Review Paper

IMPACT OF CUSTOMERS PERCEIVED VALUE ON TOURIST SATISFACTION AND RETENTION TOWARDS ISLAMIC COMPLIANT HOTELS IN MALAYSIA

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Abstract

Malaysia is a Southeast Asian country occupying parts of the Malay Peninsula and the island of Borneo. It’s known for its beaches, rainforests and mix of Malay, Chinese, Indian and European cultural influences. The capital, Kuala Lumpur, is home to colonial buildings, busy shopping districts such as Bukit Bintang and skyscrapers such as the iconic, 451m-tall Petronas Twin Towers. In past decade explorers have been moved down to travel and experience nature which is the quickest developing fragment in the tourism part, likewise in particular protected and secure goal are on top need to pick goals to go for relaxation occasions (Kimmel, 1999). The purpose of the research is to examine the factors that impact customer satisfaction and retention in the tourism industry of Malaysia. Also, this study attempts to examine the relationship associated between CPV, tourist satisfaction and retention. The study will be conducted in some of the famous location in Malaysia, like Kuala Lumpur. Based on literature, a questionnaire will be developed based on Seth, Newman and Gross (1991) Consumption Value Framework and sub variables are selected using past literature. Questionnaire will be distributed among the tourist stayed in the in Malaysia. The questionnaire involved of dependent variables (Tourist satisfaction and Customer Retention) measured the direct impact from the variables and satisfaction and retention. The 5 independent variables (functional value, emotional value, epistemic value, social value and conditional value) measured the direct influence and mediating effect on Tourist satisfaction and Customer Retention. The Likert Scale (1 (STRONGLY DISAGREE), 2(DISAGREE), 3(NEUTRAL), 4(AGREE), 5 (STRONGLY AGREE) will use to form the questioners. 300 questionnaires will be distributed using convenient sampling method. The collected data will be analyzed using SPSS statistical tool by regression analysis.

Key Terms: Customer Retention (CR), Customer Perceived Value (CPV), Functional value (FV), Social Value (SV), Emotional Value (EV), Epistemic Value (EPV), Conditional Value (CV), Tourist Satisfaction (TS), Perceived Value (PV).

1. Introduction

The purpose of this study is to find out the impact of customer perceived value on tourism satisfaction and customer retention towards Islamic compliant hotels in Malaysia. Customer perceived value is defined as perceived benefits received versus perceived sacrifices associated with the purchase of a product or service by Zeithaml (1988).
According to the World Travel & Tourism Council (WTTC), the direct and total contribution of Travel & Tourism to Malaysia’s Gross Domestic Product was 4.9% and 13.4%, respectively of the total Gross Domestic Product in 2017, making tourism one of the key supporting industries by the economy. (HVS 2018). The country managed to attract 5.3 million Muslim tourists out of a total of 26 million tourist arrivals last year. Muhammad Bakhtiar said a report by Thomson Reuters and Dinar Standard showed that halal tourism represented 11.6% of global tourism expenditure and was estimated to be worth US$238bil (RM984bil) by 2019. (Thestar.com.my, 2019).

Therefore, it is essential for the industry to satisfy the expectation of the tourists based on their perceived value. Several consumptions or perceived value theories were presented such as Seth et al (1999). Some defined perceived value as influences that effect a customer from buying a certain product (Seth et al, 1999). Instead, it was distinct as what is customary (benefit) and what has to be sacrificed (Monroe, 2003).

There are many models utilized on customer perceived value and a standout amongst the most well-known and referred to hypothetical structures is Sheth et al. (1991’s) proposed five qualities which express that buyers connect diverse qualities to items and item gatherings and this influences their inspiration to buy. Monroe (1985) Price Quality Model was generally embraced and talked about model in measuring customer perceived value. This structure concentrated on the arrangement and investigation of value quality relationship. A typology for Consumer Value presented by Holbrook (1999) is one of the key hypothetical systems used to
measuring customer perceived value connected with items. This structure contains eight factors to measure the customer perceived value. Sa’nchez et al. (2006) built-up size of estimation of post-buy perceived value of 24 things, called GLOVAL. In this paper six measurements of perceived value are distinguished. Four of them compare to measurements of Functional Value: practical estimation of the foundation (establishments), useful estimation of the contact staff (polished skill), useful estimation of the administration obtained (quality) and useful esteem cost. The two outstanding measurements allude to the full of feeling measurement of perceived value, made up of emotional value and social value. The majority of the past researchers have utilized relapse yet not very many have done basic condition display. Since there are no investigates done in this subject in Malaysia, this examination will add to comprehension customer perceived value esteem among the travellers in Malaysia. Previously, the greater part of the scientists utilized a spellbinding and exploratory research outline (Sweeny, 2011; Pandza, 2007; Sheth, 1991); on the other hand, this examination will be logical research plan overwhelmingly for customer perceived value (Christine, 2011).

1.1 Problem Statement

Muslim tourists are now seeking a destination that could provide Islamic services such as availability of Halal food, Islamic entertainment, and Islamic dress codes (Battour, Ismail and Battor, 2010). Therefore, it is important that tourism and hospitality providers address the needs of Muslim tourists by providing more Islamic services.

Recently, the concept of perceived value has been a subject of interest for many researchers and is now a key determinant in consumer decision-making. Companies involved in the hospitality and tourism industry must deliver superior customer value in a continuous and efficient way in order to stay competitive.

In addition, tourism and hospitality providers should increase the quality of their services and products, so as to fulfil the needs and expectations of their customers. Despite continuing interest in understanding consumer value, its relationship with customer satisfaction in the case of a service firm is still ambiguous.

Therefore, to contribute to the literature of relevant tourism studies and to introduce through the results of the study an empirical research conducted in Islamic compliant hotels. Besides that, this study will assist hotel providers and marketers to understand the various aspects of the perceived value of Muslim tourists and contribute this information for planning and marketing targeting this hotel concept. Since Muslim tourists are now recognized as a profitable market segment, an understanding of the perceived value of this market segment is extremely important.

1.2 Research Question

What is the impact of customer perceived value (conditional value, social value, functional value, emotional value and epistemic value) on tourist satisfaction and customer retention?

Does tourist satisfaction mediate the relationship between customer perceived value (conditional value, social value, functional value, emotional value and epistemic value) and customer retention toward Islamic compliant hotels?

1.3 Objective

To examine the impact of customer perceived value (conditional value, social value, functional value, emotional value and epistemic value) on tourist satisfaction and customer retention. From this main objective, sub-objectives are formed.
To examine the impact of the social value on tourists’ satisfaction toward Islamic compliant hotels.

To examine the impact of the functional value on tourists’ satisfaction toward Islamic compliant hotels.

To examine the impact of the emotional value on tourists’ satisfaction toward Islamic compliant hotels.

To examine the impact epistemic value on tourists’ satisfaction toward Islamic compliant hotels.

To examine the impact of the conditional value on tourists’ satisfaction toward Islamic compliant hotels.

To examine the mediating effect of tourist satisfaction between conditional value and customer retention toward Islamic compliant hotels.

To examine the mediating effect of tourist satisfaction between social value and customer retention toward Islamic compliant hotels.

To examine the mediating effect of tourist satisfaction between functional value and customer retention toward Islamic compliant hotels.

To examine the mediating effect of tourist satisfaction between emotional value and customer retention toward Islamic compliant hotels.

To examine the mediating effect of tourist satisfaction between epistemic value and customer retention toward Islamic compliant hotels.

2. Literature Review

2.1. Tourist satisfaction

Specialists (Ziethaml, 1988; Oliver, 1997) noticed that satisfaction can be characterized as a successful reaction to encountering an administration. In particular, there has been a meeting of feeling that good administration quality discernment prompts enhanced satisfaction and value attributions and that, thus, positive esteem specifically impacts satisfaction (Cronin, Brady and Hult, 2000). Exchange particular satisfaction has been contemplated by Cronin and Taylor (1992). Through the course of their examination, Cronin and Taylor (1992) contended that consumer satisfaction had been assessed through how glad a client was with an item or an administration at one point in time: transient fulfillment. Then again, others have recommended that an abnormal state of perceived value may come about because of fulfilled clients, for if a client feels exceedingly fulfilled there might be a "corona impact" on his/her view of significant worth (Chang and Wildt, 1994; Petrick and Backman, 2002).

2.2. Customer perceived Value

Customer perceived value: customer perceived value is regularly characterized as the shopper’s general evaluation of the utility of an item in light of impression of what is gotten and what is given (Zeithaml, 1988). The writing has adopted two particular strategies to conceptualize client perceived value, either as a unidimensional or a multidimensional build (Castro et al., 2007). The unidimensional approach depends on the value recognition or the exchange off between saw quality and gives up (Chi and Kilduff, 2011). Because of its straightforwardness, this approach has been censured for not having the capacity to recognize the mind-boggling and multifaceted nature of perceived value (Chen and Hu, 2010).
2.3 Conditional Value

Conditional Value is characterized by Ehsani, Z and Hashim, N. (2015) in surveying the customer perceived value of a client doing shopping in comfort stores. By and by, contingent esteem is the apparent advantage determined in a particular circumstance. As indicated by Sheth et al. (1991), this sort of client esteem duplicates the condition in which various or few market collections are dependent on the specific conditions a shopper experiences for an item or administrations. The perspective given above is an evident portrayal that prohibitive esteem is reasonable to assess consumer loyalty which at last prompts dependability coming about because of the conditions right now of need by clients of a comfort store.

2.4 Social Value

Social Value it has an undeviating connection with social position. These estimations of social capital and the prosperity of social nationals establish a broad connection on the clients' psyche. This can be the ability to take an interest in basic leadership that affects them. The social factor means benefits which may originate from referrals of others like loved ones (Tabassum et al., 2013). Consequently, social value is the esteem gotten from the item's or administration's capacity of enhancing social self-idea (Sweeney and Soutar, 2001); this can be portrayed as the apparent aims of buyers, which undeviating affects customer satisfaction and in addition assumes a fundamental part in urging people to perpetually use comfort stores and remain faithful to the organization. adequacy acquired because of having relations between single or numerous social gatherings and also customer decision (Panda, 2007).

2.5 Functional Value

Functional Value is a people's practical and financial assessment of the predominance of the item and administration (Woodruff, 1997; Sanchez et al., 2006). An assortment of functional values qualities appears from the broad survey; this incorporates responsiveness (Parasuraman, Zeithaml and Berry, 1988), suppleness (Lapierre, 2000), steadfastness (Parasuraman et al., 1988), sensitivity (Parasuraman et al., 1988), comfort (Schmenner, 1986) and value (Anderson and Narus, 1998). Sanchez et al. (2006) and Sweeney and Soutar (2001) additionally anticipated that useful value (Functional Value) is associated with responsiveness, reliability, suppleness, sensitivity and also cost. In this manner, this perspective repeats the got pay from the nature of the item, item execution and determined item's an incentive for cash. Thusly, the functional value is however associated with the SERVQUAL model's second and third measurements; dependability is the second measurement of the model and furthermore contains two sub-measurements which are affirmation (Dabholkar et al., 1996) and availability of products/administrations (Westbrook, 1981).

2.6 Emotional Value

Emotional value incorporates the conviction that a client gets from the utilization experience of an item and furthermore an administration (Sheth et al., 1991). Yu and Dean (2001) questioned that the passionate factor is pivotal to decide consumer loyalty. Various academicians uncovered that there is a well-assembled impact on fulfilment from critical as opposed to hopeful feelings. In this way, feelings are predominant in illustrating the results and impact of a few hierarchical encounters like customer satisfaction (Bučiūnienė et al., 2009; Liljander and Stranvik, 1997; Freemantle, 1998). As indicated by Westbrook and Oliver (1991), the impression of utilization emotion is an answer all through the encounters of utilization. Quickly they elucidated that utilization emotions are portrayed by an assortment of encounters and terms, for example, dread, joy and disdain. Emotional value assesses the explanation behind buy and utilization choice in light of style, for example, excellence and aesthetics. This implies Emotional value includes "the apparent utility gained from an option's ability to excite
sentiments or full of feeling state. Emotional value is measured on a profile of sentiments related with the option" (Seth et al, 1991, p.161).

2.7 Epistemic Value

Epistemic values are controlled by utilizing client obtaining choice in light of development, interest or oddity since the buyer felt exhausted with the present items (Seth et al, 1991). Development and interest are observed to be factors that infer Epistemic values through Smartphone utilization. Creative utilitarian properties, for example, imaginative administrations (perusing, email, new highlights, shading screen) have critical positive connection amongst Smartphone and buying choice (Karjaluoto et al, 2005). Additionally, many individuals embrace Smartphone because of procurement of cutting-edge item. This relies upon advancement (You et al, 2011). Numerous clients likewise buy Smartphones because of the inborn inspirations, for example, new highlights or capacities (Khan and Hyoon, 2009). Consistent streams and improvements likewise stir interest and prompt Smartphone to buy choices. Likewise, Curiosity factors impart pre- appropriation conduct through restricted pre- dispatch accessibility of concrete and unquestionable data about Smartphone and the gadgets oddity factors. (Gimpel, 2011).

2.8 Islamic compliant

Sharia means the totality of Allah's commandments that regulate the life of every Muslim in all its aspects. The accommodation sector includes all hotels that provide a hosting service to their guests. The hotel sector is defined as establishments that provide sleeping rooms or other miscellaneous service facilities to clients (Sahida et al., 2011). At the same time, a Sharia-compliant hotel can be defined as a hotel that provides Sharia-compliant services (Shamim, 2009). The Shariah-compliant hotel is not limited to serving halal food and beverages, but the operation throughout the hotel will also be run according to Sharia law. A hotel must meet certain conditions to be Sharia compliant. It is important to note that to be considered a Shariah-compliant hotel, it is important to ensure that the hotel's operation, design, and financial system conform to Shari’ah rules and principles. Hotel facilities must be operated in accordance with Sharia law. For example, facilities such as the spa, gym, pool, guest room and meeting room for men and women should be separated (Rosenberg and Choufany, 2009).

2.9 Customer Retention

Blattberg et al. (2001), defined customer retention is the extent to which the customer stays or stays with a company that buys products or services at a specific price for a certain period of time. Customer retention is the measure taken by a company to prevent its customers from turning to their competitors. Customer retention will be a success by focusing on the most up-to-date initial transactions. In this context, Payne and Frow (1999) reported that the UK organization spent 41% of its total marketing budget on customer loyalty, but only 23%. Ang et al. (2006) also say It is expensive to win a new customer than to retain an existing customer. To win a new customer, the costs are ten times higher. In addition, achieving the same profitability through a new customer is 16 times higher than the existing one. Aspinall et al. (2001) found that 54% of firms indicated that customer loyalty mattered more than customer acquisition. In this regard, according to the researchers, most companies spend most of their time searching for new clients, and the bulk of the marketing budget is devoted to obtaining new business, Weinstein (2002).

2.10 Consumption-value theory
Sheth et al. (1991a; 1991b) announce that the exhaustive customer inclination to buy or not to buy or to settle on one kind of item or administration over an option and to favour one brand over an option depends on an assortment of structures of Value. These sorts of Value can be portrayed as Emotional, Epistemic, Functional, Social, and Conditional. The value of this structure is in evaluating assorted highlights of an item by methods for client see. Notwithstanding, most of the examination done on customer perceived value called attention to that the Customer tends to purchase an item on the premise of advantages (Monroe, 1985). Be that as it may, the hypothesis of Consumption-Value demonstrated purposeless in determining all the central wellsprings of qualities. Then again, Seth et al. (1991) vanquished this worry and sketched out a scope of highlights of an item, and the way these highlights determine client conclusion is to a great degree fitting to gauge the classes of Values that a Customer gets preceding and ensuring to the buy of an item. On account of evaluating customer perceived value connected with a comfort store, five factors like Economic Value, Emotional, Functional Value, Social Value, Value, and Conditional Value seem, by all accounts, to be generally reasonable to assess customer perceived value of an accommodation store (Ehsani and Hashim, 2015). Sheth et al. (1991a) propose three basic plans that the hypothesis depends on: (I) that market decision is a utility of various esteems; (ii) that these sorts of Value detail differential help with a specific decision condition; and (iii) that the sorts of Value are self-ruling.

### 2.11 Price and Quality (Monroe, 1985)

The Price-based unidimensional measure of Perceived Value by Monroe (1985) concentrates on the characterization and in addition examination of Price-quality alliance. As proposed by Monroe (1985), Perceived Value is a basic viewpoint for Customers or the procedure of procurement choice by shoppers. Additionally, clients will buy a result of a raised perceived value (Kuo et al., 2009). All things considered, shoppers will quantify what is given and in addition what is gotten in the individual knowledge of buyers at the exact second an item is being obtained by a purchaser (Monroe, 1985). This system measures the item Price Perceived by a purchaser as a gage to assess Perceived quality and Sacrifice. It additionally clears up that shoppers get Perceived Value consequent to making an evaluation of Perceived quality against Sacrifice. Subsequently, as per the structure, the shopper Perceived Value of an item/benefit is sure when the apparent quality is more prominent than the Perceived Sacrifice (Monroe, 1985).

### 2.12 Holbrook’s typology of perceived value
Holbrook (1994, p. 22, 1996, p. 138, and 1999, p. 5) depicted Perceived Value as an 'interrogative relativistic inclination encounter'. Holbrook's (1999) structure is among the principle multi-dimensional systems that have gigantically added to the evaluation of Customer Perceived Value. Notwithstanding, around eight factors were utilized to gauge customer perceived value; these are: fitness, play, prevalence, style, Prominence, Principles, Admiration and religious philosophy (Holbrook, 1999). A basic normal for Holbrook's contradiction is that every one of the eight sorts of Perceived Value estimation is at risk to be 'compressed' this suggests they are at risk to happen all in all to changing degrees in whichever given utilization event. With respect to all the unidimensional and multi-dimensional techniques in the writing of Perceived Value, nonetheless, Holbrook's proposal, construct to some degree in light of the axiology of Value, has been, in the assessment of most, one of the strategies that have added to the investigation of the historical backdrop of Perceived Value. The hypothesis of this structure alludes to the item esteem which comprises of the stock and furthermore the administrations.

### 2.13 Axiology or value theory

Hartman (1967, 1973) clarified an Axiological Model of the Value circle with respect to Extrinsic Value, Intrinsic Value, and also Systemic Value. Be that as it may, 'Extraneous Value' recreates the utilitarian utilization of a fastidious administration as a path to a centre end, while 'Inherent Value' means the Emotional endorsement of the utilization. The expression 'Foundational Value' alludes to the sensible parts of the inbuilt relationship among Perceptions in Customers' efficient dealings, for example, the connection between relinquishes and also benefits. Mattsson (1991) balanced the structure of Hartman (1967, 1973) by entrusting to three bland Value viewpoints: Emotional (E), which fixates on the purchasers' sentiments; down to earth (P), which focuses on the significant and serviceable highlights of utilization; and intelligent (L), which focuses on the sensible and theoretical attributes of the procurement. In this alteration, E was considered as being superior to P, which, thusly, was imagined as being superior to L. These viewpoints have built up a connection in explore from an assortment of controls, together with values, brain science, training, social brain research, and furthermore business administration (Danaher and Mattsson, 1994). A few investigations have examined the three-dimensional structure of significant worth in the administration experience. Danaher and Mattsson (1994) expected the Axiological Model of Hartman (1967, 1973) and built up that the three Value estimations could be fathomed as a foundation to Satisfaction, with each esteem estimation having both an idealistic and critical pravity. At long last, Huber et al. (2000) made an expansion to these models by including the estimation of 'saw chance' in the three-dimensional design of Value. As far as customer perceived value identified with comfort stores this model neglects to distinguish the measurements of customer perceived value which are Functional Value (Seth et al., 1991) Conditional, Emotional and Social Value (Sheth et al., 1991), which influences the model to unfit for the examination.

### 2.14 Critical Review of Current Research

There was limited research been done and officially published on Impact of Customer Perceived Value on tourist Satisfaction towards Islamic compliant hotels in Malaysia. In comparing to tourism practices towards Islamic compliant hotels in other countries and may vary the factors customer perceive value on tourist satisfaction towards Islamic compliant hotels. However, this research will mainly focus on to examine the factors affecting to customer perceive value on tourist satisfaction towards Islamic compliant hotels in the context of tourism industry of
Malaysia. Below are the summaries of some studies published about the Islamic compliant hotels and customer perceived value on customer satisfaction in the tourism and hospitality industry at different parts of the world.

### 2.15 Key summery of past literature

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<th>Industry</th>
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<tr>
<td>Raji and Zainal (2016)</td>
<td>170</td>
<td>Malay upscale restaurants Malaysia</td>
<td>Perceived value, Emotional price, Behavioral price, Customer satisfaction</td>
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<td>Bakon, &amp; Hassan, (2013)</td>
<td>122</td>
<td>Higher Education Students in Malaysia</td>
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<td>Muturi, Wadawi and Owino, (2014)</td>
<td>400</td>
<td>Mobile Phone Customers in Kenya</td>
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<td>Cetinsoz, (2015)</td>
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<td>Domestics Tourists in Turkey</td>
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<td>Hassan, (2016)</td>
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<td>Guesthouses in the Maldives</td>
<td>Functional value, Social value, Epistemic value, Emotional value, Conditional value, Tourist satisfaction, Revisit intention</td>
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<td>Kumar, Batista, and Maull(2011)</td>
<td>2000</td>
<td>Telecommunications company operating in the UK.</td>
<td>Customer satisfaction, Customer loyalty, Word of mouth, Repurchase intentions</td>
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<tr>
<td>Malik, (2012)</td>
<td>300</td>
<td>The services sector of Pakistan</td>
<td>Customer satisfaction, Perceived service quality, Perceived values</td>
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<tr>
<td>Marković and Janković, (2013)</td>
<td>300</td>
<td>Hotel Industry in Croatia</td>
<td>Perceived service quality, Customer satisfaction</td>
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<td>Fuller, (2007)</td>
<td>131</td>
<td>tourism destination on the east coast of Australia</td>
<td>Internet, Transport, Natural attraction, Price of food and beverage, Price of entertainment, Customer satisfaction</td>
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Sheth et al. (1991a, b) reflect that Perceived quality and recital form part of the optimistic module of Functional Value. In Value Models, Quality and Price have been preserved as distinct influences on PV: Quality has an optimistic influence and price an undesirable influence (Sweeney & Soutar, 2001). This exploration study will propose 5 measurements of Seth et al (1991) utilization structure that clarifies the purposes behind expending an item in light of five values and trusted this is the most proper applied model in recognizing the customer perceived value as it is a multidimensional approach. Conditional Value is the most vital esteem that is seen by the customer which is critical and decidedly impact consumer loyalty (Moosa and Hassan, 2015). Functional value decidedly impacts consumer loyalty (Moosa and Hassan, 2015). Emotional Value can expand mark devotion furthermore it is considered as one of the key

2.16 Conceptual frame work

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<td>Idris and Wahab (2015)</td>
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<td>COMCEC (2016)</td>
<td>Halal certification</td>
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<td>Samori and Rahman (2013)</td>
<td>Qibla direction</td>
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<td>Rahman (2014)</td>
<td>Prayer facilities in the hotel and sites</td>
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<td>COMCEC (2016)</td>
<td>Respect to prayer time</td>
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<tr>
<td>Battour et al (2010)</td>
<td>Easy access to mosque</td>
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<td>Hashim et al (2007); Idris and Wahab (2013)</td>
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<td>Ghadami (2012)</td>
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<td>Ghadami (2012)</td>
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<tr>
<td>COMCEC (2016); Idris and Wahab (2015)</td>
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<td>Musa et al (n.d)</td>
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<td>Religious commitment</td>
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Table: 2.1 Summary of key variables
customer perceived value related fulfilment. (Moosa and Hassan, 2015). Social and Epistemic value impacts consumer loyalty. Although most past research has observed Functional value to be huge (Bastian et al., 2012), therefore, this is the best model.

**Figure 2.4: Conceptual Framework by the researcher**

According to Waheed (2016), The conditional value arises when the utility of the product depends on a particular situation or circumstances in which the product is purchased (Sheth et al., 1991). With a combination of cost and functionality factors, the choice of a honeymoon is made with profitable and isolated exotic destinations (Chen et al., 2011; Naidoo et al., 2012). School holidays are often chosen to travel to sunny climatic regions because of their geographic exploration and colder weather conditions (Schanzel & Yeoman, 2015). Sunshine and sea destinations are generally chosen for holidays because of their well-being, exploration and relaxation, where cultural and historical significance is less important (Cameron and Gatewood, 2008, Dodds 2007). The following hypotheses are made,

H1a: There is a significant and positive impact of Conditional Value on tourist satisfaction
H1b: There is a significant and positive impact of Conditional Value on customers Retention
H1c: Tourist satisfaction mediates the relationship between Conditional Value and customer retention

**Figure 2.5 Measures of Framework by the researcher**

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<th>满意度</th>
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</table>
According to Waheed (2016), Social value is known to be the perceived utility associated with the geographic, demographic, socio-economic, political, and cultural dimensions of the consumer, in recognition of the attributes of the product in the social groups to which the consumer belongs (Sheth et al., 1991). Visiting socially recommended destinations through the media or friends is a common practice assuming satisfaction by satisfaction guarantee (Miguens et al., 2008). Famous places and destinations create a higher image and respect by people (Mahika, 2011). As a motivating factor for travellers, it creates satisfaction and an intention to revisit (Vuuren and Slabbert, 2011). The following hypotheses are made,

H2a: There is a significant and positive impact of Social Value on tourist satisfaction
H2b: There is a significant and positive impact of Social Value on customers Retention
H2c: Tourist satisfaction mediates the relationship between social Value and customer retention

According to Waheed (2016), Functional value is defined as "the perceived utility usefulness of an alternative functional, utilitarian or physical performance capability" (Sheth, Newman & Gross, 1991). Quality, variety, reliability, comfort, safety, price, accessibility, durability and many others are considered a functional value, although the main features are price, reliability and durability (Sheth, Newman and Gross, 1991). The price plays a major functional role in tourism for the average markets (Ogonowska, 2011; Song, et al, 2010), while the overall convenience of services (catering, accommodation, leisure and recreation) also plays a major role in the main functions of a hotel. (Chou, 2013, Aziz et al, 2011). Accessibility to destination and services has a positive impact on purchasing decision-making behavior (Hussain 2014, Sukiman et al. As tourist satisfaction also depends on the quality of service provided to tourists (Beqiri et al., 2014, Al-Abaneh, 2013, Mosahab et al., 2010, Khan, et al., 2013), which also helps hotels have a positive influence on their hotel image, which increases tourists' perception of their intention to return (Rajesh 2013, Artuger, et al., 2013). The following hypotheses are made,

H3a: There is a significant and positive impact of Functional Value on tourist satisfaction
H3b: There is a significant and positive impact of Functional Value on customers Retention
H3c: Tourist satisfaction mediates the relationship between functional Value and customer retention

According to Waheed (2016), Emotional value is the ability to evoke feelings and reorientation oneself emotionally during consumption (Sheth et al., 1991). Relaxation is one of the main motivations that the tourist wishes to achieve when travelling to another holiday destination (Ngoc and Trinh, 2015, Hassan and Shahnewaz, 2014, Al-Abaneh, 2013). The feeling of belonging or the feeling of being in the right place increases satisfaction and also allows the intention to be revisited (Yuksel et al., 2010). Exciting experiences (Banki et al., 2014) can please tourists (Ragavan et al., 2014, Toyama and Yamada, 2012) as they can create memories and have a positive impact (Huang, et al., 2015 Asgari & Borzooei, 2013; Ballantyne, et al., 2011). Tourist satisfaction and intention to revisit the following hypotheses are made,

H4a: There is a significant and positive impact of Emotional Value on tourist satisfaction
H4b: There is a significant and positive impact of Emotional Value on customers Retention
H4c: Tourist satisfaction mediates the relationship between emotional Value and customer retention

According to Waheed (2016), The epistemic value is known as the perceived benefit and comes from curiosity and the natural need for knowledge and innovation (Sheth et al., 1991). The epistemic value offers the benefits expected during consumption (Williams & Soutar, 2000). Experiences in new social environments, meetings with new people, new culinary experiences, new knowledge, culture of learning and new discoveries, good tourist motivators (Paggiaro, 2012) taking risks and exploring safer borders gives personal satisfaction (Dolnicar & Kemp, 2008) to travelers who like to learn and experience the world in different cultures and enjoy it (Getz, 2008). Different countries have different belief systems, from which the traveller experiences a different belief system that changes their destination (Peleckis 2013, Caliskan
2013, Cohen et al, 2013), giving travellers a research experience knowledge (Park & Yoon, 2009). The following hypotheses are made,

H5a: There is a significant and positive impact of Epistemic Value on tourist satisfaction
H5b: There is a significant and positive impact of Epistemic Value on customers Retention
H5c: Tourist satisfaction mediates the relationship between epistemic Value and customer retention

This research proposes 15 hypotheses and below is the following hypothesis:

<table>
<thead>
<tr>
<th>Number</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>H1a: There is a significant and positive impact of Conditional Value on tourist satisfaction</td>
</tr>
<tr>
<td>2</td>
<td>H2a: There is a significant and positive impact of Social Value on tourist satisfaction</td>
</tr>
<tr>
<td>3</td>
<td>H3a: There is a significant and positive impact of Functional Value on tourist satisfaction</td>
</tr>
<tr>
<td>4</td>
<td>H4a: There is a significant and positive impact of Emotional Value on tourist satisfaction</td>
</tr>
<tr>
<td>5</td>
<td>H5a: There is a significant and positive impact of Epistemic Value on tourist satisfaction</td>
</tr>
<tr>
<td>6</td>
<td>H1b: There is a significant and positive impact of Conditional Value on customers Retention</td>
</tr>
<tr>
<td>7</td>
<td>H2b: There is a significant and positive impact of Social Value on customers Retention</td>
</tr>
<tr>
<td>8</td>
<td>H3b: There is a significant and positive impact of Functional Value on customers Retention</td>
</tr>
<tr>
<td>9</td>
<td>H4b: There is a significant and positive impact of Emotional Value on customers Retention</td>
</tr>
<tr>
<td>10</td>
<td>H5b: There is a significant and positive impact of Epistemic Value on customers Retention</td>
</tr>
<tr>
<td>11</td>
<td>H1c: Tourist satisfaction mediates the relationship between Conditional Value and customer retention</td>
</tr>
<tr>
<td>12</td>
<td>H2c: Tourist satisfaction mediates the relationship between Social Value and customer retention</td>
</tr>
<tr>
<td>13</td>
<td>H3c: Tourist satisfaction mediates the relationship between Functional Value and customer retention</td>
</tr>
<tr>
<td>14</td>
<td>H4c: Tourist satisfaction mediates the relationship between Emotional Value and customer retention</td>
</tr>
<tr>
<td>15</td>
<td>H5c: Tourist satisfaction mediates the relationship between Epistemic Value and customer retention</td>
</tr>
</tbody>
</table>

Table: 2.2 Summary of hypothesis

3. Research Design and Methodology

3.1. Research Paradigms

The appropriate research paradigm for this research would be positivism since the main focuses are on analyzing customer's behaviour, collection and analysis of data. Positivism includes empirical methods, logical calculations and quantitative analysis to draw a conclusion. Positivism is always stable and can be observed from outsider's viewpoint (Keselman et al., 1988). Researchers would be independent of the subject under consideration. Also, the sample population justifies the use of positivism (Hassan, 2015).

3.2. Exploratory Research

The suitable investigation design for this research would be an explanatory method since the relationship between two parameters 'brand name' and 'consumer purchase behaviour' is to be established (cause and effect relationship). Explanatory research involves in-depth understanding and relationship among variables under study, established using quantitative analysis such as questionnaires. It manipulates one or more independent variables and produces specific hypotheses (Daniel Grace, 2014). Grime and schulz (2002) built up the examination for comprising classification and isolation for being its key impuissance; these are verbalized as impotencies as results are frequently fractional because of the questionable replications of from the respondents.

3.3. Research Method
The two commonly available data analysis techniques are qualitative and quantitative analysis. Qualitative analysis is an exploratory research analysis which often portrays intentions, perceptions or attitudes (Brief, 2012). It is executed in places of inadequate and unstructured data and gives subjective conclusions to questions “why” and “how” (Rajasekar et al, 2013). Quantitative analysis is a causal research analysis with structured data represented as table/graphs. It gives objective conclusion by answering the questions “what”, “when” and “where” of the data (Rajasekar et al, 2013).

3.4 Quantitative

Quantitative method is chosen for data collection since this research involves causal/explanatory investigation design and a structured data is required for further analysis. Quantitative analysis is more objective and reliable, where the theory can be explained and tested without the influence of the personal opinion of the researcher (m. Imna, z. Hassan, 2015). This technique permitted scientist to rebuild complex issue to a set number of factors and backings downplaying the indicators of the outcome (creswell, 2003). Additionally, this strategy empowered to clarify and test the hypothesis, not at all like subjective technique where the analyst doesn't know about the essential factors to analyze and the information accumulation is delicate and adaptable to the social setting (gravetter and forzano, 2010).

3.5 Data Collection

Two types of data (1) Primary and (2) Secondary can be used for collecting data. Primary data refers to the real-time data collection done for the first time, characterized by original data. Though it is time-consuming and highly expensive, it is more flexible and reliable”. (Choy et al 2014). Secondary data refers to data which have been already collected by someone, characterized as records, literature data or passed data. Though it is time-saving and cost-effective, it is less reliable and non-flexible”. (Choy et al 2014, 2014).

3.6 Primary Data

Primary data is preferred for data collection since there is no real-time data currently available for this research topic. Also, primary research provides satisfactory results and is suitable for extensive analysis (m. Imna, z. Hassan, 2015). Moreover, this research requires high cooperation from the public, i.e., the response from existing real-time consumers and hence primary data is preferred for data collection. A structured questionnaire will be developed to measure the buying decision process of Malaysian tourist industries that had experienced Islamic compliant hotels. The questionnaire consisted of questions concerning customer decision process and demographic information of respondents. For this study, some items will be adapted from consumer style inventory (csi) developed by sproles and kendall.

3.7 Data collection tool

The collected data will also be analyzed using the SPSS software. The software has also been used for the probable statistical techniques that will be applied and are described as follows: To assess the impact of the consumer's decision to introduce secondary data from the concept of emerging purchase, a factor analysis, an analysis of correlation, a regression analysis, a frequency method and a Levine test were applied. Most importantly SPSS was designed to analyse statistical data (Campbell and Aragon, 2013). In order to analyse the data normality test will have performed to determine data is normal based on Skewness and Kurtosis, descriptive statistics to analyse and present collected data in a simplified and understandable way, reliability is to formulate the Cronbach’s alpha coefficient and to check reliability of variables, validity is to observe the correlation between the constructs and scores and finally multiple regression will perform to predict the relationship between two variables and what based on another.
3.8 Questionnaire

A structured questionnaire will be used in this study. The questionnaire takes about 20 minutes to complete. Using a self-administered questionnaire instead of a postal or electronic questionnaire can encourage people to participate in this study. According to Malhotra (2005), a data collection questionnaire has the following advantages: (i) it is simple to administer; (ii) the data obtained is reliable; and (iii) the coding, analysis and interpretation of the data is relatively simple and straightforward. In this questionnaire, most questions are fixed alternative questions that require respondents to select a predetermined set of answers. A copy of the finding aid will used in this study is presented in Appendices A and B. Detailed scale notation, i.e., the Likert-type scale will be applied to most questions in the questionnaire. The benefits of scaling Likert are that it is easy to build and understand, flexible and space-efficient (Alreck & Settle, 1995). A questionnaire is fundamentally an organized technique for collecting primary data. In general, it is a sequence of written questions for which the respondents required to provide answers to her/his own will (Bell, 1999). A questionnaire designed concerning the scope of the research and focusing on current practices in the hotel industry. This questionnaire will be designed only for this study no past references advocated this in the process.

3.9 Unit of Analysis

The target population for the proposed research question consists of a tourist visit in Malaysia. Tourism Target 2019: The country managed to attract 5.3 million Muslim tourists out of a total of 26 million tourist arrivals last year. Muhammad Bakhtiar said a report by Thomson Reuters and Dinar Standard showed that halal tourism represented 11.6% of global tourism expenditure and was estimated to be worth US$238bil (RM984bil) by 2019. (Thestar.com.my, 2019).

| Malaysia Tourism Targets 2018-2020 |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|
| **ARRIVALS**                      | **RECEIPTS**    |                 |                 |                 |
| **YEAR**                          | **NEW TARGETS (MIL)** | **MTTP (MIL)** | **NEW TARGETS (RM BILL)** | **MTTP (RM BILL)** |
| 2018                              | 26.4            | 33.1            | 64.9            | 134             |
| 2019                              | 28.1            | 34.5            | 92.2            | 151             |
| 2020                              | 30              | 36              | 100             | 168             |

*MTTP — Malaysia Tourism Transformation Plan Source: Tourism Ministry*

Figure: 3.1 Malaysia tourism targets

The sample of 300 tourists will be selected randomly to measure the impact of this study. As the increasing number of domestic tourisms in Malaysia as holiday, leisure and relaxation are shown in the diagram 11.4% which is quite higher percentage.

3.10 Sampling Method
The suitable sampling method for this research is probability sampling since the target sample size is 5.3 million Muslim tourists. Among the available probability sampling methods, from the above table, convenience sampling method will be adopted. The random probability sampling method is to be used in this research as a sampling technique which is used by most researchers to eliminate prejudices by allowing exceeding results depending on the sampling population. On the other hand, in a non-probability sampling method, respondents are selected by researcher's that may impact on the validity of the results (Tongco, 2010).

3.11 Data Analysis Plan

Regression analysis would be chosen for this research topic since the topic analyses the relationship between two variables 'tourist satisfaction towards Islamic compliant hotel' and 'customer’s perspective of purchasing. Through regression analysis, a clear conclusion can be drawn on whether tourist satisfaction towards Islamic compliant hotel has an impact on the perspective of purchasing, with the help of the strength and direction of regression graph between these two variables.

Descriptive statistics method will also be used in addition to regression analysis, for data processing, because descriptive statistics consists of summarizing the analyzed data by constructing graphs, tables or calculation of percentages or measure of variations. Also, descriptive statistics provide quantitative descriptions in the form of manageable data (Willig et al, 2013). These quantitative data would be add-on information for concluding this research.

5. Conclusion

This research will be conduct to investigate the Impact of Customers Perceived Value on Tourist Satisfaction and Retention towards Islamic Compliant Hotels in Malaysia. The quantitative data will be requiring for the study to gather through a sample size of 300 participants of both local and foreign customers of hotels in Malaysia. Regression analysis will be used the relationship between the variables.

Developing an understanding of the conceptual relationships between satisfaction and retention on hotel industry has preoccupied researchers over the past two decades. From the above discussions it is noted that Conditional Value, Social Value, Functional Value, Emotional Value and Epistemic Value have occupied centre stage in these discussions. Customer satisfaction and retention is considered as a vital factor in enhancing financial status of any industry.

It is natural that the companies in the tourism industry are concerned about customer satisfaction and retention because of its expected financial returns and word-of-mouth reputation. The study will examine how much these factors impact customer satisfaction and retention in the Islamic compliant hotel industry in Malaysia.

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