



**INFLUENCE OF PERSONAL FACTORS PILGRIMAGE TOUR OPERATORS'
MARKETING MIX STRATEGIES ON TOURIST SATISFACTION IN A
RELIGIOUS TOURISM SETTING**

By

RAS AFIRINA BINTI MOHD RADZI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of Master of
Science**

September 2021

SPE 2022 31

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

INFLUENCE OF PERSONAL FACTORS PILGRIMAGE TOUR OPERATORS' MARKETING MIX STRATEGIES ON TOURIST SATISFACTION IN A RELIGIOUS TOURISM SETTING

By

RAS AFIRINA BINTI MOHD RADZI

September 2021

**Chair : Siti Rahayu Hussin, Madam
Faculty : School of Business and Economics**

Marketing mix strategies has received a great deal of attention in the past. However, less attention was given towards understanding Umrah tour packages. Additionally, research on tourism, personal factors, and marketing mix strategies of pilgrimage tour operators are still restricted in the current situation. Hence, the study proposed to determine the factors influencing satisfaction of pilgrimage tourists based on the Consumer Behaviour Model. Modifications were made to the model based on the fundamental premises linked to the current study.

Data collection was conducted through online social media platform groups to target the exact respondents. A total of 170 quantitative valid questionnaires were collected from the survey using convenient sampling. SPSS 25 was applied for data analysis where descriptive, regression analysis, analysis of variance (ANOVA), and moderation analysis verified the hypothesis developed.

The study contributes to theoretical knowledge by contributing to the literature regarding the usefulness of profiling respondents, marketing mix strategy, motivation, and Umrah tourist satisfaction. The study also benefits practitioners, academicians, especially Umrah tour operators in understanding the needs and wants of Umrah pilgrims as well as ways to improve their marketing mix strategies

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

**PENGARUH FAKTOR PERIBADI PENGUSAHA PELANCONG ZIARAH
STRATEGI CAMPURAN PEMASARAN KEPUASAN PELANCONG DALAM
PELANCONGAN KEAGAMAAN**

Oleh

RAS AFIRINA BINTI MOHD RADZI

September 2021

Pengerusi : Siti Rahayu Hussin, Puan
Fakulti : Sekolah Perniagaan dan Ekonomi

Strategi campuran pemasaran telah menerima banyak perhatian pada masa lalu. Namun, kajian pelancongan, faktor peribadi dan strategi pemasaran pengusaha pelancongan Umrah dalam konteks terkini masih terhad. Justeru, kajian ini bertujuan untuk mengenal pasti faktor- faktor yang mempengaruhi kepuasan pelancong Umrah berdasarkan model yang telah ditetapkan. Model *Consumer Behavior* menjadi rangka kerja kajian ini.

Pengumpulan data telah dijalankan di kumpulan platform media sosial dalam talian untuk menyasarkan responden yang tepat. Sebanyak 170 soal selidik yang sah telah dikumpul daripada tinjauan dengan menggunakan persampelan mudah. SPSS telah digunakan untuk analisis data di mana analisis deskriptif, analisis kebolehpercayaan, ANOVA dan analisis moderator mengesahkan hipotesis yang dibentangkan

Kajian ini menyumbang kepada pengetahuan teori dengan memberikan sumbangan literatur mengenai kegunaan profiling responden, strategi campuran pemasaran, motivasi dan kepuasan jemaah umrah. Kajian itu turut memberi manfaat kepada pengamal, ahli akademik khususnya operator pelancongan umrah dalam memahami keperluan dan kehendak jemaah umrah serta cara menambah baik produk dan perkhidmatan mereka.

ACKNOWLEDGEMENTS

I would like to thank Allah (s.w.t) for allowing me to enter the academic world and enhance my awareness of Umrah pilgrimage tourism. The accomplishment I achieved here would not be possible without the courage and determination given by Him.

My huge gratitude goes to my Supervisory Committee Chairman, Madam Siti Rahayu Hussin. She is a very dedicated supervisor, and her guidance, patience, understanding, and encouragement have been a great driving source for me to accomplish this study. I would also like to thank my Supervisory Committee Member, Prof. Suhaimi Ab Rahman from the School of Business and Economics and Assoc. Prof. Zulhamri Abdullah from the Faculty of Modern Languages and Communication, for their constructive feedback, support, guidance, and assistance.

My sincere thanks also go to all respondents who had participated in answering the survey and questionnaires without any complaints. I would like to extend similar regard to all lecturers and staff of the School of Business and Economics, as well as the staff of the Graduate School of Studies, who directly and indirectly assisted my studies. My millionth gratitude went to my beloved parents for their concern and support during my Master's study journey. Finally, thank you to my family members and friends for their endless motivation and support to accomplish my study

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Siti Rahayu binti Hussin

Senior Lecturer
School of Business and Economics
Universiti Putra Malaysia
(Chairman)

Suhaimi bin Ab Rahman, PhD

Professor
School of Business and Economics
Universiti Putra Malaysia
(Member)

Zulhamri bin Abdullah, PhD

Associate Professor
Faculty of Modern Language and Communication
Universiti Putra Malaysia
(Member)

ZALILAH BINTI MOHD SHARIFF, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 19 May 2022

Declaration by the Graduate Student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and the copyright of the thesis are fully-owned by Universiti Putra Malaysia, as stipulated in the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from the supervisor and the office of the Deputy Vice-Chancellor (Research and innovation) before the thesis is published in any written, printed or electronic form (including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials) as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld in accordance with the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2015-2016) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: _____ Date: _____

Name and Matric No.: _____

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research and the writing of this thesis were done under our supervision.
- supervisory responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2015-2016) are adhered to.

Signature: _____
Name of Chairman
of Supervisory
Committee: _____

Signature: _____
Name of Member of
Supervisory
Committee: _____

Signature: _____
Name of Member of
Supervisory
Committee: _____

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	vi
APPROVAL	vii
DECLARATION	viii
LIST OF TABLES	ix
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER	
1	
INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statements	6
1.4 Research Questions	11
1.5 Research Objectives	11
1.6 Significance of the study	13
1.7 The scope of the study	15
1.8 Definition of the key terms	16
1.9 Organizations of Chapters	17
1.10 Summary of Chapter	18
2	
LITERATURE REVIEW	19
2.1 Introduction	19
2.2 Tourism Overview	19
2.3 Pilgrimage Tourism	19
2.3.1 Religious and Pilgrimage tourism by definition	19
2.3.2 Types of pilgrimage tourism	21
2.3.2.1 Christian Pilgrimage	21
2.3.2.2 Hindu Pilgrimage	22
2.3.2.3 Buddha Pilgrimage	22
2.3.2.4 Umrah Pilgrimage	22
2.3.2.5 Research on Islamic Religious Tourism	25
2.4 Marketing Overview	27
2.4.1 The 4ps	28
2.4.1.1 Products and services	32
2.4.1.2 Price	33
2.4.1.3 Place	33
2.4.1.4 Promotion	34
2.5 Personal Factors	35
2.5.1 Age	35

2.5.2	Gender	36
2.5.3	Income	37
2.5.4	Marital Status	37
2.5.5	Education	38
2.5.6	Pilgrimage Motivation	38
2.5.7	Covid-19 motivation to travel	39
2.6	Pilgrimage tour operators	40
2.6.1	Jewish Tour Operator	41
2.6.2	Buddha Tour Operator	42
2.6.3	Hindu Tour Operator	43
2.6.4	Christian Tour Operator	43
2.6.5	Islamic Tour Operator	44
2.6.5.1	Procedures for Guided Tour Operator for Umrah	46
2.6.5.2	Application for Visa	46
2.6.5.3	Travel Mutawwif	46
2.6.5.4	Price	46
2.6.5.5	Umrah DIY	47
2.7	Customer Satisfaction in Pilgrimage Tourism	49
2.7.1	Pilgrimage tourism during Covid-19 Pandemic	51
2.8	Theories	53
2.8.1	Kano Satisfaction Theory	53
2.8.2	Expectation Disconfirmation Theory	54
2.8.3	Marketing Mix Strategy	55
2.8.4	Push and Pull motivation theory	55
2.9	Underpinning Theory	56
2.9.1	Consumer Behaviour Model	56
2.10	Past Framework	58
2.11	Research Framework	59
2.12	Literature Gap	62
2.13	Hypothesis Development	64
2.14	Summary of Chapter	66
3	METHODOLOGY	67
3.1	Research Design	67
3.2	Location of the Study	69
3.3	Sampling Design	69
3.4	Questionnaire Design	70
3.5	Pilot Study	77
3.6	Data Analysis	79
3.6.1	Reliability and Validity Analysis	81
3.6.2	Exploratory Factor Analysis	82
3.6.3	Multiple Regression Analysis	83

	3.6.4	One-way ANOVA	83
	3.6.5	Moderation Analysis	83
	3.7	Summary	84
4		DATA ANALYSIS AND RESULTS	85
	4.1	Sample recruitment	85
	4.2	Assumption Analysis	86
	4.2.1	Missing Data Value Analysis	86
	4.2.2	Outliers Analysis	87
	4.2.3	Multivariate Assumption	87
	4.2.4	Normality Test	88
	4.2.5	Linearity Analysis	89
	4.2.6	Multicollinearity Test	90
	4.2.7	Hypothesis Testing	90
	4.3	Cronbach's Alpha	91
	4.3.1	Descriptive Statistics	91
	4.4	Linear Regression Analysis	93
	4.5	Moderation Analysis	94
	4.6	ANOVA	100
	4.7	Summary	101
5		SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH	104
	5.1	Overview of the Study	104
	5.2	Key Findings of the Study	105
	5.3	Research Contribution	107
	5.3.1	Academic Contribution	108
	5.3.2	Practical Implication	110
	5.4	Limitation of the Study	111
	5.5	Recommendation	112
	5.6	Future Research work	113
	5.6.1	Conclusion	115
	5.7	Summary of the Chapter	116
		REFERENCES	117
		APPENDICES	134
		BIODATA OF STUDENT PUBLICATION	179
			180

LIST OF TABLES

Table		Page
1.1	Summary of problem statements	8
1.2	Table Form of Research Question, Research Objective, Hypothesis and the Technique for Data Analysis	12
1.3	Operational Definition	16
2.1	Review of definition of pilgrimage tourism	20
2.2	Summary of previous research on pilgrims	25
2.3	The highlights of past on 4ps	30
2.4	Hypothesis Development	65
3.1	Five-point Likert Scale	70
3.2	Scale Items, Source and Reliabilities of Motivation Push and Pull factors Attributes	71
3.3	Scale Items, Source, and Reliabilities of Marketing Mix Strategies	73
3.4	Scale Items, Source and Reliabilities of Customer Satisfaction Attributes	76
3.5	Cronbach alpha for every variable	78
3.6	Summary of Techniques of Data Analysis Employed in the Current study	79
4.1	Data collection timeline	86
4.2	Reliability Table for Scale	91
4.3	Descriptive statistics	92
4.4	Results for Linear Regression with Marketing Strategies predicting Customer Satisfaction	93
4.5	Results for Linear Regression with motivation predicting Customer Satisfaction	94
4.6	Moderation Analysis Table with Customer Satisfaction Predicted by Push Factor Moderated by Motivation	94

4.7	Linear Model Comparison Table between the Non-Interaction and Interaction Model	96
4.8	Moderation Analysis Table with Customer Satisfaction Predicted by Marketing Strategies Moderated by Motivation (pull factor)	96
4.9	Analysis of Variance Table for Customer Satisfaction by Umrah Trip History Ordinal	98
4.10	Mean, Standard Deviation, and Sample Size for Customer Satisfaction by Umrah Trip History Ordinal	99
4.11	Mean, Standard Deviation and Sample size for Satisfaction by Umrah Trip History Ordinal	100
4.12	Mean, Standard Deviation, and Sample Size for Satisfaction by Umrah Trip History Ordinal	101
4.13	Summary for all constructs	101

LIST OF FIGURES

Figure		Page
2.1	The world largest religious group over time	23
2.2	Umrah Packages	35
2.3	Past Framework	58
2.4	Conceptual framework	59
4.1	multivariate assumptions	88
4.2	Normality test	89
4.3	Linearity test	90
4.4	Regression lines for Customer Satisfaction predicted by Push Factor for the High and Low categories of Motivation	97
4.5	Regression lines for Customer Satisfaction predicted by Marketing Strategies for the High and Low categories of Motivation (pull factor)	99

LIST OF ABBREVIATIONS

<i>Dzul-hijjah</i>	The month of Islamic calendar to perform Hajj
Hajj	Hajj is Islamic pilgrimage to Mecca in Saudi Arabia with the purpose of fulfilling the fifth pillars on Islam
<i>ihram</i>	Male clothing during Islamic pilgrimage
<i>Jamarat</i>	Small piece of stone
<i>Kaaba</i>	Building in the center of Mecca
Mahram	Mahram is a family member of one's Muslim. If he is an adult Muslim male, he needs to escort his spouse or his dependent during Islamic pilgrimage journey
Mustahabb	Recommended actions
<i>mutawwif</i>	A tour person that guides Muslims on their Islamic pilgrimage
rihla	a journey and the written account of that journey, or travelogue.
<i>sa'ie</i>	Ritual walking back and forth between <i>safa and marwah</i>
<i>safa and marwah</i>	Is two different points to perform sa'ie
Umrah	Umrah is Islamic pilgrimage that can be done at any time in a year and by any Muslim to Mecca in Saudi Arabia
UNWTO	United Nation World Tourism Organization
ziyarat	A form of pilgrimage that is associated with Prophet Muhammad

CHAPTER 1

INTRODUCTION

Chapter 1 covers the entire research background. The chapter begins by introducing key concepts related to the study. The background of the study is provided at the beginning of the chapter, followed by the statement of the research problem. Based on the identified research gap, the chapter sets the current study's objectives that lead to a discussion of the research questions. The chapter continues to discuss on definition and concept of study. Afterwards, the significance of the study about academicians and practitioners was discussed. Finally, the chapter concludes with a summary of chapter outlines.

1.1 Introduction

Tourism is a significant social phenomenon involving a temporary departure from one's typical routine to engage with experiences that contrast with everyday life. Tourism has been defined as activities such as pleasure, holidays, travel, and going or arriving somewhere (Pereira & Gosling, 2019). Prior to the global COVID-19 pandemic, the last two decades have seen an increase in tourist arrivals to all tourism destinations (UNWTO, 2019). According to UNWTO (2019), the international tourist arrivals reached 1.4 billion in 2019.

Tourism in Malaysia has contributed significantly to national income. It is the third biggest contributor to Malaysia's GDP (Hirschmann, 2020). Before the COVID-19 pandemic, Malaysia's tourism industry has performed remarkably, which is reflected in tourism arrival and receipts. In 2019, the tourist arrival reached 26.10 million with RM86.1 billion receipts. Besides, Malaysian carriers enjoyed the growth of passenger traffic – 77.4 million passengers in 2019 compared to 74.8 million passengers (Aviation, 2019).

However, the COVID-19 pandemic is wreaking havoc on tourism's three pillars: economic, social, and environmental, causing all tourism sectors to shut down. Furthermore, religious activities and pilgrimage have completely stopped. However, pilgrimage sites worldwide have been attracting and promoting spiritual places of worship. Currently, pilgrimage tourism has a secular motivation that focuses not only on worship but also on site-seeing. Religious tourism is very vulnerable and will encounter numerous crises, of which one is COVID-19.

Meanwhile, pilgrimage tourism in Malaysia has grown consistently over the years (Hassan et al., 2015). Religious travel, also known as pilgrimage tourism, is described as a practice in which every individual interacts with religious life

(Bremer, 2006). Besides, Malaysia has one of the highest numbers of Muslims in Asia (UNWTO, 2015). According to the Economic Affairs Minister, Datuk Seri Mohamed Azmin Ali, in the News Straits Times (2019), the Malaysian Umrah pilgrim grew from 196 072 people in 2014 to 250 809 people in 2017, with a total of 24% growth over four years. The receipt increased from RM1.5 billion in 2014 to RM2.67 in 2017, making Umrah pilgrimage the most profitable form of tourism.

Muslims may engage in religious travel when they perform pilgrimage, i.e., Hajj and Umrah. While Hajj is one of the pillars of Islam, Umrah is voluntary and can be performed at any time of the year. However, Muslims are encouraged to perform Umrah for good fortune. Performing Hajj must be based on a calendar of Islam during Dzul-Hijjah. Umrah can be performed at any time, but it is especially advantageous during Ramadhan, according to Allah ﷻ. Also, Prophet Muhammad suggests that "Umrah in Ramadhan equals a Hajj with me," which motivates every Muslim to perform Umrah during Ramadhan (Hamed, 2017). Thus, visiting the place is the best way to reconnect with Allah ﷻ and cleanse oneself from sin.

In Malaysia, Hajj is mainly managed through Tabung Haji and a few private packages, while the government endorses more Umrah travel operators. While there are 47 licensed Umrah travel operators presently, the Ministry of Tourism and Culture (MOTAC) has set the importance of tourism industry players to get their business registered and licensed to avoid travel agency fraud and scam. It also boosted confidence for local pilgrims to perform Umrah. Moreover, Umrah travel service providers offer several types of services that could fulfil market needs that could complement the Umrah tour (Othman et al., 2019). To attract more customers, Umrah tour operator service providers offer services such as tour documents, reservations, hotel stays, tickets, transportation, restaurants, nutrients, and tourism facilities. Also, to compete with other companies, Umrah tour operator companies compete with one another to survive in the industry and innovate further.

There seems to be an increasing interest in religious tourism both academically and in the tourism industry. However, Umrah tourism has received little attention in the research literature compared to other religious tourism such as Christian pilgrimage (Sarumi, 2018), although more than six million pilgrims perform every year (Hassan et al., 2015). Thus, this study aims to explore the relationship between tourists' personal factors and pilgrimage satisfaction, to measure how tour operator's marketing strategies influence pilgrimage satisfaction, and to identify how personal factors influence the tour operator's marketing strategies.

1.2 Research Background

Religious tourism category is a significant part of the tourism niche in the tourism market. It is considered the oldest form of tourism to date (Rinschede, 1992) and still one of the highly demanded types of travel in the world, especially in Malaysia. Pilgrimage tourism is an individual's concern towards pilgrims who are strongly motivated by religious reasons (Othman et al., 2020). Malaysia Muslims estimated to travel for *Umrah* approximately sixty thousand pilgrims to the Holy Land (Hassan et al., 2015). Unlike *Haji*, *Umrah* will hold only once a year with a limited quota of 26,000 (Hassan et al., 2015), and will increase as people can afford it, the convenience of the Internet, and the attraction factors. This explains why the number of *Umrah*-licensed travel agencies in Malaysia 234 tour operators is, of which 65 are *Muassasah* (*Umrah* special licensed), while 169 is not *Muassasah* status (Abd Rahman & Ahamat, 2019). Also, it has been common to use tour operator service for pilgrimage purposes for years. Tour operators grow rapidly, which provide *Umrah* for Malaysians and contribute to the airline, hotel, tickets, transportation, and packages. The high spending of the locals within Malaysia's industry will positively impact Malaysia's economy. According to Abd Rahman and Ahamat (2019), *Umrah* is also considered as learning or *Fardhu Ayn* for those who can do so

In Malaysia, aside from Tabung Haji, 65 *Muassasah* travel agents with a permit to operate for *Umrah* travel include reasonable charter expenses for the pilgrims, coordinate a timely and reliable transportation arrangement, provide clean and comfortable accommodation, and provide knowledge and updated information to pilgrims.

Tour operators and marketing mix strategy

The focal point of marketing is that "it is a set of activities and events that help build a relationship with customers which benefit the organisation" (Othman et al., 2019, p 4). By incorporating marketing mix into business practices, a firm can boost its profitability. The marketing mix strategy can be accomplished through the use of the 4ps ("price, product, promotion, and place") (Othman et al., 2019). Thus, businesses and organisations can influence the existing customer to become loyal to carry business by implementing a marketing mix strategy. *Umrah* tour operators can also use marketing mix elements to attract customers to purchase and repurchase *Umrah* services or package from the specific tour operator and not from other competitors. Wahab et al. (2013) said that the most impactful marketing mix is place and promotion, directly affecting customer satisfaction. Marketing will deal directly and indirectly with customers among all departments in an organisation. Incorporating a marketing mix strategy into a business will help retain existing customers and deliver satisfaction. As supported by Muslim et al. (2020), the social media communication department must focus on the marketing mix strategy in order to deliver and boost consumer happiness. Nowadays, the landscape of the tour operator sector has shifted due to the opportunity to book everything online, price comparison, and the growing number of independent travellers, but tour operators' relevance remains

unquestionable. One of the priorities for a tour operator is to properly package and design marketing strategies to boost profit. Also, adapting new preferences according to tourist needs is one marketing strategy that marketers can use (Picazo and Moreno-Gil, 2018). Thus, tour operators have promoted their brands as profit Instead of highlighting the services they offer. Picazo & Moreno-Gil (2018) argue that tour operators should analyse the marketing strategy to better establish appropriate relationships between business-to-customer and gain profit

Like other service organisations, tour operators must develop a marketing mix to serve their customers, as they have strong control over the target market. Tour operators might not be relevant for the newer generation as the entrance of the Internet is widely available (Picazo & Moreno-Gil, 2018). Besides, they influence existing customers given they are a large part of tourist experience during travelling. To remain relevant in today's world, it is vital to analyse and tap into new markets. Recent studies have placed a greater emphasis on tour operator marketing strategies (Muslim et al., 2020; Picazo and Moreno-Gil, 2018; Wahab et al., 2016). Although research has demonstrated that social media affects consumer loyalty, no study has examined the human factors that contribute to satisfaction.

Personal Factors

According to the consumer behaviour model by Engel, Kollat and Blackwell, the consumer can choose and decide whether they want to purchase a product or services. The model also identifies 'satisfaction' as one of the possible result of consumer choice (Joseph, 1985). Personal factors play a very important role in affecting the buying behaviour. Personal factors refer to consumer profile in terms of financial, gender, age and education background that directly impact their willingness to purchase a product or services. For this study, personal factors include socio-demographic background. Additionally, the study includes behavioural such as their frequency of Umrah trips, and ways to go to Umrah (Umrah DIY or tour operator). Tour operators offer a variety of Umrah packages that will be uncovered if the packages are suitable for certain types of socio-demographic groups. Specifically, in pilgrimage tourism (*Umrah*), tourists are most likely to use travel agents because it is much more convenient to apply for a visa. Personal factors is defined as socio-demographic variable that includes age, marital status, gender, education level and average monthly income that directly affect one's behaviour (Wong et al., 2014)

Motivation

Travel motivation to a particular place act as a driving factor that influences behaviour to the point of influencing people's travel decisions (Farmaki et al., 2019). Motivation explains why a tourist initiates, terminates, and persists in specific actions (Ying et al., 2020). Aware of people's decision-making to travel will enhance the picture of marketing by tourism business operator and consumption perspective, improving market strategies that link to the increase in tourism demand. According to the theory, people are initially motivated by intrinsic motivation and then by destination-related pull factors. Thus, researchers have agreed that

Motivation is the primary determinant of customer purchase decision-making behaviour and expectations (Rahman et al., 2017). Psychological and physiological will be satisfied when motivation is fulfilled. Additionally, a need is an individual's inner state that drives and directs human motivation and behaviour. Another factor that influences religious travel is travelling is their escape and personal rewards. Dann (1981) proposed that travel motivation is a need for appreciation status and wind down from daily life. Thus, tour operators can help tourists to make the final decision to purchase a tour package. However, little is known as to why people choose not to travel to a specific destination after a crisis. Moreover, investigation of why pilgrimage tourists motivate to travel remains an under-explored research area.

Umrah Pilgrim Satisfaction

Satisfaction has been seen as a 'comparison process between the expected and perceived experiences derived from participation in activities' (Bultena and Klessig, 1969). It is measured by positive (satisfied) or negative (dissatisfied) gaps. The satisfaction approach suggested it is a psychological outcome of a process in which tourists compare expectations to their experience. Satisfaction is defined as emotion after an experience. A positive tourist experience will identify as a good quality product and services offered by businesses (Wahab et al., 2013). Previous studies indicate that marketing mix strategy and satisfaction as a strong link Othman et al., (2019) and Hassan et al., (2015). Based on Bitner et al. (1997), the satisfaction of fulfilling pleasure in the consumption-related event is the after-consuming service itself. Satisfaction includes both cognitive and physical evaluations. Several past studies have reported that two constructs are related (Wahab et al., 2013).

Islamic religious travelling to Mecca is motivated by Islamic pillars such as the Hajj pilgrimage. Although the COVID-19 pandemic has shut most of the tourism sector and destinations, the Islamic religious pilgrimage of Hajj and Umrah will not stop a visitor from visiting. It is because the Islamic practice of pilgrimage is rooted in the heart of Muslims, as it shows that Mecca is the most sacred destination for over 1.6 billion Muslims worldwide. Besides, the COVID-19 will not stop religious visitors from visiting holy sites in Saudi Arabia, simply because Islamic religious belief and the origins of travel to Mecca dates to prophet

Ibrahim's (a.s) footsteps. This Islamic practice of pilgrimage is rooted in the hearts of Muslim visitors, and it is not surprising to see demand for travel to Mecca, as it is the most sacred destination for over 1.6 billion Muslims worldwide (UNWTO, 2019).

1.3 Problem Statements

Even before the COVID-19 pandemic rocked the world in 2019, there was a substantial increase in Umrah travel. As the market grows and the number of outbound tourists increases, Umrah tour operator firms face tough competition from other Umrah tour operator businesses (Othman et al., 2020). Tour operator companies are a veteran travel market existing many years ago (Dolnicar & Laesser, 2007). While the market for Umrah travel has been growing and the number of Umrah travel operators increasing, there has been an interesting development in the other sectors of the tourism industry. Besides, an argument such as "there is no need for a tour operator in the future" has been heard presently. Also, the Internet does play a significant role in driving people from purchasing tour products to direct contact with suppliers. Based on past literature, it is evident that new and advanced technology development has made tour operators feel the most pressure whereby they have been cut off and replaced (Picazo & Moreno-Gil, 2018). In a later section, the conclusion will draw a marketing solution to keep the tour operator's business alive.

Motivation is usually accomplished to provide a nice Islamic pilgrimage experience to satisfied tourists, while those that are not met frequently result in an unpleasant pilgrimage experience and disappointment. Examples of motivations that lead to good experiences include quality products, prompt service delivery, and learning about Islamic pilgrimage (Kim et al., 2019). Contrastingly, the motivation that is not fulfilled, for example, low-quality services and products, often leads to bad or worst experiences (Othman et al., 2020). Further, motivation shapes the intent of pilgrimage tourists to travel (Liutikas, 2015). Ying et al. (2020) applied motivation as a moderator in elucidating the conditions under which (i.e., with motive) familiarity affects mindfulness. It was found that intrinsic motivation positively moderated the effect of cognitive familiarity on mindfulness, whereas extrinsic motivation negatively moderated the role of psychologically on mindfulness (Ying et al., 2020). Motivation in current study will apply motivation as moderator that affects the relationship between a dependent variable and independent variable. According to (Baron & Kenny, 1986), moderator variable affects the direction and/or strength of the relation between an independent or predictor variable and a dependent variable. Relatively little research that relate the role of moderating variables of motivation towards satisfaction (Tevian et al., 2017) Applying motivation as a moderator in pilgrimage tourism, the study aims to answer fourth and fifth research questions

Travellers are served by travel operators through the Marketing mix strategies implemented by tour operators. Marketing mix strategies are guideline and four decisions that should be considered before launching a product. Without marketing mix strategies, issue such as negative feedback will jeopardize a company image and marketability. The latest News by The Star (2019) reported 48 complaints about Umrah and pilgrimage travel packages from January 2019 to October 2019. The complaints included dissatisfactory service, inexperienced workers, and an employee's slow response time.

Fernandes and Solimun (2018) discovered that marketing mix strategy has a significant impact on customer satisfaction. Besides, a high level of satisfaction indicated a positive impact of the marketing mix strategy. Theoretically, the marketing mix indicator for tourist satisfaction is supported by Ostrowski et al. (1993). However, contrary to Voss et al.'s (1998) research, marketing mix strategy is not an indicator for customer satisfaction. The inconsistencies found by previous studies will reveal if the study is either a marketing mix that does determine customer satisfaction or vice versa. Previous studies of tour operator marketing strategies towards tourist satisfaction have been limited to other types of tourism such as ecotourism (Su et al., 2014), heritage tourism (Asmelash & Kumar, 2019), adventure tourism (Belias, 2019), religious tourism is still limited especially when it comes to Islamic religion tourism (Haq, 2014).

The COVID-19 pandemic has caused an unexpected crisis in the travel industry. Although 2020 and beyond poses a huge challenge to the tourism industry, understanding what makes a customer satisfied with a religious travel operator is important to improve and prepare for the new norm. The marketing mix strategies of tour operator changes as new Standard Operating Procedures (SOP) implemented. Tourist personal factors also changed as they might not gain any income during the pandemic. Also, according to the government of Saudi Arabia, Saudi Arabia has banned Umrah and Hajj pilgrimage for seven months due to the pandemic. Thus, the current research will shed light on personal factors and marketing mix strategy and explore their relationship with pilgrim satisfaction.

Table 1.1: Summary of problem statements

No.	Practical consideration	Academic attention	Problem statements
1.	<p>The latest News by The Star (2019) reported 48 complaints about Umrah and pilgrimage travel packages from January 2019 to October 2019. The Tourism Industry Act 1992 was used in seven of the 48 cases where the action was taken, totalling RM129,500.</p>	<p>Dissatisfied tourists will cause a problem as they will spread negativity through word of mouth, which can influence other tourists (Othman et al., 2020).</p>	<p>There is a lack of empirical research about the quality of service provided by Umrah tour operators.</p>
2.	<p>Umrah app provided a competitive price, a booking system, and updated information similar to Umrah tour operators. Thus, tour operator companies compete with one another and with the latest technology to survive in the industry (Arab News, 2020).</p>	<p>Umrah tour operator businesses face stiff competition with other Umrah tour operator businesses as the market is booming and the number of outbound tourists has increased over the years (Othman et al., 2020)</p>	<p>The marketing mix strategy of travel operators has largely been studied; however, research on Umrah pilgrimage tourism is still limited.</p>
3.	<p>Motivations lead to good experiences, including service quality, prompt service delivery, and knowledge about Islamic pilgrimage (Kim et al., 2019). Motivation is not fulfilled when, for example, low-quality services and products are rendered, often leading to bad or worst experiences.</p>	<p>Motivation shapes the intent of pilgrimage tourists to travel (Liutikas, 2015).</p>	<p>The study of pilgrimage tourism has mostly focused on the motivations for travel. Beyond religious motivations for Umrah tourism, research on pilgrims is necessary, as new findings indicate that numerous factors influence pilgrimage tourism travel.</p>

Table 1.1: Continued

No.	Practical consideration	Academic attention	Problem statements
4.	<p>Alarabiya (2018) reported low-quality product standards of the accommodation, distance from the hotel to the mosque, and failing to provide information during the booking process.</p>	<p>Such complaints were unsatisfactory with service, unknowledgeable staff, cancellation activities in the itinerary, and late response time from the employee. The unsatisfactory service quality was supported by previous studies (Othman et al., 2019).</p>	<p>The pilgrimage tourism sector has been facing increasing complaints regarding the tourism product, but less has been studied on the other aspect of tourism, such as channel and service strategies. There is limited study on Umrah tour operator marketing strategies in tour operator packages that lead to satisfaction.</p>

Table 1.1: Continued

No.	Practical consideration	Academic attention	Problem statements
5.	According to Koh (2020), the COVID-19 epidemic is the world's largest crisis, affecting every country on the planet. Despite the implementation of standard operating procedures, infection and fatality rates continue to grow. Umrah pilgrims are recommended to receive the COVID-19 vaccine as a precautionary measure, and preventive steps are being implemented to halt the spread of Covid-19 infection.	According to (Atique & Itumalla, 2020), religious mass gatherings, including Hajj and Umrah, may become disease super spreaders	COVID-19 has hard hit the Umrah travel sector as people were not allowed to visit the Holy places. This led to the downfall of almost all Umrah tour operator. The risk of travelling for Umrah is higher due to the Covid-19 situation, making people uncertain and demotivated to travel

1.4 Research Question

- 1) Is there any significant relationship between personal factors, travel motivation, travel operator's marketing mix strategies, and pilgrim's satisfaction in Islamic pilgrimage tourism?
- 2) What are the personal factors that influence the satisfaction of pilgrimage tourists?
- 3) What is the level of experienced pilgrims as compared to newcomer pilgrims?
- 4) What is the relationship between a travel operator's marketing strategies and pilgrimage tourist satisfaction with a tour operator?
- 5) Does travel motivation moderate the relationship between personal factors and pilgrimage tourist satisfaction?
- 6) Does motivation moderate the relationship between marketing mix strategies and pilgrimage tourist satisfaction?

1.5 Research Objectives

- 1) The general objective of this study is to to examine the relationship between personal factors, travel motivation, travel operator's marketing mix strategies, and pilgrim's satisfaction in Islamic pilgrimage tourism. Specifically, the objectives are as follows;
- 2) To determine the personal factors influencing the satisfaction of pilgrimage tourists.
- 3) To identify the level of satisfaction between experienced pilgrims and newcomer pilgrims
- 4) To examine whether travel motivation moderates the relationship between personal factors and pilgrimage tourist satisfaction
- 5) To examine whether travel motivation moderates the relationship between travel operator's marketing mix strategies and pilgrimage tourist satisfaction
- 6) To examine the role of travel motivation in the relationship between travel operator's marketing mix strategies and pilgrimage tourist satisfaction

Table 1.2: Table form of research question, research objective, hypothesis and the technique for data analysis

Research Question	Research Objectives	Hypotheses	Technique for Data Analysis
1. Is there any significant relationship between personal factors, travel motivation, travel operator's marketing mix strategies, and pilgrim tourist satisfaction in Islamic pilgrimage tourism?	1. To examine the relationship between personal factors, travel motivation, travel operator's marketing mix strategies, and pilgrim's tourist satisfaction in Islamic pilgrimage tourism	H1: There is a positive relationship between tourists' personal factors and pilgrimage tourist satisfaction.	Descriptive analysis
2) What personal factors influence the satisfaction of pilgrimage tourists?	2) To determine the personal factors influencing the satisfaction of pilgrimage tourists.		Reliability Analysis
3) What is the level of experienced pilgrims as compared to newcomer pilgrims?	3) To identify the level of experienced pilgrims as compared to newcomer pilgrims	H2: There is a positive relationship between tourists' personal factors and pilgrimage tourist satisfaction	Reliability Analysis Multiple Regression Analysis One-way ANOVA
4) What is the relationship between a travel operator's marketing strategies and pilgrimage tourist satisfaction with a tour operator?	4) What is the relationship between a travel operator's marketing strategies and pilgrimage tourist satisfaction with a tour operator?	H3: There is a positive moderating effect of motivation on marketing strategies and pilgrimage satisfaction.	Multiple Regression Analysis

Table 1.2: Continued

Research Question	Research Objectives	Hypotheses	Technique for Data Analysis
5) Does travel motivation moderate the relationship between personal factors and pilgrimage tourist satisfaction?	5) To examine whether travel motivation moderates the relationship between travel operator's marketing mix strategies and pilgrimage tourist satisfaction		Moderating Analysis
6) Does motivation moderate the relationship between marketing mix strategies and pilgrimage tourist satisfaction?	6) To examine the role of travel motivation in the relationship between travel operator's marketing mix strategies and pilgrimage tourist satisfaction		Moderating Analysis

1.6 Significant of the study

By analyzing the marketing mix techniques described in this research, a framework for the current understanding of pilgrimage motivation and pilgrimage tourist satisfaction will be established. This study presents a concise overview of marketing mix techniques used by Umrah tour operators, as well as insights about the utility of the 4ps for them

1.6.1 Theoretical Significance

This study aims to extend the current literature by determining personal factors and marketing strategies influencing the pilgrimage tourist satisfaction. There has been limited discussion reported on the measurement of the constructs in the religious tourism sector. Thus, this research might provide a deeper understanding of tourist motivation and their needs and expectations for marketing.

The current study suggests that marketing mix strategies of 4ps that effect towards pilgrimage satisfaction and some unique tourist experience elements, such as Umrah experience, may have a significant impact on these intents. It is suggested that Umrah's unique activities could leave deeper emotions in the tourist memory that will affect their future revisit by using the same Umrah tour operator and referring the tour operator to other Muslims. Thus, the same motivation might moderate the relationship between personal factors and pilgrimage satisfaction.

The current study also proposes the relationship between personal socio-demographic factors that directly affect pilgrimage tourist satisfaction. This could contribute to a better understanding of the socio-demographic of Umrah pilgrims, which could be predicted as an antecedent to pilgrimage tourist satisfaction. Understanding their profile may help the academicians in the marketing field formulate better marketing strategies for Umrah tour operators.

The current study builds on prior research that analyzed numerous models and introduces a new model for tourism literature, the Consumer Behavior Model, along with the Expectation Disconfirmation Theory and Kano mode. Thus, the research will extend the framework established in the tourist literature.

1.6.2 Practical Significance

The research will perform an empirical study on religious tourist marketing to substantiate the existing research conceptual model's application in the sector. The purpose of this study is to add to the existing body of knowledge regarding pilgrimage marketing mix strategy. Additionally, the study's findings can aid in identifying and evaluating the characteristics that influence a tourist's future decision to repurchase the same Umrah package from the same Umrah tour operator. This may help marketers focus their efforts on the aspects that have the most impact on a tourist's decision.

Saudi Arabia aims to achieve 30 million tourists by 2030 (Arab News, 2020). Tourism agencies and authorities need to understand their customer, which is Umrah tourists, to ensure success. Umrah tour operators should pay attention to defining and classifying religious tourists to communicate every pilgrimage criterion differently. The findings of the current study will provide managerial input for the city authorities and policymakers to move steps further towards improving pilgrimage tourist satisfaction level through motivation. This input is also valuable for the Kingdom of Saudi Arabia to enhance its positioning as a tourist destination by considering the needs of both the Umrah pilgrims and the strategies of tour operators serving the industry.

It is important to highlight that the current research was conducted while the world faced the COVID-19 pandemic. In spite of this, the Ministry of Hajj and Umrah has announced that 10 million pilgrims have successfully performed Umrah since 4 October 2020 (Saudi Gazette, 2021). Saudi Arabia also launched “safe Umrah” procedures and a gradual return of pilgrims. Indeed, pilgrimage tourism in Saudi Arabia is expected to meet the 2030 vision as the Kingdom implements strict procedures and safety measures for pilgrims.

1.7 The scope of the study

The scope of this study includes Malaysian pilgrims who performed Umrah at least once. This study aims to examine the variables mainly from the same Umrah season when the pilgrims perform Umrah. In terms of chosen Malaysian Umrah pilgrims, this study has chosen them for many reasons. Firstly, the number of Malaysian Umrah pilgrims is quite high compared to other countries' pilgrims. According to the Kingdom of Saudi Arabia, Malaysia is among the countries that can perform Umrah and Hajj after 2nd dose of COVID-19 vaccination (CDC, 2021). It comes along with other nationalities such as Pakistan, Egypt, and others (The Malaysian Reserve, 2021). Significantly, a higher proportion of these performers are likely to be repeat visitors. Mecca hosted 274,066 Malaysian pilgrims in a single week, ranking seventh among nine countries (Ministry of Hajj and Umrah, 2019). Thus, it is critical to understand how their experiences in Mecca may influence their desire to return.

Mecca will be examined from a marketing perspective as the scope of the current study. This study will apply quantitative methods to elicit tourists' perceptions of this city. Individual Umrah performers who are only Malaysian citizens are used as the unit of study. The population for this study is based on the average number of members of active Umrah-related Facebook groups. The sample includes all Malaysian Muslims aged 18 and above, omitting non-Malaysian citizens, those who have never performed Umrah, and those who are younger than 18 years old. The data will collect within three months.

1.8 Definition of the key terms

Table 1.3: Key Operational Definition

Contextual Definition	Operational Definition
<p>Personal Factor According to Hemsley-Brown and Oplatka (2016), personal factors include age, occupation, life cycle, economic, lifestyle, personality, and self-concept. Armstrong and Kotler (2015) noted that personal factors are the marketer's strategy to establish market segmentation to determine buyers' characteristic behaviours.</p> <p>Motivation A push factor is related to the decision-making of a person. Push factors involve socio-psychological that concerns desires such as wanting to unwind. Push factors refer to specific forces in lives that lead to the decision to take a vacation (Dann, 1981).</p> <p>Pull factors present an external attribute, such as the attractiveness of business products or services. Some factors that contribute to pull factors include marketing mix strategy (Dann, 1981).</p> <p>Marketing Strategies Marketing Strategy is the marketing logic by which the business unit expects to achieve its marketing objectives (Philip Kotler & Kevin Lane Keller, 2016)</p>	<p>This research adopted Armstrong and Kotler's (2015) definitions of gender, age, education, and income.</p> <p>The current study adopts the push and pull factors from the Umrah pilgrimage perspective. Push factors in research refer to Umrah pilgrims' decision-making, such as purchasing at a specific Umrah tour operator. Pull factors are the attractiveness of marketers (Umrah tour operators) to attract customers (Dann, 1981).</p> <p>McCarthy (1975) categorises marketing strategies as 4ps: Product, Price, Place, and Promotion. A marketing strategy is used to set a goal to reach certain marketing objectives. To study a specific group of customers, target segmentation will be among Umrah pilgrimage. The process has unique features and benefits in that marketers can maintain a positive relationship and maximise profitability based on Islamic law (Burak, 2015)</p>

Table 1.3 : Continued

Contextual Definition	Operational Definition
<p>Tourist satisfaction Satisfaction is defined as the fulfilment of needs that can create pleasant feelings. That is, consumers feel that consumption meets some needs, wants, goals, and that fulfilment is fun. Thus satisfaction is defined as the consumer's perception of consumption, yielding results that meet the standard of pleasure.</p> <p>Satisfaction indicates one aspect of cognition (in comparing expectations and performance) and is also effective (feelings related to pleasure) (Rizki et al., 2018)</p>	<p>The current study adapts pilgrimage tourist satisfaction from (Othman et al., 2020) of Umrah pilgrims, defining satisfaction as the post-effect of marketing strategies towards attracting customers, providing</p>

(Source: author's own)

1.9 Organization of Chapters

Chapter 1 is the introduction of the research. The problem statement includes a brief description of the research that supports the concern. This chapter also includes a research objective and research questions. The contextual and operational terms are defined accordingly.

Chapter 2 is devoted to articles and document analysis. Prior research comparable to the current thesis will be used to do the literature review. The previous researcher defined variables succinctly to facilitate future understanding of the variable. Gaps in the literature will be analysed and identified for inclusion in the current research. The research framework will be illustrated with a supporting hypothesis.

Chapter 3 will discuss the methodology that is used in the research. Measurement of data collection will be discussed and presented. The pilot test will be carried out to identify the feasibility of the questionnaire's content. The research methodology will be summarized in the conclusion of the chapter

Chapter 4 will include data analysis and the presentation of results. To accomplish the study objectives, data analysis will be conducted using the

following procedure: preliminary analysis, descriptive analysis, and hypothesis testing.

Chapter 5 summarises the study's findings and conclusions, emphasising the academic and managerial implications of the study. Finally, it acknowledges the limitations and suggests potential directions for future research.

1.10 Summary of Chapter

This chapter provided an overview of the study. It introduced several key concepts that underpin this study, including 1) Malaysian Umrah tour operator; 2) problem statement; 3) its objectives and research questions. The study's organisation also provides the base for further exploration of the study, which will be dealt with in the following chapters.

REFERENCES

- Abd Rahman, W. F. I. W., & Ahamat, H. (2019). Legal protection of Malaysia umrah pilgrims. *International Journal of Engineering and Advanced Technology*, 8(5), 397–404. <https://doi.org/10.35940/ijeat.E1057.0585C19>
- Agrawal, M., Choudhary, H., & Tripathi, G. (2010). Enhancing Buddhist tourism in India: An exploratory study. *Worldwide Hospitality and Tourism Themes*, 2(5), 477–493. <https://doi.org/10.1108/17554211011090102>
- Aguiló, E., Alegre, J., & Sard, M. (2005). The persistence of the sun and sand tourism model. *Tourism Management*, 26(2), 219–231. <https://doi.org/10.1016/j.tourman.2003.11.004>
- Ahmad, M., & Khan, S. (2016). A Model of Spirituality for Ageing Muslims. *Journal of Religion and Health*, 55(3), 830–843. <https://doi.org/10.1007/s10943-015-0039-0>
- Akbulut, O. (2018). Reflections of Hajj and Umrah Pilgrimage on Religious Stores in Mugla-Turkey. *The International Journal of Religious Tourism and Pilgrimage*, 6(3).
- Alananzeh, O. A., Masa'deh, R., Jawabreh, O., Al Mahmoud, A., & Hamada, R. (2018). The impact of customer relationship management on tourist satisfaction: The case of radisson blue resort in Aqaba city. *Journal of Environmental Management and Tourism*, 9(2), 227–240. [https://doi.org/10.14505/jemt.v9.2\(26\).02](https://doi.org/10.14505/jemt.v9.2(26).02)
- Alarabiya. (2018). Hajj fraud victim: Hotel on rip-off tour 'unfit for humans' | Al Arabiya English. Retrieved September 19, 2021, from <https://english.alarabiya.net/life-style/travel-and-tourism/2016/09/07/Hajj-fraud-victim-Hotel-on-rip-off-tour-unfit-for-humans->
- Alchemer. (2018). An Introduction to Judgment Sampling | Alchemer. Retrieved September 20, 2021, from <https://www.alchemer.com/resources/blog/introduction-to-judgment-sampling/>
- Alegre, J., Cladera, M., & Sard, M. (2013). Tourist areas: Examining the effects of location attributes on tour-operator package holiday prices. *Tourism Management*, 38, 131–141. <https://doi.org/10.1016/j.tourman.2013.02.011>
- Alén, E., Losada, N., & de Carlos, P. (2017). Profiling the segments of senior tourists throughout motivation and travel characteristics. *Current Issues in Tourism*, 20(14), 1454–1469. <https://doi.org/10.1080/13683500.2015.1007927>
- Almhrzi, H. M., & Alsawafi, A. M. (2017). Muslim perspectives on spiritual and religious travel beyond Hajj: Toward understanding motivations for Umrah

- travel in Oman. *Tourism Management Perspectives*, 24, 235–242. <https://doi.org/10.1016/j.tmp.2017.07.016>
- Amzad, M., Sarker, H., Candidate, P., Aimin, W., & Begum, S. (2012). Investigating the Impact of Marketing Mix Elements on Tourists 'Satisfaction: An Empirical Study on East Lake. *European Journal of Business and Management*, 4(7), 2222–2839.
- Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the Nature of Tourism and Quality of Life Perceptions among Residents. *Journal of Travel Research*, 50(3), 248–260. <https://doi.org/10.1177/0047287510362918>
- Anna Irimias, & Ariel Mitev. (2016). (PDF) Demographic Characteristics Influencing Religious Tourism Behaviour: Evidence form a Central-Eastern-European country. Retrieved January 8, 2021, from https://www.researchgate.net/publication/306067236_Demographic_Characteristics_Influencing_Religious_Tourism_Behaviour_Evidence_form_a_Central-Eastern-European_country
- Anthony James Veal. (2006). Research Methods for Leisure and Tourism: A Practical Guide - Anthony James Veal - Google Books. Retrieved December 4, 2020, from Prentice Hall website: https://books.google.com.my/books/about/Research_Methods_for_Leisure_and_Tourism.html?id=cKXw5EPf3kC
- Apleni, L., Vallabh, D., & Sonwabile Henama, U. (2017). Motivation for tourists' participation in religious tourism in Eastern Cape: A case study of Buffalo City, South Africa. In *African Journal of Hospitality, Tourism and Leisure* (Vol. 6). Retrieved from <http://www.ajhtl.com>
- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Aquino, R. S., Schänzel, H. A., & Hyde, K. F. (2019). Analysing Push and Pull Motives for Volcano Tourism at Mount Pinatubo, Philippines. *Geoheritage*, 11(1), 177–191. <https://doi.org/10.1007/s12371-017-0254-z>
- Arab News. (2019). Hajj through the eyes of a Saudi veteran of the pilgrimage | Arab News. Retrieved January 13, 2021, from <https://www.arabnews.com/node/1537606/saudi-arabia>
- Arab News. (2020). Umrah app will increase competition, enrich pilgrim experience, says Saudi official | Arab News. Retrieved September 18, 2021, from <https://www.arabnews.com/node/1739206/saudi-arabia>
- Arabia, K. of S. (2020). Vision 2030.
- Arshida, M. M. (2012). Critical Success Factors (CSFs) for TQM Implementation: Current Status and Challenges in Libyan Manufacturing Companies. *GSTF Journal on Business Review*, 2(1), 71–79. <https://doi.org/10.5176/2010->

- Ashton, A. S. (2018). Spiritual retreat tourism development in the Asia Pacific region: investigating the impact of tourist satisfaction and intention to revisit: a Chiang Mai, Thailand case study. *Asia Pacific Journal of Tourism Research*, 23(11), 1098–1114. <https://doi.org/10.1080/10941665.2018.1526198>
- Asmelash, A. G., & Kumar, S. (2019). The structural relationship between tourist satisfaction and sustainable heritage tourism development in Tigray, Ethiopia. *Heliyon*, 5(3), e01335. <https://doi.org/10.1016/j.heliyon.2019.e01335>
- Atique, S., & Itumalla, R. (2020). Hajj in the Time of COVID-19. *Infection, Disease & Health*, 25(3), 219–221. <https://doi.org/10.1016/J.IDH.2020.04.001>
- Aziz, Y. A., Hussin, S. R., Nezakati, H., Raja Yusof, R. N., & Hashim, H. (2018). The effect of socio-demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia. *Journal of Islamic Marketing*, 9(2), 222–239. <https://doi.org/10.1108/JIMA-03-2016-0016>
- Baron, R. M., & Kenny, D. A. (1986). *The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations* (Vol. 51). Psychological Association, Inc.
- Bashir, H., & , Rouf Ahmad Beigh, Rumysa , Shaista Bashir , Dr. Asif Yaqoob Bazaz, A. A. B. and R. F. (2017). *Bashir 2017.pdf* (pp. 1–5). pp. 1–5. Retrieved from 10.4172/2167-0269.1000328
- Battour, M., Ismail, M. N., Battor, M., & Awais, M. (2017a). Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia. *Current Issues in Tourism*, 20(1), 50–67. <https://doi.org/10.1080/13683500.2014.965665>
- Battour, M., Ismail, M. N., Battor, M., & Awais, M. (2017b). Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia. *Current Issues in Tourism*, 20(1), 50–67. <https://doi.org/10.1080/13683500.2014.965665>
- BBC. (2017). Religions - Hinduism: History of Hinduism. Retrieved January 13, 2021, from https://www.bbc.co.uk/religion/religions/hinduism/history/history_1.shtml
- BBC. (2021). Religious Studies KS2: A Hindu pilgrimage - BBC Teach. Retrieved January 9, 2021, from <https://www.bbc.co.uk/teach/class-clips-video/religious-studies-ks2-my-life-my-religion-hinduism-pilgrimage-hinduism/z4ghf4j>
- Belias, D. (2019). *Adventure Tourism-Examining Cases of How It Can Contribute on Rural Development in Greece*. <https://doi.org/10.1007/978-3-030->

- Bell, M. L., Whitehead, A. L., & Julious, S. A. (2018). Guidance for using pilot studies to inform the design of intervention trials with continuous outcomes. *Clinical Epidemiology*, Volume 10, 153–157. <https://doi.org/10.2147/CLEP.S146397>
- Béres, L. (2018). How travel might become more like spiritual pilgrimage: An autoethnographic study. *Journal for the Study of Spirituality*, 8(2), 160–172. <https://doi.org/10.1080/20440243.2018.1523048>
- BERNAMA. (2019). Umrah scam: 19 individuals suffer losses totalling RM41,800. Retrieved January 13, 2021, from <https://www.bernama.com/en/general/news.php?id=1706847>
- Bideci, M., & Albayrak, T. (2016). Motivations of the Russian and German tourists visiting pilgrimage site of Saint Nicholas Church. *Tourism Management Perspectives*, 18, 10–13. <https://doi.org/10.1016/j.tmp.2015.12.022>
- Blackwell, R. D., Engel, J. F., & Talarzyk, W. W. (1977). *Contemporary cases in consumer behavior*
- Borden, N. H. (1964). *The Concept of the Marketing Mix*.
- Britannica. (2018). Mecca | History, Pilgrimage, Kaaba, City, & Definition | Britannica. Retrieved January 13, 2021, from <https://www.britannica.com/place/Mecca>
- Bronner, F., & de Hoog, R. (2017). Tourist Demand Reactions: Symmetric or Asymmetric across the Business Cycle? *Journal of Travel Research*, 56(7), 839–853. <https://doi.org/10.1177/0047287516672347>
- Bryman Alan, & Cramer Duncan. (2011). Quantitative data analysis with IBM SPSS 17, 18 and 19: A guide for social scientists. - PsycNET. Retrieved December 4, 2020, from <https://psycnet.apa.org/record/2011-14891-000>
- Buzinde, C. N., Kalavar, J. M., Kohli, N., & Manuel-Navarrete, D. (2014). Emic understandings of Kumbh Mela pilgrimage experiences. *Annals of Tourism Research*, 49, 1–18. <https://doi.org/10.1016/j.annals.2014.08.001>
- Caber, M., & Albayrak, T. (2018). Assessing daily tour service quality: A proposal for a DAILYSERV scale. *Journal of Destination Marketing and Management*, 7(1), 18–25. <https://doi.org/10.1016/j.jdmm.2016.06.007>
- CDC. (2021). Saudi Arabia: Hajj/Umrah Pilgrimage - Chapter 10 - 2020 Yellow Book | Travelers' Health | CDC. Retrieved September 26, 2021, from <https://wwwnc.cdc.gov/travel/yellowbook/2020/popular-itineraries/saudi-arabia-hajjumrah-pilgrimage>
- Centre for Aviation (CAPA). (2019). Malaysia aviation: growth slows, profits

under pressure | CAPA. Retrieved June 23, 2020, from <https://centreforaviation.com/analysis/reports/malaysia-aviation-growth-slows-profits-under-pressure-463080>

- Christie, J. J. (2019). Wak'a/shrine making and pilgrimage tourism in Copacabana, Bolivia. *Tourism Geographies*, 21(3), 482–507. <https://doi.org/10.1080/14616688.2019.1600005>
- Chun, B., Roh, E. Y., Spralls, S. A., & Cheng, C. I. (2021). Personal growth leisure experience in Templestay: International tourist outcomes, satisfaction, and recommendation. *Journal of Leisure Research*, 52(1), 77–96. <https://doi.org/10.1080/00222216.2020.1746936>
- Cohen-Hattab, K. (2010). Struggles at holy sites and their outcomes: The evolution of the western wall plaza in jerusalem. *Journal of Heritage Tourism*, 5(2), 125–139. <https://doi.org/10.1080/17438730903518411>
- Collins-Kreiner, N. (2018). Pilgrimage-tourism: Common themes in different religions. *International Journal of Religious Tourism and Pilgrimage*, 6(1), 8–17. <https://doi.org/10.21427/D73428>
- Collins-Kreiner, N. (2020). Religion and tourism: A diverse and fragmented field in need of a holistic agenda. *Annals of Tourism Research*, 82. <https://doi.org/10.1016/j.annals.2020.102892>
- Constantinides, E. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing. *Journal of Marketing Management*, 22, 407–438. <https://doi.org/10.1362/026725706776861190>
- Conze, O., Bieger, T., Laesser, C., & Riklin, T. (2010). Relationship intention as a mediator between relational benefits and customer loyalty in the tour operator industry. *Journal of Travel and Tourism Marketing*, 27(1), 51–62. <https://doi.org/10.1080/10548400903534899>
- Damanhour, A. M. S. (2016). Study of the Social and Cultural Aspects of Saudi Tourists and Evaluate the Services Provided to Tourist of Saudi - An Applied Study for the Tourism Sector in the Kingdom of Saudi Arabia. *International Business Research*, 10(1), 153. <https://doi.org/10.5539/ibr.v10n1p153>
- Damari, C., & Mansfeld, Y. (2016, February 23). Reflections on pilgrims' identity, role and interplay with the pilgrimage environment. *Current Issues in Tourism*, Vol. 19, pp. 199–222. <https://doi.org/10.1080/13683500.2014.957660>
- Dann, G. M. S. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187–219. [https://doi.org/10.1016/0160-7383\(81\)90082-7](https://doi.org/10.1016/0160-7383(81)90082-7)
- Das, S., & Islam, M. (2017). Hindu pilgrimage in India and walkability: Theory and praxis. *The Routledge International Handbook of Walking*, (October 2017), 242–250. <https://doi.org/10.4324/9781315638461>

- De Araujo Pereira, G., & Gosling, M. (2019). Push and pull motivations of Brazilian travel lovers. *Brazilian Business Review*, 16(1), 63–86. <https://doi.org/10.15728/bbr.2019.16.1.5>
- Del Chiappa, G., Lorenzo-Romero, C., & Alarcón-del-Amo, M. del C. (2018). Profiling tourists based on their perceptions of the trustworthiness of different types of peer-to-peer applications. *Current Issues in Tourism*, 21(3), 259–276. <https://doi.org/10.1080/13683500.2015.1077208>
- Dewi, S. K. (2017). Umrah Trends: Question Between Following Sunna and Spiritual Tourism. *Ulumuna*, 21(2), 253–277. <https://doi.org/10.20414/ujis.v21i2.318>
- Dinis, A., & Krakover, S. (2016). Niche tourism in small peripheral towns: the case of Jewish Heritage in Belmonte, Portugal. *Tourism Planning and Development*, 13(3), 310–332. <https://doi.org/10.1080/21568316.2015.1114014>
- Dolnicar, S., & Laesser, C. (2007). Travel agency marketing strategy: Insights from Switzerland. *Journal of Travel Research*, 46(2), 133–146. <https://doi.org/10.1177/0047287507299573>
- Dominici, G., & Seaf, D. (2009). *From Marketing Mix to E-Marketing Mix: a Literature Overview and Classification*. Assistant professor of Marketing and Management.
- Durán-Sánchez, A., Álvarez-García, J., del Río-Rama, M. de la C., & Oliveira, C. (2018). Religious tourism and pilgrimage: Bibliometric overview. *Religions*, 9(9), 1–15. <https://doi.org/10.3390/rel9090249>
- Edmund Jerome McCarthy. (2005). Basic Marketing: A Global-managerial Approach - William D. Perreault (Jr.), Edmund Jerome McCarthy - Google Books. In *McGraw-Hill* (15th ed.). Retrieved from <https://books.google.com.my/books?id=ddqHwwEACAAJ&dq=mccarthy+marketing+mix&hl=en&sa=X&ved=2ahUKEwi72byZub3tAhVZzTgGHYMeD9sQ6AEwAHoECAEQAQ>
- Eid, R. (2012). Towards a high-quality religious tourism marketing: The case of Hajj service in Saudi Arabia. *Tourism Analysis*, 17(4), 509–522. <https://doi.org/10.3727/108354212X13473157390849>
- Ella Anastasya Sinambela. (2021). Examining the relationship between tourist motivation, touristic attractiveness, and revisit intention | Journal of Social Science Studies. *Journal of Social Science Studies*, 1(1). Retrieved from <https://jos3.indonesianjournals.com/index.php/jos3/article/view/4>
- Fabio, C., Gian, C., & Anahita, M. (2016). New Trends of Pilgrimage: Religion and Tourism, Authenticity and Innovation, Development and Intercultural Dialogue: Notes from the Diary of a Pilgrim of Santiago. *AIMS Geosciences*, 2(2), 152–165. <https://doi.org/10.3934/geosci.2016.2.152>

- Farmaki, A., Khalilzadeh, J., & Altinay, L. (2019). Travel motivation and demotivation within politically unstable nations. *Tourism Management Perspectives*, 29, 118–130. <https://doi.org/10.1016/j.tmp.2018.11.004>
- Fernandes, A. A. R., & Solimun, S. (2018). The mediation effect of customer satisfaction in the relationship between service quality, service orientation, and marketing mix strategy to customer loyalty. *Journal of Management Development*, 37(1), 76–87. <https://doi.org/10.1108/JMD-12-2016-0315>
- Finatri, I., Pono, M., & Jusni, J. (2020). Effect Covid-19: Loyalty of Prospective Umrah Pilgrims to Umrah and Hajj Travel Companies. *Hasanuddin Journal of Business Strategy*, 2(3), 31–37. <https://doi.org/10.26487/hjbs.v2i3.353>
- Fourati, J., Issaoui, B., & Zidi, K. (2017). Literature review of crowd management: A Hajj case study. *ICINCO 2017 - Proceedings of the 14th International Conference on Informatics in Control, Automation and Robotics*, 1(Icinco), 346–351. <https://doi.org/10.5220/0006472103460351>
- Gary Armstrong, Stewart Adam, Sara Denize, & Philip Kotler. (2015). Principles of Marketing. Retrieved January 13, 2021, from <https://books.google.com.my/books?id=UKyaBQAAQBAJ&printsec=frontcover#v=onepage&q&f=false>
- Geoffrey R. Marczyk, David DeMatteo, & David Festinger. (2005, March). Essentials of Research Design and Methodology | Wiley. Retrieved December 8, 2020, from <https://www.wiley.com/en-us/Essentials+of+Research+Design+and+Methodology-p-9780471470533>
- Giușcă, M. (2020). Religious tourism and pilgrimage at prislop monastery, romania: Motivations, faith and perceptions. *Human Geographies*, 14(1), 149–167. <https://doi.org/10.5719/HGEO.2020.141.9>
- Goi, C. L. (2009). A Review of Marketing Mix: 4Ps or More? *International Journal of Marketing Studies*, 1(1).
- Griffin, K. A., & Raj, R. (2017). Editorial: The Importance of Religious Tourism and Pilgrimage: Reflecting on definitions, motives and data. *International Journal of Religious Tourism and Pilgrimage*, 5(3), ii–ix. <https://doi.org/10.21427/D7242Z>
- Hamed, H. M. (2017). Marketing Destinations to Millennials: Examining the Compatibility between the Destination Marketing Organization Website and the Millennial Tourist Prospects. *Journal of Tourism and Recreation*, 3(1), 1–20. <https://doi.org/10.12735/jotr.v3n1p01>
- Haq, F. M. (2014). The significance of partnership as a marketing strategy for Islamic spiritual tourism. *Journal of Islamic Marketing*, 5(2), 258–272. <https://doi.org/10.1108/JIMA-11-2013-0079>
- Haq, F., & Yin Wong, H. (2010). Is spiritual tourism a new strategy for marketing

- Islam? *Journal of Islamic Marketing*, 1(2), 136–148.
<https://doi.org/10.1108/17590831011055879>
- Harun, A., Khalida Muslim, A., Dzail, D., & Abdulmaged Othman, B. (2020). Star Rating Factors for Umrah Services: The Perspectives of Umrah Operators and Consumers. *International Journal of Religious Tourism and International Journal of Religious Tourism and Pilgrimage Pilgrimage*, 8.
<https://doi.org/10.21427/rq15-p355>
- Hassan, S. H., Mohamed Zainal, S. R., & Mohamed, O. (2015). Determinants of Destination Knowledge Acquisition in Religious Tourism: Perspective of Umrah Travelers. *International Journal of Marketing Studies*, 7(3), 84–94.
<https://doi.org/10.5539/ijms.v7n3p84>
- Hassani, A., & Moghavvemi, S. (2019). Muslims' travel motivations and travel preferences: The impact of motivational factors on Islamic service, hedonic and product preferences. *Journal of Islamic Marketing*, 11(2), 344–367.
<https://doi.org/10.1108/JIMA-11-2018-0215>
- Hayes, A. F., & Rockwood, N. J. (2020). Conditional Process Analysis: Concepts, Computation, and Advances in the Modeling of the Contingencies of Mechanisms. *American Behavioral Scientist*, 64(1), 19–54.
<https://doi.org/10.1177/0002764219859633>
- Hemsley-Brown, J., & Oplatka, I. (2016). Personal Influences on Consumer Behaviour. *Higher Education Consumer Choice*, 44–64.
https://doi.org/10.1007/978-1-137-49720-8_3
- Hermawan, B., Salim, U., Rohman, F., & Rahayu, M. (2016). Borobudur Temple as Buddhist Pilgrimage Destination in Indonesia: an Analysis of Factors that Affect Visit Intention. *Journal of International Buddhist Studies*, 7(2), 98–110.
- Hinterhuber, H. (1996). *The Kano Model: How to Delight Your Customers National Strategy for Tourism View project Top Management Team Heterogeneity and Technological Diversification: A Study of Relatedness View project Elmar Sauerwein h&z Management consulting*. Retrieved from <https://www.researchgate.net/publication/240462191>
- Hirschmann. (2020). Travel and tourism in Malaysia - Statistics & Facts | Statista. Retrieved June 23, 2020, from <https://www.statista.com/topics/5741/travel-and-tourism-in-malaysia/>
- In, J. (2017). Introduction of a pilot study. *Korean Journal of Anesthesiology*, 70(6), 601. <https://doi.org/10.4097/KJAE.2017.70.6.601>
- India Tourism. (2019). *Government of india ministry of tourism market research division*.
- Isaac, R. K. (2021). Can you imagine Bethlehem without tourism: the impacts of Covid-19 on Bethlehem, Palestine. *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2021.1883559>

Israel Ministry of Tourism. (2018). *Religious Freedom in Israel: A Fundamental Guarantee Israel's Declaration of Independence: A Mandate for Religious Freedom*. Retrieved from <http://www.bahai.org/dir/bwc>

Jeff Bray. (2008). *Consumer Behaviour Theory: Approaches and Models*.

Jo Bitner, M., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer contributions and roles in service delivery. *International Journal of Service Industry Management*, 8(3), 193–205. <https://doi.org/10.1108/09564239710185398>

Joseph C. Bon. (1985). AN APPLICATION OF THE ENGEL, KOLLAT AND BLACKWELL MODEL TO CONSUMERS OF AUTOMOBILE INSURANCE on JSTOR. Retrieved March 16, 2022, from <https://www.jstor.org/stable/41943172>

Juvan, E., Omerzel, D. G., & Maravić, M. U. (2017). Tourist Behaviour: An Overview of Models to Date. *Management International Conference*.

Kaell, H. (2016). Under the Law of God: mimesis and mimetic discipleship among Jewish-affinity Christians. *Journal of the Royal Anthropological Institute*, 22(3), 496–515. <https://doi.org/10.1111/1467-9655.12443>

Kalogiannidis, S., & Melfou, K. (2020). Global Marketing Strategic Approaches on Multi National Companies Product Development Investigation of the process of redesigning the development identity of local self-government units, in terms of causes, content and effectiveness: A case study of the Greek Regional Unit Kozani View project. *Article in International Journal of Scientific Research and Management*. <https://doi.org/10.18535/ijrsm/v8i12.em08>

Khan, A. H., Haque, A., & Rahman, M. S. (2013). What Makes Tourists Satisfied? An Empirical Study on Malaysian Islamic Tourist Destination. *Middle-East Journal of Scientific Research*, 14(12), 1631–1637. <https://doi.org/10.5829/idosi.mejsr.2013.14.12.2250>

Khatri, I. (2018). Tourism Destination Marketing: A Case Study of Lumbini Nepal. *The Gaze: Journal of Tourism and Hospitality*, 9, 69–82. <https://doi.org/10.3126/gaze.v9i0.19722>

Kim, B., Kim, S. S., & King, B. (2016). The sacred and the profane: Identifying pilgrim traveler value orientations using means-end theory. *Tourism Management*, 56, 142–155. <https://doi.org/10.1016/j.tourman.2016.04.003>

Kim, W. H., Cho, J. L., & Kim, K. S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers' gender and age. *Journal of Hospitality and Tourism Management*, 39, 212–218. <https://doi.org/10.1016/j.jhtm.2019.03.001>

Kollat, D. T., Engel, J. F., & Blackwell, R. D. (2018). Current Problems in Consumer Behavior Research: *Https://Doi.Org/10.1177/002224377000700307*, 7(3), 327–332.

<https://doi.org/10.1177/002224377000700307>

Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>

Kumar, R. B., & Singh, L. (2015). The expectations and satisfaction of Hindu pilgrims in north-west India – the case of the Naina Devi shrine. *African Journal of Hospitality, Tourism and Leisure*, 4(2), 1–18. Retrieved from <http://www.ajhtl.com1>

Laerd Statistics. (2022). One-way ANOVA - An introduction to when you should run this test and the test hypothesis | Laerd Statistics. Retrieved March 3, 2022, from <https://statistics.laerd.com/statistical-guides/one-way-anova-statistical-guide.php>

Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2019). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*. <https://doi.org/10.1108/JSOCM-10-2018-0122>

Lankton, N. K., & Mcknight, H. D. (2012). Examining Two Expectation Disconfirmation Theory Models: Assimilation and Asymmetry Effects. *Journal of the Association for Information Systems*, 13(2), 88–115.

Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6(4), 390–407. [https://doi.org/10.1016/0160-7383\(79\)90003-3](https://doi.org/10.1016/0160-7383(79)90003-3)

Liro, J. (2020). Visitors' motivations and behaviours at pilgrimage centres: push and pull perspectives. *Journal of Heritage Tourism*, 6631(May). <https://doi.org/10.1080/1743873X.2020.1761820>

Liutikas, D. (2015). In search of miracles: Pilgrimage to the miraculous places. *Tourism Review*, 70(3), 197–213. <https://doi.org/10.1108/TR-08-2013-0046>

Louis Cohen, Lawrence Manion, & Keith Morrison. (2007). *Research Methods in Education*. London.

Maneenetr, T., & Tran, T. H. (2014). Developing cultural tourism in border province: A case study on Bueng Kan province, Thailand. *Mediterranean Journal of Social Sciences*, 5(23), 55–62. <https://doi.org/10.5901/mjss.2014.v5n23p55>

Mark Saunders. (2019). (PDF) “Research Methods for Business Students” Chapter 4: Understanding research philosophy and approaches to theory development. Retrieved June 28, 2020, from https://www.researchgate.net/publication/330760964_Research_Methods_for_Business_Students_Chapter_4_Understanding_research_philosophy_and_approaches_to_theory_development

- Martín-Consuegra, D., Díaz, E., Gómez, M., & Molina, A. (2019). Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. *Physiology & Behavior*, 200, 104–110. <https://doi.org/10.1016/J.PHYSBEH.2018.03.028>
- Matura, P., Mbaiwa, J., & Mago, S. (2021). Marketing Mix Strategies of Small and Medium Tourism enterprises in Masvingo Province. *Zimbabwe. African Journal of Hospitality, Tourism and Leisure*, 10(3), 1025–1047. <https://doi.org/10.46222/ajhtl.19770720-147>
- Mayaka, M. A., & Prasad, H. (2012). Tourism in Kenya: An analysis of strategic issues and challenges. *Tourism Management Perspectives*, 1(1), 48–56. <https://doi.org/10.1016/j.tmp.2011.12.008>
- McCarthy, E. (1960). *Basic marketing, a managerial approach*. Homewood Ill.: R.D. Irwin.
- Md Nor, M. N., Ya, S., Ahmad, Z., Fuad, N., Mat Noor, A. N., & Kamarulzaman, K. (2020). The Role of Service Quality on Muslim Customer Satisfaction: A Case of Sustainable Umrah Industry in Malaysia. *Charting a Sustainable Future of ASEAN in Business and Social Sciences*, 113–122. https://doi.org/10.1007/978-981-15-3859-9_11
- Ministry of Hajj and Umrah. (2019). Umrah Weekly Indicator: Kingdom receives over 7,2 million pilgrims and issues 7,5 million visas - Ministry of Hajj and Umrah. Retrieved September 26, 2021, from <https://www.haj.gov.sa/en/News/Details/12324>
- Mishra, D. K. (2020). Agrarian crisis and neoliberalism in India. *Human Geography*, 13(2), 183–186. <https://doi.org/10.1177/1942778620935688>
- Moal-Ulvoas, G. (2017). *Positive emotions and spirituality in older travelers*. <https://doi.org/10.1016/j.annals.2017.07.020>
- Moufahim, M., & Lichrou, M. (2019). Pilgrimage, consumption and rituals: Spiritual authenticity in a Shia Muslim pilgrimage. *Tourism Management*, 70(August 2018), 322–332. <https://doi.org/10.1016/j.tourman.2018.08.023>
- Mursid, A. L. I., & Wu, C. H. (2018). *the Motivation Aspects of Customer Participation in Enhancing customer Loyalty : Umrah Travelers ' Perspective*. (July), 7–12.
- Muslim, A., Harun, A., Ismael, D., & Othman, B. (2020). Social media experience, attitude and behavioral intention towards umrah package among generation X and Y. *Management Science Letters*, 10(1), 1–12. <https://doi.org/10.5267/j.msl.2019.8.020>
- Nabi, N., O'Cass, A., & Siahtiri, V. (2019). Status consumption in newly emerging countries: The influence of personality traits and the mediating role of motivation to consume conspicuously. *Journal of Retailing and Consumer Services*, 46, 173–178.

<https://doi.org/10.1016/J.JRETCONSER.2017.09.009>

- Nepal Tourism. (2018). *Government of Nepal Ministry of Culture, Tourism & Civil Aviation*. Retrieved from www.tourism.gov.np
- News Straits Times. (n.d.). AMAL to be the country's booster for Umrah and Hajj market in SEA. Retrieved January 15, 2021, from <https://www.nst.com.my/business/2019/02/459521/amal-be-countrys-booster-umrah-and-hajj-market-sea>
- Ninin, R. H. (2015). The self of sundanese ethnic: Interdependent construal and religious self. *Asian Social Science*, 11(16), 1–8. <https://doi.org/10.5539/ass.v11n16p1>
- Ostrowski, P. L., O'Brien, T. V., & Gordon, G. L. (1993). Service Quality and Customer Loyalty in the Commercial Airline Industry. *Journal of Travel Research*, 32(2), 16–24. <https://doi.org/10.1177/004728759303200203>
- Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2020). The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2019-0198>
- Othman, B. A., Harun, A., Rashid, W. N., Nazeer, S., Kassim, A. W. M., & Kadhim, K. G. (2019). The influences of service marketing mix on customer loyalty towards umrah travel agents: Evidence from Malaysia. *Management Science Letters*, 9(6), 865–876. <https://doi.org/10.5267/j.msl.2019.3.002>
- Parsons, H., Houge Mackenzie, S., & Filep, S. (2019). Facilitating self-development: how tour guides broker spiritual tourist experiences. *Tourism Recreation Research*, 44(2), 141–152. <https://doi.org/10.1080/02508281.2019.1582159>
- Philip Kotler, & Kevin Lane Keller. (2016). *Kotler & Keller, Marketing Management* | Pearson. Retrieved August 8, 2021, from <https://www.pearson.com/us/higher-education/product/Kotler-Marketing-Management-15th-Edition/9780133856460.html>
- Picazo, P., & Moreno-Gil, S. (2018). Tour operators' marketing strategies and their impact on prices of sun and beach package holidays. *Journal of Hospitality and Tourism Management*, 35, 17–28. <https://doi.org/10.1016/j.jhtm.2018.02.004>
- Pizam, A. (1999). A Comprehensive Approach to Classifying Acts of Crime and Violence at Tourism Destinations. *Journal of Travel Research*, 38(1), 5–12. <https://doi.org/10.1177/004728759903800103>
- Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management*, 2(2), 118–127.

- <https://doi.org/10.1016/j.jdmm.2013.05.001>
- Preko, A., Mohammed, I., Francis Gyepi-Garbrah, T., & Allaberganov, A. (2021). *Islamic tourism: travel motivations, satisfaction and word of mouth, Ghana*. <https://doi.org/10.1108/JIMA-04-2019-0082>
- Qurashi, J. (2017). Commodification of islamic religious tourism: From spiritual to touristic experience. *International Journal of Religious Tourism and Pilgrimage*, 5(1), 89–104. <https://doi.org/10.21427/D7JX40>
- Rahman, M. K., Suhaiza, Z., & Musa, G. (2017). Article information : About Emerald www.emeraldinsight.com What travel motivational factors influence Muslim tourists towards MMITD ? *Journal of Islamic Marketing*, 8(1), 1–23. <https://doi.org/http://dx.doi.org/10.1108/JIMA-05-2015-0030>
- Raj, R., & Griffin, K. A. (2020). Reflecting on the Impact of COVID-19 on Religious Tourism and Pilgrimage. *International Journal of Religious Tourism and Pilgrimage*, 8(7). <https://doi.org/10.21427/8f91-6z16>
- Rami K. Isaac. (n.d.). (PDF) Isaac, R.K. (2018) Moving from pilgrimage to dark tourism? A new kind of tourism in Palestine. Retrieved January 8, 2021, from 2018 website: https://www.researchgate.net/publication/318012406_Isaac_RK_2018_Moving_from_pilgrimage_to_dark_tourism_A_new_kind_of_tourism_in_Pal_estine
- Redondo-Carretero, M., Camarero-Izquierdo, C., Gutiérrez-Arranz, A., & Rodríguez-Pinto, J. (2017). Language tourism destinations: a case study of motivations, perceived value and tourists' expenditure. *Journal of Cultural Economics*, 41(2), 155–172. <https://doi.org/10.1007/s10824-017-9296-y>
- Rinschede, G. (1992). Forms of religious tourism. *Annals of Tourism Research*, 19(1), 51–67. [https://doi.org/10.1016/0160-7383\(92\)90106-Y](https://doi.org/10.1016/0160-7383(92)90106-Y)
- Rizki Azhar, F., Margono, S., & Nur Khusniyah, I. (2018). *The effect of perceived value to customer commitment through customer satisfaction and customer trust of umrah pilgrims in the PT. Mabruro Tour and Travel Sidoarjo*. 15(5), 133–141.
- Sarumi, K. W. (2018). Between Hajj and the Christian pilgrimage: Parallels, contrasts, and implications for Nigeria. *International Journal of Religion and Spirituality in Society*, 8(2), 1–11. <https://doi.org/10.18848/2154-8633/CGP/v08i02/1-11>
- Saudi Gazette. (2019). Ministry to issue e-Umrah visa - Saudi Gazette. Retrieved January 13, 2021, from <https://saudigazette.com.sa/article/576797>
- Saudi Gazette. (2021). 10 million pilgrims perform Umrah since launch of safety procedures - Saudi Gazette. Retrieved September 19, 2021, from <https://www.saudigazette.com.sa/article/611051/SAUDI-ARABIA/10-million-pilgrims-perform-Umrah-since-launch-of-safety-procedures>

Saunders, M., Lewis, P., Thornhill, A., London, E. •, New, «, Boston, Y. •, ... Sii, S. •. (n.d.). *Research Methods for Business Students Fifth edition*.

Sean McLoughlin. (2015). Pilgrimage, Performativity, and British Muslims: Scripted and Unscripted Accounts of the Hajj and Umra. Retrieved January 14, 2021, from https://www.researchgate.net/publication/303619417_Pilgrimage_Performativity_and_British_Muslims_Scripted_and_Unscripted_Accounts_of_the_Hajj_and_Umra

Shih, S. P., Yu, S., & Tseng, H. C. (2015). The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan. *Journal of Economics, Business and Management*, 3(3), 391–394. <https://doi.org/10.7763/joebm.2015.v3.215>

Shinde, K. A. (2018). Governance and management of religious tourism in India. Retrieved January 13, 2021, from <https://www.cabdirect.org/cabdirect/abstract/20183160605>

Sion, B. (2017, July 3). Memorial pilgrimage or death tourism? A Jewish perspective. *Liturgy*, Vol. 32, pp. 23–28. <https://doi.org/10.1080/0458063X.2017.1295720>

Statista. (2021). Chart: The World's Largest Religious Groups Over Time | Statista. Retrieved October 2, 2021, from <https://www.statista.com/chart/25572/worlds-largest-religious-groups-over-time/>

Su, M. M., Wall, G., & Ma, Z. (2014). Assessing Ecotourism from a Multi-stakeholder Perspective: Xingkai Lake National Nature Reserve, China. *Environmental Management*, 54(5), 1190–1207. <https://doi.org/10.1007/s00267-014-0360-5>

Taheri, B. (2016). Emotional Connection, Materialism, and Religiosity: An Islamic Tourism Experience. *Journal of Travel and Tourism Marketing*, 33(7), 1011–1027. <https://doi.org/10.1080/10548408.2015.1078761>

Teviana, T., Ginting, P., Lubis, A. N., & Gultom, P. (2017). Antecedents of Tourism Destination Image and Customer Satisfaction in Tourism Industry Antecedents of Tourism Destination Image and Customer Satisfaction in Tourism Industry 436. In *European Research Studies Journal*.

The Malaysian Reserve. (2021). Can pilgrims get vaccinated in time? Retrieved April 5, 2021, from <https://themalaysianreserve.com/2021/03/11/can-pilgrims-get-vaccinated-in-time/>

The Star. (2019). DIY umrah is the future for millennial Muslim pilgrims | The Star. Retrieved January 13, 2021, from <https://www.thestar.com.my/lifestyle/travel/2019/03/29/diy-umrah-millennial-muslim-pilgrims>

Thomas S. Bremer. (2006). *Tourism, Religion and Spiritual Journeys*.
Thorndike, R. M. (1995). Book Review : Psychometric Theory (3rd ed.) by Jum Nunnally and Ira Bernstein New York: McGraw-Hill, 1994, xxiv + 752 pp. *Applied Psychological Measurement*, 19(3), 303–305. <https://doi.org/10.1177/014662169501900308>

United Nation World Tourism Organization. (n.d.). International tourism growth continues to outpace the global economy | UNWTO. Retrieved June 23, 2020, from <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>

United Nation World Tourism Organization. (2019). International Tourist Arrivals Reach 1.4 billion Two Years Ahead of Forecasts | UNWTO. Retrieved September 26, 2021, from <https://www.unwto.org/global/press-release/2019-01-21/international-tourist-arrivals-reach-14-billion-two-years-ahead-forecasts>

United Nation World Tourism Organization. (2021). International Tourism and covid-19 | UNWTO. Retrieved April 3, 2021, from <https://www.unwto.org/international-tourism-and-covid-19>

United World Tourism Organization. (2011). Religious Tourism in Asia and the Pacific. In *Religious Tourism in Asia and the Pacific*. <https://doi.org/10.18111/9789284413805>

University of Southern California. (2022). Types of Research Designs - Organizing Your Social Sciences Research Paper - Research Guides at University of Southern California. Retrieved March 3, 2022, from <https://libguides.usc.edu/writingguide/researchdesigns>

UNWTO. (2021). Glossary of tourism terms | UNWTO. Retrieved October 2, 2021, from <https://www.unwto.org/glossary-tourism-terms>

Vijayanand, S. (2015). The Issues and Perspectives of Pilgrimage Tourism Development in Thanjavur. *International Journal of Tourism & Hospitality Reviews*, 1(1), 45. <https://doi.org/10.18510/ijthr.2014.117>

Vladimirov, Z. (2012). Customer satisfaction with the Bulgarian tour operators and tour agencies' websites. *Tourism Management Perspectives*, 4, 176–184. <https://doi.org/10.1016/j.tmp.2012.07.003>

Voss, G. B., Parasuraman, A., & Grewal, D. (1998). The roles of price, performance, and expectations in determining satisfaction in service exchanges. *Journal of Marketing*, 62(4), 46–61. <https://doi.org/10.2307/1252286>

Wachyuni, S. S., & Yusuf, L. (2021). CAMERA EAT FIRST: TOURIST MOTIVATION IN SHARING FOOD PHOTOGRAPH ON INSTAGRAM. *International Journal of Tourism & Hospitality Reviews*, 8(1), 62–70. <https://doi.org/10.18510/ijthr.2021.815>

- Wahab, Norailis Ab, Ahmad, N., & Jusoff, K. (2013). The roles of socio-economic characteristics in satisfying repeat Umrah visitors. *Middle East Journal of Scientific Research*, 13(SPLISSUE), 18–22. <https://doi.org/10.5829/idosi.mejsr.2013.13.1876>
- Wahab, Norsyaheera Abd, Hassan, L. F. A., Shahid, S. A. M., & Maon, S. N. (2016). The Relationship Between Marketing Mix And Customer Loyalty In Hijab Industry: The Mediating Effect Of Customer Satisfaction. *Procedia Economics and Finance*, 37(16), 366–371. [https://doi.org/10.1016/s2212-5671\(16\)30138-1](https://doi.org/10.1016/s2212-5671(16)30138-1)
- Wanfei Wang, J. S. C. & K. H., & To. (2015). *wang2015.pdf*. <https://doi.org/10.1080/10941665.2015.1016443> To
- Wang, W., Chen, J. S., & Huang, K. (2016). Religious Tourist Motivation in Buddhist Mountain: The Case from China. *Asia Pacific Journal of Tourism Research*, 21(1), 57–72. <https://doi.org/10.1080/10941665.2015.1016443>
- Wang, W., Chen, J. S., Huang, K., Wu, H. C., Chang, Y. Y., Wu, T. P., ... Jose Antonio, C. (2018). Religious Tourist Motivation in Buddhist Mountain: The Case from China. *Tourism and Hospitality Research*, 18(1), 197–211. <https://doi.org/10.1177/1467358416636931>
- Witell, L., Löfgren, M., & Dahlgaard, J. J. (2013). Theory of attractive quality and the Kano methodology – the past, the present, and the future. *Https://Doi.Org/10.1080/14783363.2013.791117*, 24(11–12), 1241–1252. <https://doi.org/10.1080/14783363.2013.791117>
- Wong, Y. T., Osman, S., Said, A., & Paim, L. (2014). A typology of personal factor attributes among shoppers. *Journal of Fashion Marketing and Management*, 18(4), 394–412. <https://doi.org/10.1108/JFMM-03-2013-0029/FULL/PDF>
- World Health Organization. (2021). WHO Coronavirus (COVID-19) Dashboard | WHO Coronavirus (COVID-19) Dashboard With Vaccination Data. Retrieved April 3, 2021, from <https://covid19.who.int/>
- Yan, Y., Shin, W. I., Pang, Y. X., Meng, Y., Lai, J., You, C., ... Pang, C. H. (2020, April). The first 75 days of novel coronavirus (SARS-CoV-2) outbreak: Recent advances, prevention, and treatment. *International Journal of Environmental Research and Public Health*, Vol. 17. <https://doi.org/10.3390/ijerph17072323>
- Ying, T., Tan, X., Ye, S., Ka, X., & Zhou, Y. (2020). Examining tourist mindfulness in museums: the roles of familiarity and motivation. *Asia Pacific Journal of Tourism Research*, 25(9), 981–996. <https://doi.org/10.1080/10941665.2020.1819835>
- Zainal Haji Bujang. (2013). *Umrah super A / Zainal Haji Bujang*. Galeri Ilmu Sdn Bhd,.

Zara, C. (2015). Rethinking the tourist gaze through the Hindu eyes: The Ganga Aarti celebration in Varanasi, India. *Tourist Studies*, 15(1), 27–45. <https://doi.org/10.1177/1468797614550961>

