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No ISSN: 978-967-2229-34-6

Published by:

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan

Kampus Kota, Pengkalan Chepa

Karung Berkunci 36

16100 Kota Bharu, Kelantan

The Relationship Between Consumer Behaviour and Intention to Patronize Muslim Friendly Spa Among a Community In Kota Bharu, Kelantan

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ABSTRACT

Nowadays, Muslim Friendly Spa (MFS) are emerging due to the high demand among Muslim to relax, refresh and rejoice. The study was purposely designed to investigate the relationship between consume behaviour and intention to patronize the MFS concept. Data was gathered from 384 respondents in Kota Bharu, Kelantan by using validated questionnaire. The findings showed that attitude, subjective norms and perceived behavioural control have relationship with P-value less than 0.001 respectively. This result would be helpful to design a detailed marketing plan for Muslim Friendly Spa to provide a better well-being.

Keywords: Spa and Wellness, Muslim Friendly Spa. Attitude, Subjective Norm, Perceived Behavioural Control

INTRODUCTION

A spa is usually known as a place where men and women go for health and beauty treatments. Muslim friendly spa are now emerging due to the demand among Muslim to relax, reflect, refresh, and rejoice themselves and at the same time cover their awrah. This chapter highlighted on the background of the study, problem statement, research objectives, research questions, significance of study, and definition of terms.

Malaysia is one of the Muslim countries in the Southeast Asia that received billions of tourists from across the world (Islamic Tourism Centre, 2018). As an Islamic country, Malaysia shares a common Islamic culture and practice with Muslim travellers who feel safer in terms of security, food, shopping and religious rules in this country. There are many sectors involve in Muslim friendly industry. The Malaysian halal products and services industry comprises of various sectors such as food and beverages, Islamic banking and finance, halal logistic, retailing, pharmaceutical, cosmetics and personal care, tourism and few others. Malaysia which already a pioneer for halal food and beverages, is now moving towards becoming the pioneer for MFHS for the world. Malaysia places great emphasis on the comfort and convenience of its Muslim residents and guests.

This study aims to investigate the consumer behaviour and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan. The target population of the study is the community in Kota Bharu, Kelantan which contain 384 respondents.

There are three objectives of this research:

1. To identify the relationship between attitude and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan.
2. To identify the relationship between subjective norm and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan.
3. To identify the relationship between perceived behavioural control and intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan.

Significance of the Study

The Government

Government will be able to promote Muslim friendly spa as a new concept of wellness tourism industry to the public because they still have doubts about the halal concept. Through this, government also can implement good strategies to promote and educate the concept of Muslim friendly spa to boost up the tourism sector.

The Spa Owner / Stakeholder

The spa owner or stakeholder will be able to understand the preferences of spa goers in choosing Muslim friendly spa. The spa owner will come out with good strategies to attract a lot of customers. This also can boost Malaysian wellness tourism industry. Thus, there is a possibility of an increase in generated income to government that can be gained from wellness tourism industry.

Academics / researchers

The findings are beneficial to the academics or researchers. This study explained consumer's behaviour with more detail aspects. The academics and researchers will be able to understand the attitude, subjective norm and perceived behavioural control of consumers. For future researchers, this theoretical framework comprises the fundamental that aids in more detailed research for them.

LITERATURE REVIEW

Perception of patronize intention

It is a guidance of how much people are willing to try and how much effort they are willing to put into that behaviour. Muslim customers develop favourable attitude in patronizing Muslim friendly spa that show high degree of halal images, feel very pleased to know that every product used in the spa is a confirmed halal and decide to re-patronize the spa more often as are they practicing the Islamic teaching by supporting Muslim friendly spa (Norazah Mohd Suki, 2014). Existing standards provide only halal guidelines and compliance requirements for clean and comfortable rooms, halal products usage, separate recreational facilities for women and men as well as prayer rooms (Nor Zafir et al., 2014)

Attitude

Attitude towards a behaviour is defined as a person's overall evaluation of performing the behaviour in question. Attitude also is beliefs, feelings, and behavioural tendencies towards socially significant objects, groups, events or symbols (Hogg & Vaughan, 2005). Besides, attitude also requires consideration of the results on the implementation of the behaviour (LaMorte, 2019). Attitude is an on-going assessment of people and things (Albarracín, Johnson, & Zanna, 2005).

Subjective Norm

An individual's perception of whether a person is important for him or her and believes that a particular behaviour is expected. Subjective norms refer to the belief that a person or a group of people would agree with and support that behaviour. Subjective norms are defined by social pressure that other people feel that they are acting in a certain way and are motivated to conform to that view (Krueger, Reilly & Carsrud, 2000).

Perceived Behavioural Control

Perceived behavioural control refers to people's perception of their ability to behave in a certain manner. Perceived behavioural control also refers to factors that may prevent the performance of behaviours that can be categorized into two components (Ajzen, 1991). The better subjective attitudes and norms combined with better behaviour control as well as stronger intentions for environmentally-based behaviours (Phuah et al., 2012).

Research Hypothesis

In this study, there were three hypotheses related to identify the relationship between consumer behaviour and intention to patronize Muslim Friendly Spa among a community in Kota Bharu, Kelantan.

H1: There is a significant relationship between attitude and intention to patronize Muslim friendly spa.

H2: There is a significant relationship between subjective norm and intention to patronize Muslim friendly spa.

H3: There is a significant relationship between perceived behavioural control and intention to patronize Muslim friendly spa.

Research Framework

A research framework had been conducted to investigate the connection between the consumer behaviour towards intention to patronize Muslim friendly spa. The development of conceptual framework in this study was based on the Theory of Planned Behaviour (TPB). As illustrated in Figure 1, there were three independent variables considered for the study which were attitude, subjective norm, and perceived behavioural control.

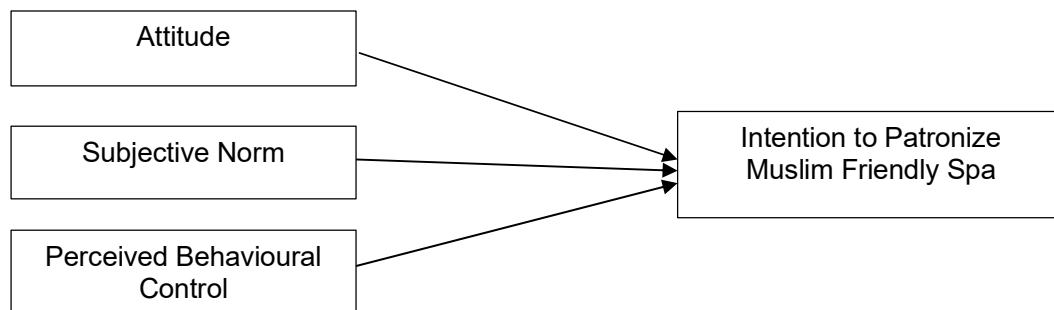


Figure 1: Research framework of a variables in the consumer behaviour and intention to patronize Muslim Friendly Spa among community in Kota Bharu, Kelantan.

METHODOLOGY

Research Design

This study used the quantitative method to study the relationship between consumer behaviour and intention to patronize Muslim friendly spa among the community in Kota Bahru, Kelantan. Thus, the quantitative research approach, using cross-sectional study design was used to measure the relationship between intention to patronize Muslim friendly spa and

independent variables which were attitude, subjective norm and perceived behavioural control.

Data Collection

The data collection used in this study was questionnaire. This survey employed self-administered data collection mode, where it required the respective respondents to answer the questionnaire themselves through Google Form. The questionnaires were distributed to the population to collect the data which were the community in Kota Bharu, Kelantan. The research divided the questionnaire into 3 sections which were Section A, B, and C. In Section A, respondents indicated their answers to general demographic information. Section B was the general knowledge of individual based on attitude, subjective norm and perceived behaviour control to patronize Muslim friendly spa. Meanwhile Section C was the desire to get treatment at a Muslim friendly spa.

Sampling

The sampling method used in this study was the purposive sampling technique to select the state and district as well as convenience sampling in selecting the 384 respondents. Each individual was chosen randomly and each had the chance to be chosen for the sample as any other subset of individuals. Kelantan was chosen because it is known as “*Serambi Mekah*” (“veranda for Mecca”). The questionnaires were distributed randomly to the community in Kota Bharu, Kelantan. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

There were three data types of data analysis used in this study, which were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

I. Frequency Analysis

1.1 Demographic Profile

Table 1.1: Distribution of respondents according to the demographic characteristics

Demographic		Frequency	Percent (%)	Mean (SD)
Age	Below 23 years old	278	72.4	29.5(4.24)
	24 to 27 years old	55	14.3	
	28 to 31 years old	21	5.5	
	32 to 35 years old	19	4.9	
	36 and above	11	2.9	
Marital status	Single	318	82.8	
	Married	57	14.8	
	Divorce	9	2.3	
Race	Malay	360	93.8	
	Chinese	10	2.6	
	Indian	9	2.3	
	Christian	3	0.8	
	Other	2	0.5	
Monthly income	RM500 – RM1000	110	28.6	
	RM1001 – RM3000	83	21.6	
	RM3001 – RM5000	21	5.5	
	RM5001 and above	170	44.3	

Table 1.1 showed distribution of respondents according to age. It illustrated that the highest percentage of respondents (72.4%) were aged below 23 years old. Meanwhile, the lowest percentage number of respondents were aged 36 years old and above with 2.9%. According to previous study by Edy, Samira, and Rosyihan (2018), they found that respondents from age groups 21-30 years were frequently visiting a sharia salon.

The table 1.1 also showed distribution of respondents according to marital status. According to the marital status characteristic, respondents were divided into three categories which were single, marriage and divorced. The table showed that respondents who were single had the highest number which was 318 respondents (82.8%) while the respondents who were divorced had the least number which was only 9 people (2.3%). This was supported by the highest percentage status of consumers' attitude toward spa in Thailand where 72% was single persons followed by 27.8% were married, while 14.8% were divorced (Panadis & Phongvivat, 2011).

In table 1.1, it showed the distribution of respondents according to race. It illustrated that the highest percentage of respondents (93.8%) were Malay while the lowest percentage number of respondents (0.5%) were from others races. Indeed, Malaysia had the topmost Malay tourists in this world with percentage 50.40% because of the Islamic environment (Shafaei & Mohamed, 2017).

Last but not least, the table showed distribution of respondents according to monthly income of the customers. The table showed that respondents who had the most monthly income were 170 respondents with percentage of 44.3%, followed by income of RM500 to RM1000 with 28.6%, then the income of RM1001 to RM3000 with 21.6%. So, the least number of percentages with about 5.5% were from the respondents that have monthly income

RM3001 to RM5000. According to Sharma et al, (2013), the study found that most respondents spent money on beauty care products below 1000 (42%), 28% of the respondents spent 1000 to 2000, 3000 to 4000 spending was by only 8% and above 4000 was by 6% of respondents.

Table 1.2: Distribution of respondents according to the purpose intention characteristics

Purpose intention		Frequency	Percent (%)
Regularly go to the spa	Never	121	31.5
	Rarely	192	50.0
	Once a month	46	12.0
	Once a week	7	1.8
	Twice a month	113	3.4
	Twice a week	5	1.3
What bring you to the spa	To get beauty treatment	154	40.1
	For self-reward	71	18.5
	To break the stress	100	26.0
	other	59	15.4

Table 1.2 showed distribution of respondents according to regularity of respondents visit to the spa. It had shown that respondents who rarely went to the spa with percentage 50.0%. Meanwhile the lowest was twice a week which was by 5 respondents with percentage 1.3%. Smith and Puczkó, (2010) found in their study that visitors also rarely went to the spa where 54 people with the highest percentage 38.8%.

Table 1.2 also showed distribution of respondents according to what make respondents went to the spa. The table had shown that respondents mostly visited the spa because of they wanted to do beauty treatments. It illustrated that the highest percentage of respondents (40.1%) did beauty treatments while the lowest percentage was (15.4%) because of other purposes such as skin consultation. According to Jamaluddin et al, (2018), they found that people need beauty treatment to restore, refresh and rejuvenate their body conditions to look very fresh and good.

II. ATTITUDE

2.1 Descriptive Analysis for Attitude

Table 2.1: Total Mean and Std. Deviation of Attitude (n=384)

	Item	Mean	Std. Deviation
Attitude	I prefer spas that used halal products in their spa	4.77	0.610
	I am sure to consume halal products rather than non-halal products at Muslim Friendly Spa	4.76	0.586
	I am sure Muslim Friendly Spa used clean and safe products	4.62	0.648
	Going to Muslim Friendly Spa will make me feel more safe	4.63	0.661

I am sure that Muslim Friendly Spa can protect the privacy of individuals	4.66	0.654
I think that Halal product and services in Muslim Friendly spa is better than ordinary spa	4.41	0.819
I think that Muslim Friendly spa is not that secure than normal spa	2.42	1.459
Total	4.324	0.490

Table 2.1 shown the mean values for independent variable, attitude. As it shown from the table above, the total mean of attitude and intention to patronize Muslim friendly spa was 4.324 meanwhile the total of standard deviation was 0.490. From the result, the highest mean score was 4.77 (SD = 0.610), which was “*I prefer spas that used halal products in their spa*”. According to the previous study, the increasing awareness among Muslim consumers globally was about the ingredients of cosmetic and personal care products, the concerned of halalness and its safety by (Swidi, Cheng, Hassan, Al-Hosam, & Mohd Kassim, 2010). Muslim consumers must observe the principles of halal and haram in using or buying products. Meanwhile, the lowest mean score was 2.42 (SD = 1.459), which was “*I think that Muslim Friendly spa is not secure than normal spa*”. According to Rashidi Othman et al. (2018) who conducted a study had found that Muslim friendly spa was concerned about the principles of Islamic built environments that were integrated into the design and services of spas to maintain the privacy and safety of customers.

Table 2.2: The Spearman’s Rank Result between Attitude and Intention.

	Attitude
Intention to patronize Muslim friendly spa	0.453***

According to table 2.2, the Spearman’s Rank of attitude and intention to patronize Muslim friendly spa was found to have low positive correlation which was 0.453. The p-value is 0.000. Therefore, this p-value was statistically highly significant because it was less than 0.001. The confidence interval was 99% and this automatically did not reject the hypothesis. The finding in this study found that a person with high attitude would lead to a higher intention to patronize Muslim friendly spa. In addition, this study was also supported by previous study where attitude was positively related to the intention for choosing halal products (Alam & Sayuti, 2011; Mukhtar & Butt, 2012; Briliana & Mursito, 2017). Thus, this indicated that it was positively significant between attitude and intention to patronize Muslim friendly spa.

II. SUBJECTIVE NORM

Table 3.1: Total Mean and Standard Deviation of Subjective norm (n=384)

	Item	Mean	Std. Deviation
Subjective norm	I’m sure the closest (family & friends) will choose treatments at Muslim Friendly Spa	4.51	0.670
	People can influence me to visit Muslim Friendly Spa	4.45	0.790

The closest people (family & friends) prefer Muslim Friendly spa because they use halal products	4.35	0.915
I think Muslim Friendly Spa is better than other spas	4.56	0.698
	4.38	0.861
My family will emphasize to me the benefits of going to Muslim Friendly Spa	4.50	0.737
I think Muslim Friendly spa is more comfortable than other spa		
I'm sure that my family and friend will go to Muslim Spa regularly	4.40	0.762
	Total	4.45
		0.606

Table 3.1 showed the descriptive analysis for subjective norms and intention to patronize Muslim friendly spa among the community in Kota Bharu, Kelantan. The total mean of subjective norm and intention to patronize Muslim friendly spa was 4.45 meanwhile the total of standard deviation was 0.606. From the result shown, the highest mean score was 4.56 (SD=0.698), which was "*I think Muslim Friendly Spa is better than other spas*". This because Muslim friendly spa totally follows Shariah guidelines and rules. Muslim women need to cover their awrah even in front of the non-Muslim woman and this causes a lot of Muslim friendly spa demand among Muslim women (Yaman et al., 2012). Meanwhile, the lowest mean was 4.35 (SD = 0.915) which was "*the closest people (family & friends) prefer Muslim Friendly spa because they use halal products*". According to Rahim & Junos, (2012), the purchase of halal products had become a habit for Muslim consumers who were highly religious because Islamic law has stipulated that Muslims need to consume Halal products.

Table 3.2: The Spearman's Rank Result between Subjective norm and Intention.

	Subjective norm
Intention to patronize Muslim friendly spa	0.711***

According to table 3.2, the Spearman's Rank of subjective norm and intention to patronize Muslim friendly spa was found to have high positive correlation which was 0.711. The P-value was 0.000. This P-value was statistically highly significant because it was less than 0.001. The confidence interval of 99% was high and did not reject the hypothesis. The finding in this study found that a person with high subjective norm would lead to higher intention to patronize Muslim friendly spa. This was supported with previous study which found evidence that there was a positive relationship between subjective norms and intention (Afendi et al., 2014; Piartrini, 2020) Thus, this indicated that it was positively significant between subjective norm and intention to patronize Muslim friendly spa.

III. PERCEIVED BEHAVIOURAL CONTROL

Table 4.1: Total Mean and Standard Deviation of Perceived Behavioural Control (n=384)

Item		Mean	Std. Deviation
Perceived Behavioral Control	I will always be able to find a Muslim Friendly Spa	4.17	0.899
	There are many choices of Muslim Friendly Spa close to my house	3.48	1.172
	Prices at Muslim Friendly Spa are affordable and reasonable	3.96	0.837
	Most people like to go to Muslim Friendly Spa at least once per month	3.85	1.006
	I am confident to repeat again going to Muslim friendly Spa	4.30	0.790
	I think Muslim Friendly spa can meet the customers' expectation standards well	4.39	0.716
	Total	4.02	0.679

Table 4.1 showed descriptive analysis for perceived behavioural control. The total mean of perceived behavioural control and intention to patronize Muslim friendly spa was 4.02 meanwhile the total of standard deviation was 0.679. The result had shown the highest mean at 4.39 (SD=0.716) which was “*I think Muslim Friendly spa can meet the customers' expectation standards well*”. A study by Parasuraman et al (1991) stated that, in determining customers' satisfaction and quality of service, expectations are seen as the main measure. Meanwhile, the lowest mean was 3.48 (SD = 1.172) which was “*there are many choices of Muslim Friendly Spa close to my house*”. In Kelantan, there were many Muslimah spas that were characterized by the concept of Islam but the spa were not listed on the official website of the Ministry Of Tourism, Art and Culture Malaysia (Ministry Of Tourism, 2020). In addition, location of the spa should be strategic and the signboard of the spa should be clear for the public.

Table 4.2: The Spearman's Rank Result between Perceived Behavioural Control and Intention.

	Perceived Behavioural Control
Intention to patronize Muslim friendly spa	0.624***

According to table 4.2, the Spearman's Rank of perceived behavioural control and intention to patronize Muslim friendly spa was found to have a moderate positive correlation which was 0.624. The P-value was 0.000. This P-value statistically was highly significant because it was less than 0.001. Therefore, the confidence interval of 99% was high so the hypothesis was not rejected. Finding in this study found that a person with high perceived behavioural control would lead to a higher intention to patronize Muslim friendly spa among the community in Kota Bharu, Kelantan. This was also supported by previous studies where perceived behavioural control was significant with intention (Malebana, 2014; Lee, 2015; Piartrini, 2020). Thus, this indicated that it was positively significant between perceived behavioural control and intention to patronize Muslim friendly spa.

DISCUSSION & RECOMMENDATION

This study was conducted to identify the intention to patronize Muslim friendly spa among a community in Kota Bharu, Kelantan using Theory of Planned Behaviour. This study analysed independent variable which is attitude, subjective norm and perceived behavioural control. The result in this study has found that attitude, subjective norm and perceived behavioural control had significant relationship with intention to patronize Muslim friendly spa.

For future recommendations, the type of the respondents needs to be changed to a smaller population which from Kota Bharu to Pengkalan Chepa, Ketereh or other smaller population areas. Secondly, spreading the questionnaires through Google Form was quite inconvenient since there were not many senior citizens who had answered the questionnaires although the research was not specific for youngsters only. If this research is carried through face to face or physical, the researchers can make sure there are senior citizens involve more in answering the questionnaires. Finally, researchers also feel that this research is also relevant to be carried for other districts such as suburban districts because the community also starts to be aware about the wellness of their body and self.

CONCLUSION

In this study, the consumer behaviour that researcher focus are attitude, subjective norm and perceived behavioural control. Consumer behaviour influence the intention to patronize Muslim friendly spa among the community in Kota Bharu, Kelantan. This study can give benefits to the community to know more about the real concept of Muslim friendly spa. Other than that, stakeholder also can make proper strategies to attract the consumers and academicians can know the market demand of this sector.

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