase intention even though their sampling size and environment is different. Thus, this study hypothesized the following:

H₄: *Attitude has an influence on consumer intention to purchase Islamic hotel products.*

Price

According to Merriam-Webster Dictionaries, price is the quantity of one thing that is exchanged or demanded in barter or sale for another. Price also can be defined as a value or amount of money that is expected to be pay due to the exchanging process of a product or services. According to Foo et al. (2015), price is the influence factor for customer’s intention to purchase a certain product. Kordnaeij et al. (2013) stated that the increase in

price will burden the customer and as a result, customers will lose interest to purchase the products.

However, Magnusson et al. (2001) stated that consumer feel that green food should be more expensive than normal food. This situation also can be compared to Halal products as some of Halal products is expensive compared to normal products (Dali et al., 2009). Although the price is higher than normal products, there is consumer willing to pay for the products as they are aware of importance of “*Halalness*” of the products. Additionally, Munnukka (2008) also found that there is a significant and positive relationship exists between price and purchase intention. This study proposed the following hypothesis:

H₅: Price has an influence on consumer intention to purchase Islamic hotel products

Religiosity

According to Afendi et al. (2013) and Imran et al. (2017), religion generally defined as a strong belief that related to spirituality that can control human destiny. Rehman and Shabbir (2010) stated that religious commitment plays an important role in people’s lives through shaping their beliefs, knowledge, and attitudes. Different religious groups such as Muslims, Christians, Buddhists, and others have different beliefs. In short, religiosity is the extent to which religious have influences the societies and intersects with others area of public life.

Afendi et al. (2013) has found the significant relationship between religiosity and intention to purchase Halal products. Mukhtar and Mohsin (2012) found that intra-personal religiosity, which related to religious attitudes or beliefs are positively influence purchase intention towards the Halal products.

Al-Hyari, Alnsour, Al-Weshah and Haffar (2012) stresses that there is a strong relationship between religiosity and consumer purchasing decision particularly for international brands in Arabic countries.

In this case, previous studies such as Awan et al. (2015) and Haque et al. (2015) suggested that future studies should focus on the moderating role of religiosity, attitude Halal product purchase intention. Therefore, this study will be use religiosity as a moderation on the relationships between the factors influencing purchase intention toward Islamic hotel products. Jusoh, Syakinah and Syakinah (2013) has found that there is slightly a significant relationship of religiosity and intention to purchase Halal products. Additionally, Mukhtar and Mohsin (2012) also found that intr-a-personal religiosity, which related to religious attitudes or beliefs are positively influence purchase intention towards the Halal products. Besides, Al-Hyari et al. (2012) urged that there is a strong relationship between religiosity and consumer purchasing decision particularly for international brands in Arabic countries.

H₆: Religiosity has a moderating influence on the relationship of Halal awareness and consumer intention to purchase Islamic hotel products.

H₇: Religiosity has a moderating influence on the relationship of brand image and consumer intention to purchase Islamic hotel products.

H₈: Religiosity has a moderating influence on the relationship of norms and consumer intention to purchase Islamic hotel products.

H₉: Religiosity has a moderating influence on the relationship of attitude and consumer intention to purchase Islamic hotel products.

H₁₀: Religiosity has a moderating influence on the relationship of price and consumer intention to purchase Islamic hotel products.

Methodology

Research framework

To conduct this study, five independent variables identified which is Halal awareness, brand image, norms, attitude and price that act as an input to see whether it have significant relationship with dependent variable which is purchase intention. Meanwhile, there are also a moderating variable which is religiosity. Therefore, this study proposed the following framework as illustrated in Figure 1

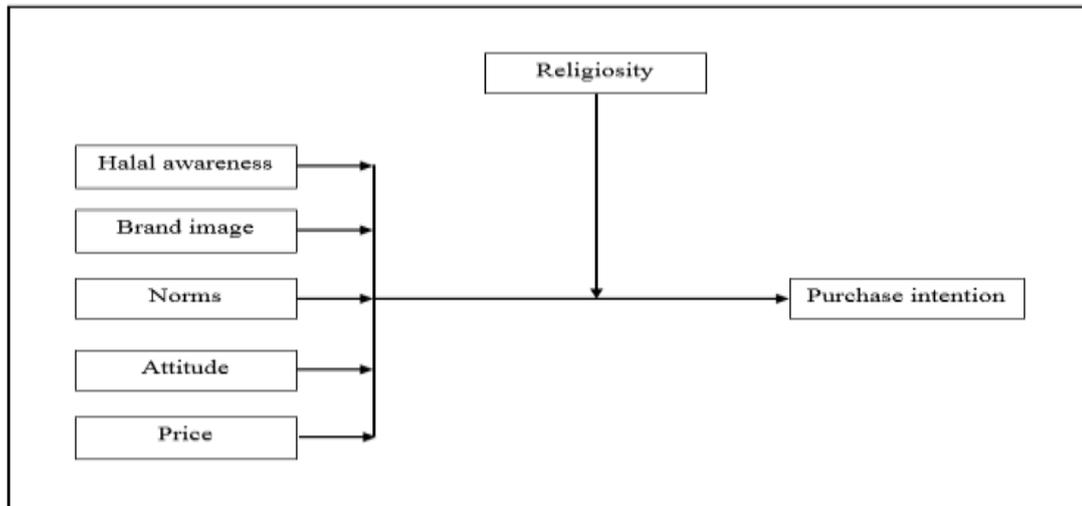


Figure 1: Conceptual framework

Research Design

This study used quantitative approach, which is related to numerical data that is analyzed by using statistical techniques. In order to deal with the issues and find out the reasonable solutions for specific research dilemma, the quantitative method is mostly suited and well-matched with the phenomenon (Frankfort-Nachmias & Nachmias, 1992). This study proposed several objectives and hypothesis in order to examine a particular problem. According to Shuttleworth (2016), quantitative research design is an excellent

way to finalizing result and proving or disproving a hypothesis. The main purpose of this study is to identify the factors that influencing Muslim university consumer purchase intention towards Islamic hotel products. Because of the cost and time limitations, the data of this study collected from the students at Universiti Utara Malaysia (UUM). Thus, this study used simple random sampling method to obtain the respondents where the population is divided into four groups according to their current years of studying at UUM, respectively first year, second year, third year and fourth year. After divided the year accordingly, the researchers randomly selected the respondents equally, with 50 respondents from each year. A total 200 useable questionnaires collected from the respondents.

Data collection

The researchers distributed 230 questionnaires to the respondents and collected 200 usable questionnaires. The questionnaire divided into several sections, Section A is about demographic information of the respondent, which is related to their gender, ages, nationality, religion, current semester and program. Section B is divided into seven parts which is respectively related to each variable that have been used in this study which is started with intention to purchase Islamic hotel products and followed by Halal awareness, brand image, norms, attitude, price as well as religiosity.

Measures and scales

All the construct instruments in this study developed and used by previous studies; halal awareness (Yunus, Rashid, Ariffin & Rashid, 2014; Awan, Siddiquei & Haider, 2015); Brand image was operationalized (Yunus, Rashid, Ariffin & Rashid, 2014); Subjective norms (Haque, Sarwar, Yasmin, Tarofder, & Ahsanul Hossain, 2015); Attitude (Haque et al., 2015); Price (Nooh, 2007); Religiosity (Awan, Siddiquei & Haider, 2015) and Purchase intention (Haque et al., 2015; Lada, Tanakinjal, & Amin, 2009).

To investigate the reliability of the questionnaire, the study used Cronbach's coefficient on all the constructs and the scores for all the variables were indicative of the questionnaire's having a high level of reliability, higher than 0.70. In line with the abundant literature on scale measurement (Field, 2005; Hair et al., 2010; Pallant, 2007), it is possible to conclude that the reliability of the research instruments in terms of their internal consistency is within a satisfactory level. In terms of validity, since all the items included in this study were carefully chosen from previous empirical studies, it can be argued that the content of the individual constructs are valid.

In addition, exploratory factor analysis (EFA) was used to test construct validity, providing an accurate means of conceptualizing unobservable constructs, and capable of grouping items of factors that were highly correlated as well as separate factors that differ from each other (Sekaran and Bougie, 2010). Table 1 provides the results of EFA and reliability tests of all constructs.

Table 1: Factor Loading and Reliability Test

Factors and ítems	Loading factor	Eigenvalues	Cronbach's Alpha
<i>Hala awareness</i>		4.07	0.88
I am aware of "Halalness" of Halal.	0.82		
I am aware on Halal due to the religious obligation.	0.86		
When I go to Islamic hotel, I make sure that the products is Halal.	0.85		
I think that Halal Authorities are responsible for Halal product availability.	0.73		
I purchased Islamic hotel products if labeled as Halal.	0.81		
<i>Brand image</i>		4.57	0.74
Brand is vital element in purchasing Islamic hotel products.	0.80		
I think that Islamic element physically and emotionally associated to customer.	0.78		
I purchase Islamic hotel product based on the brand.	0.82		
I will purchase Islamic hotel product even though not familiar with the brand.	0.81		
Islamic brand influence confidence in buying and consuming Islamic hotel product.	0.84		
<i>Subjective norms</i>		6.05	0.83
I think Islamic hotel products are better quality.	0.79		
My family members prefer Islamic hotel products.	0.81		
My friends recommend to consume Islamic hotel products.	0.76		
I experience Islamic hotel product as being part of a natural way of living.	0.80		
I read good things about Islamic hotel products in the newspapers.	0.78		
<i>Attitude</i>		4.54	0.87
Choosing Islamic hotel products is a good idea.	0.84		
I feel comfortable to consume Islamic hotel products.	0.83		
I'm satisfied with the Islamic hotel products.	0.86		
Islamic hotel products are safer and more hygienic.	0.80		

Factors and ítems	Loading factor	Eigenvalues	Cronbach's Alpha
Islamic hotel products are environment friendly	0.81		
<i>Price</i>		3.08	0.73
Islamic hotel products with halal certification are generally more expensive than the one without halal certification.	0.77		
Products with halal certification are relatively more expensive compared to non-certified products.	0.78		
Lower price means lower quality.	0.70		
<i>Religiosity</i>		2.07	0.81
I follow religious opinion that advises to purchase Halal products.	0.89		
I avoid purchasing a product that is considered as Makrooh.	0.79		
Religiosity is an important determinant on Muslim consumer behavior in Malaysia.	0.86		
I consume Halal because it has more social and family acceptance.	0.80		
I consume Halal because it is healthier option			
<i>Purchase intention</i>		3.68	0.88
I plan to choose Islamic hotel products in the forthcoming month.	0.82		
I am likely to choose Islamic hotel products in future.	0.84		
I will choose Islamic hotel products.	0.86		
The probability that I would consider buying Islamic hotel product is high.	0.79		
I believe that Islamic hotel product is guaranteed with a halal certificate and is under the control of the Malaysian halal authority.	0.76		

Furthermore, correlation analysis was conducted in this study to investigate the relationship between independent variables, which are Halal awareness, brand image, norms, attitude, price and dependent variable, which is purchase intention. This study used Pearson Correlation to investigate these relationship, which will determine the strength of the correlation. In this case, the guidelines provided by Cohen (1992) have been referred to indicate each correlation.

Table 2: Correlation Analysis Result

Variables	HA	BI	N	A	P	PI
HA	1					
BI	0.464**	1				
N	0.604**	0.596**	1			
A	0.550**	0.627**	0.656**	1		
P	0.171*	0.380**	0.270**	0.165*	1	
PI	0.719**	0.567**	0.703**	0.698**	0.249**	1

Notes: HA: Halal Awareness, BI: Brand Image, SN: Subjective Norms, A: Attitude, P: Price, PI: Purchase Intention; Significant at: * $p < 0.05$, ** $p < 0.01$

Table 2 shows the result of the Pearson Correlation analysis that investigate the relationship between independent variables, which is Halal awareness, brand image, norms, attitude and price with the dependent variable, which is purchase intention. The analysis found that there were strong relationships between all independent variables and purchase intention except the relationship between price and purchase intention was moderate. Even though correlation is reliable, statistical significance does not imply causation. Furthermore, the indication of correlation coefficient (r) does not explain how much the variance in the dependent variable is when several dependent variables are used simultaneously. Further analysis must therefore be carried out using multivariate analysis such as multiple and hierarchical regression. In this case, the study used multiple and hierarchical regression analysis to test the above-mentioned hypotheses. These techniques utilized to analyze the relationship between single dependent variable and several independent variables and to test the moderating variable (Field, 2005; Hair et al., 2010). Table 3 displays the multiple and hierarchical regression results of the relationship between the variables in this study.

Hypothesis testing

In this case, the study used multiple and hierarchical regression analysis to test the above-mentioned hypotheses. These techniques utilized to analyze the relationship between dependent variable and several independent variables (Field, 2005; Hair et al., 2010), and tested the moderating influence of religiosity on the relationships. Table III displays the multiple regression results of the relationship between halal awareness, norms, attitude, and brand image and price and purchase intention.

The result shown that, between five independent variables, Halal awareness highly influence the consumer intention to purchase Islamic hotel products.

Table 3: Summary of Multiple and Hierarchical Regression Analysis

Construct	Coefficients (β) without interaction	Coefficients (β) with interaction
Independent variables		
Halal awareness	0.38***	
Brand image	0.04 ^{ns}	
Subjective norms	0.24***	
Attitude	0.30***	
Price	0.06 ^{ns}	
R ²	0.46	
Interactions		
Halal awareness × religiosity		0.79***
Brand image × religiosity		-0.20 ^{ns}
Subjective norms × religiosity		0.34***
Attitude × religiosity		-0.45 ^{ns}
Price × religiosity		-0.40 ^{ns}
R ²		0.53
R ² change	0.07	

Notes: Significant at: *** $p < 0.01$; ns – not significant; β – standardized coefficient

The results in the table 3 indicates that Halal awareness is significantly influence the consumer intention to purchase Islamic hotel products ($\beta = 0.38$, $p = 0.000$). Thus, the hypothesis is accepted. It also shows that brand image has no significant influence the consumer intention to purchase Islamic hotel products ($\beta = 0.04$, $p = 0.490$). Thus, the hypothesis is rejected. Subjective norms is significantly influence the consumer intention to purchase Islamic hotel products ($\beta = 0.24$, $p = 0.000$). Thus, the hypothesis is accepted. The results also indicated that attitude is significantly influence the consumer intention to purchase Islamic hotel products ($\beta = 0.30$, $p = 0.000$). Thus, the hypothesis is accepted. Table 4 indicates that percent of variation in the purchase intention is explained by the attitudes. Regarding to the influence of price, the results indicated that price no significant influence the consumer intention to purchase Islamic hotel products ($\beta = 0.06$, $p = 0.210$).

Thus, the hypothesis is rejected. The results of moderating test indicate that religiosity moderate the relationships between halal awareness, subjective norms and purchase intention with b coefficients (0.79; 0.34) respectively. Thus, hypotheses 6 and 8 accepted. The results also revealed that religiosity has no moderating influence between brand image, attitude, price and purchase intention. Thus, the hypothese7, 9 and 10 rejected.

Discussion

This study has provided a theoretical model to highlight the relationship between the factors, religiosity and consumers' intentions. It contributes significantly to the body of knowledge, as it provides a comprehensive framework that can be used to explain the

influence of these factors on consumers' intentions to purchase Islamic hotel services. This study uniquely extends the body of knowledge by explaining the theoretical possibilities of the moderating role of religiosity in the relationship between these factors and consumers' intentions. Pearson Correlation analysis that investigated the relationship between independent variables, which is halal awareness, brand image, norms, attitude and price with the dependent variable, which is purchase intention. The correlation analysis found that there were strong relationships between all independent variables and purchase intention except the relationship between price and purchase intention was moderate (see Table 1). While testing the hypotheses, halal awareness, subjective norms, attitude are significantly influence consumer's intention to purchase Islamic hotel products. However, brand image and price do not influence consumers purchase intention. According to Kordnaeij et al. (2013), price does not have significant relationship with purchase intention. Results found that, religiosity moderate the relationships between halal awareness, subjective norms and purchase intention which is supported by Al-Hyari et al. (2012). Results also found that, religiosity has no moderating influence between brand image, attitude, price and purchase intention. It is worth mentioning that this paper will also raise awareness among Islamic hotel managers, encouraging them to pay more attention to the factors that influence consumers' intentions their services and the role of religiosity, and assisting them in improving hotel performance and competitiveness. From the result, it implied that Halal awareness, norms and attitude has an influence on consumer intention to purchase Islamic hotel products. Thus, Islamic hotel manager can focus on these factors to improve the hotel services performance.

Conclusion and recommendation

This study has found that Halal awareness, norms and attitude have significant influence on the consumer intention to purchase Islamic hotel products. Meanwhile, the religiosity found to have moderating influence on the relationship between norms and consumer purchase intention towards Islamic hotel products. Therefore, the objectives and questions of this study have been achieved. is study aimed to investigate the influence of Halal awareness, brand image, norms, attitude and price towards consumer intention to purchase Islamic hotel products. It also intended to investigate the moderating influence of religiosity on the relationship between the factors and consumer intention to purchase Islamic hotel products. However, there are several limitations that have been faced throughout the study. Firstly, the study only focused on the students of Univrsiti Utara Malaysia, which limits the scope of generalization. The result and findings of this study cannot be expected to explain the real situation for Islamic hotel products. Thus, this study is in dire need of further verification by collecting data from potential consumers, which is consumer who have experienced Islamic hotel products to test the proposed model and further investigate the hypothesized relationship. Secondly, the model of this study only focuses on the hotel industry, which is Islamic hotel. Therefore, there is a need for future study to test it in a different context. The results and findings might be different from hotel industry, if the study is using different context. Thirdly, the data of this study is collected from questionnaire approach, which has specific set of questionnaire sample. This has limits the respondent's answer for each questionnaire set, which has resulted to the not really justified answer. Thus, future study can adopt to the

same model but implementing qualitative approach as well to collect the data. Lastly, there are limited literature that discussed on this subject especially on the relationship between the factors and consumer intention to purchase Islamic hotel products and the moderating influence of religiosity.

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