Tourism and Recreation

Purchase intention for Muslim-friendly hotels: exploring the roles of religiosity and the Theory of Planned Behavior

Müslüman dostu oteller için satın alma niyeti: dindarlık ve Planlı Davranış Teorisinin rollerinin araştırılması

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ARTICLE INFO MAKALE BİLGİSİ	ABSTRACT
	This study aims to investigate the impact of the Theory of Planned Behavior (TPB) on predicting purchase intention for Muslim-friendly hotels (MFH). Additionally, this study examined the impact of religiosity (RG) on TPB. Data were collected using a survey technique from 272 individuals who preferred or intended to prefer MFHs selected through a convenience sampling method. The RG has a significant and positive impact on TPB dimensions. The study indicates that MFHs should be able to navigate the socio-environmental factors that influence Muslim travelers in Türkiye. Moreover, because of the significant impact of RG on TPB, it is significant for hotels to provide services while also considering the religious sensitivity of Muslim travelers. This study is valuable because it examines Muslim travelers' purchase intentions towards MFHs within the TPB framework. Furthermore, this study fills a gap in the literature by examining the effects of RG on TPB in a specific population.
	ÖZET
	Bu çalışma, Planlı Davranış Teorisinin (TPB) Müslüman dostu oteller (MFH) için satın alma niyetini tahmin etme üzerindeki etkisini araştırmayı amaçlamaktadır. Ayrıca bu çalışma dindarlığın (RG) TPB üzerindeki etkisini de incelemiştir. Kolayda örnekleme yöntemiyle seçilen MFH'leri tercih eden veya tercih etme niyetinde olan 272 kişiden anket tekniği kullanılarak veriler toplanmıştır. RG'nin TPB boyutları üzerinde anlamlı ve olumlu bir etkisi vardır. Çalışma, MFH'lerin Türkiye'deki Müslüman gezginleri etkileyen sosyo-çevresel faktörleri yönlendirebilmesi gerektiğini göstermektedir. Ayrıca RG'nin TPB üzerindeki önemli etkisi nedeniyle otellerin Müslüman ziyaretçilerin dini hassasiyetlerini de dikkate alarak hizmet sunması önemlidir. Bu çalışma, Müslüman turistlerin MFH'lere yönelik satın alma niyetlerini TPB çerçevesinde incelemesi nedeniyle değerlidir. Ayrıca bu çalışma, belirli bir popülasyonda RG'nin TPB üzerindeki etkilerini inceleyerek literatürdeki bir boşluğu doldurmaktadır.

1. Introduction

In 2023, the halal tourism market was estimated to have a market share worth US$ 266.3 billion. By 2034, this figure is predicted to reach US$ 417.6 billion, representing a compound annual growth rate (CAGR) of 3.6% from 2024 to 2034 (Future Marketing Insight, 2023). The hospitality industry is a global market used by millions of people annually (UNWTO, 2022). Muslim travelers constitute an important market segment worldwide (COMCEC, 2016), and 80% of halal consumers tend to stick with their preferred brands, which is significantly higher than an average non-Muslim consumer (Azmi, 2024). Therefore, it is becoming increasingly important for hotels to meet the needs of this segment. Muslim-friendly hotels (MFHs) are hotels that cater to the religious and cultural needs of Muslim travelers. These hotels

offer meals under Islamic rules, provide ablution facilities, and celebrate religious festivals and events (Mahrnasari et al., 2020). Therefore, halal-motivated Muslim travelers refer MFHs.

The concept of 'halal' briefly defines everything that complies with Islamic rules. It is regulated by various aspects of the lives of Muslims, including food and beverages, entertainment, travel, finance, and education (El-Ghory, 2016). Halal tourism is not a type of tourism but an understanding of tourism. Most tourism types have halal aspects. The biggest factor to be considered here is that the place to be traveled, especially where holidays will occur, must comply with Islamic rules (halal). Halal tourism is a type of tourism in which the motivations for travelling and touring for entertainment, recreation, and social purposes are not only

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religious, but also the obligation to behave in a way that is permitted or considered halal by Islamic rules. (Vargas-Sánchez and Moral-Moral, 2019). Participants in this type of tourism are people who believe in Islamic faith and are sensitive to adherence to Islamic rules in their behavior. Businesses that adhere to these guidelines are considered Muslim-friendly. Muslim-friendly tourism is a growing niche market, driven by economic values. Operators, employees, and researchers are increasingly interested in Muslim-friendly tourism practices (Şeyhanlıoğlu and Zengin, 2022). For this reason, Muslim travelers who prefer MFHs and act with religious sensitivity should be examined from every angle.

Many studies have shown that religion generally affects consumer attitudes and behaviors in general (Kanekar and Merchant, 2001; Pettinger, Holdsworth, and Gerber, 2004; Orellano et al., 2020). Considering that religion and tourism can be competitive by nature, it is a requirement of their beliefs that tourists who practice their religion at home should question whether they do the same when they are away from home (Weidenfeld and Ron, 2008) and investigate whether the holiday they will take is suitable for their religious sensitivities.

Halal tourism, which does not cover all people and believers, has the opportunity to offer products to an important audience with its niche market position (Batman, 2017) and increasing Muslim population (Nizar, 2021; Khan et al., 2022). Studies on human behavior have been conducted for a long time. There are quite a lot of theories in the literature trying to explain human behavior. These theories focus on understanding human behavior from different perspectives (Nebioğlu & Kalıpçı, 2020).

The TPB is one of the most frequently cited and effective theories for predicting human social behavior based on objective measures. According to TPB, the more positive the attitude (ATT), subjective norms (SN), and perceived behavioral control (PBC), the stronger the intention to perform a behavior. (Ajzen, 2011). Therefore, measuring behavioral intention within the scope of the TPB can contribute to improving the prediction of Muslim travelers' intentions to choose an MFH. Many studies have been conducted in the field of tourism within the scope of TPB (Al Ziadat, 2015; Huriah et al, 2022; Kayaoğlu, 2022; Purwanto & Rofiah, 2020). A significant number of these studies have focused on destination preferences (Bozkurt & Avcıkurt, 2018; Jalilvand & Samiei, 2012; Park et al., 2017; Yuzhanin & Fisheri, 2016) and intention to visit a destination again (Azhar et al., 2022; Chen & Tung, 2014; Meng & Cui, 2020; Soliman, 2018). Studies examining the effect of religiosity (Asnawai & Sihombing, 2021; Jeaheng et al., 2019; Memon et al., 2020; Purwanto & Rofiah, 2020; Sudarsono et al., 2021) on MFH businesses and tourism destinations (Cahyaningsih & Nugroho 2022) within the scope of the TPB are also widely included in the literature.

No study has been found that examined the effect of religiosity on purchase intentions of MFHs in Türkiye. This study aimed to measure the impact of religiosity on TPB and the impact of TPB on intention to purchase MFHs. It is thought that this study will contribute to hotel managers, planners and related literature.

2. Literature Review and Development of Hypotheses

2.1. Theory of Planned Behavior

The Theory of Planned Behavior, a derivative of the theory of reasoned action (TRA), was developed by Ajzen (1985). The theory of planned behavior (PDT) emerged as an extension of the TRA to address limitations in a person's general behavior and beliefs about having limited resources and opportunities to perform a particular behavior (Ajzen, 1991; Madden et al., 1992). TPB, which aims to predict and explain human behavior falling into different disciplines, is a socio-psychologically based theory (Cohen & Hanno, 1993; Küçük, 2011).

The Theory of Planned Behavior has become one of the frequently cited and influential models for predicting human social performance relative to any objective measure (Ajzen, 2011). It is the approach in which attitudes towards behavior, personal norms about behavior, and perceived control over behavior generally predict behavioral intentions with a high degree of accuracy (Ajzen, 1991).

2.2. Muslim Friendly Hotels

Today, Sharia-compliant hospitality and services such as airlines, hotels, entertainment, transport, and food services are rapidly emerging as new tourism products in the Islamic tourism industry (Jaswir and Ramli, 2016). Tourism businesses are increasingly focusing on meeting the needs of the growing global Muslim population, which represents a lucrative consumer segment in the niche markets. Muslim vacation behavior is significantly influenced by Islam's behavioral traditions as long as they adhere to Sharia values and obligations (Carboni et al., 2014).

As the global Muslim population has risen, the potential for MFH businesses has also soared. Muslim travelers who are careful about travelling and act according to Islamic rules tend to choose facilities that comply with Islamic rules when choosing hotels and destinations. MFHs have been accepted in many countries, especially in the Middle East, and are beginning to be accepted by western businesses that want to obtain a share of this cake (Stephenson, 2014). Due to the rapid growth of the Muslim market, many hotels in both Organization of Islamic Cooperation and non-Organization of Islamic Cooperation countries are developing products and services to meet the needs and expectations of this market. MFHs operate in various countries, including Russia, the UK, and Thailand (Boğan & Sarıışık, 2019; Boğan et al., 2020). MFHs should provide services that consider the sensitivities of Muslim travelers. These services include the opportunity to worship alone in each hotel room, complete worship materials such as Qur'an, prayer rugs, halal food and drinks, men's and women's masjid suitable for general use inside the hotel, appropriate health services, sightseeing services, the presence of Muslim employees with friendly and sincere interest, and the absence of alcoholic beverages (Rasyid & Dewi 2019; Hidayat, Yasin & Jufri, 2021). MFHs cater to Muslim customers' needs by providing basic amenities, such as a Mecca (qibla) direction indicator, worship facilities and tools, halal catering, and a list of nearby mosques (Mansor, et al., 2018).

As MFHs have services that are different from other hotels in terms of the opportunities they provide to customers, the employees who provide these services should be different from other hotels. Boğan et al. (2020) noted that certain qualities distinguish MFHs from other establishments in terms of employees. These qualities include the provision of separate facilities, female staff for women and their families, and an Islamic dress code for staff unions.

2.3. Religiosity and Theory of Planned Behavior

Islamic rules are shaped by the commands of Allah and the teachings of the last Prophet, Muhammad. Muslims direct their lives on the basis of these rules. Therefore, they exhibit behavior in accordance with Islamic shopping rules. Religion is the most important social factor affecting people's choices, lifestyles, and lives (Abdullah et al., 2020). Religion is the most important cornerstone affecting people's attitudes and behaviors (Junaidi, 2021). There are many studies showing that religiosity has a significant effect on consumer behavior (Asnawai & Sihombing, 2021; Choi et al., 2013; Jeaheng et al., 2019; Majik & Kustrak, 2013; Memon et al., 2020; Purwanto & Rofiah, 2020; Sudarsono et al., 2021). However, it is a reality that religion does not have the same effect on every individual. For this reason, the effectiveness of religion for Muslim travelers differs from person to person, according to the level of religiosity. Therefore, as the level of religiosity (RG) increases, the influence of religion on ATTs, SNs, and PBC increases (Yıldırgan & Batman, 2023).

Religiosity has a significant and positive direct effect on the attitudes towards purchasing halal products. The level of consumer piety is an important determinant in the consumer's attitude towards purchasing Halal products. In other words, the higher the level of religiosity, the more positive the attitude towards purchasing halal products will be (Demirağ et al., 2020). In this context, the following hypothesis were developed:

H$_1$: *Religiosity has a significant and positive effect on factor of TPB*

H$_{1a}$: *Religiosity has a significant and positive effect on ATT.*

H$_{1b}$: *Religiosity has a significant and positive effect on SN.*

H$_{1c}$: *Religiosity has a significant and positive effect on PBC.*

2.4. Theory of Planned Behavior and Halal Purchase Intention

Purchase intention is a crucial predictor of consumer behavior. It is important to note that purchase intentions should be objectively evaluated without any emotional bias. This refers to consumers' preferences for purchasing goods or services that they believe they need as well as their attitudes and perceptions towards these goods or services (Nurhayati & Hendar, 2020; Ramadhanti & Marsasi, 2023). The TPB, developed by Ajzen (2011), is considered to be one of the most effective models for predicting human social behavior based on objective measures. ATTs towards behavior, SNs about behavior, and PBC generally predict behavioral intentions with a high degree of accuracy (Ajzen, 1991).

ATT is an expression of one's feelings about an object,

whether one likes or dislikes it, and can also describe one's belief in the various qualities and benefits of that object (Ajzen, 2011; Cahyaningsih & Nugroho 2022). ATT is the evaluation of the performance of a certain behavior involving the object of attitude, such as purchasing a product (Ahmadova & Aliyev, 2021). SNs refer to perceived social pressure to conform to expectations (Memon, 2020). Social pressure comprises of rewards and punishments. SNs can also be seen as the dynamics between the incentives that individuals perceive from the people around them and the motivation to follow their views on doing or not doing the behavior (Ajzen, 2011; Cahyaningsih & Nugroho 2022).

PBC can be defined as "the perceived ease or difficulty of performing a behavior." PBC assesses how well a person can control the factors that facilitate or limit the actions needed to cope with a particular situation. PBC refers to a person's ability to perceive the presence/absence of resources/opportunities to perform a certain behavior and to evaluate the importance of such resources/opportunities to achieve results (Ajzen, 2011; Ajzen & Madden, 1986; Cahyaningsih & Nugroho, 2022; Chang, 1998; Han et al., 2010).

According to the TPB, ATT towards behavior, SN, and PBC typically predict behavioral intentions (Bashir et al., 2019). Many studies have shown that ATT, SN, and PBC affect the intention to purchase MFHs intentions (IPMFH) (Jeaheng et al., 2019; Purwanto and Rofiah, 2020). In this context, the following hypothesis were developed:

H$_2$: *ATT has a significant and positive effect on the intention to purchase MFHs (IPMFH).*

H$_3$: *SN has a significant and positive effect on IPMFH.*

H$_4$: *PBC has a significant and positive effect on IPMFH.*

With the hypotheses in mind, the research model is presented in Figure 1.
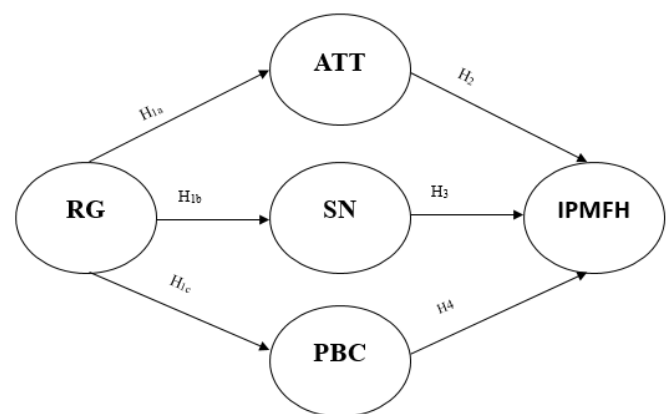
RG: Religiosity, **ATT**: Attitude, **SN**: Subjective Norm, **PBC**: Perceived behavioral control, **IPMFH**: intention to purchase Muslim Friendly Hotel
Figure 1. Proposed research model
Source: *Created by the author.*

3. Methods

This study examines the influence of ATT, SN, and PBC on the intention to purchase MFHs. In addition, this study aimed to examine the effects of RG on ATT, SN, and PBC, which

Table 1. Demographic variables

Gender	n	%	Educational Status	n	%
Male	183	67.3	Primary education	5	1.8
Woman	89	32.7	secondary education	18	6.6
Job	**n**	**%**	associate degree	48	17.6
Officer	123	45.2	License	116	42.6
Employee	25	9.2	postgraduate	85	31.3
Small business	14	5.1	**Marital status**	**n**	**%**
Housewife	27	9.9	Single	64	23.5
Retired	23	8.5	Married	208	76.5
Self-employment	41	15.1	**Household Income**	**n**	**%**
Other	19	7.0	Minimum wage	30	11.0
Generation	**n**	**%**	Minimum wage – 22000 TL	47	17.3
Baby Boomer (born 1946-1964)	14	5.1	22001-35000 TL	96	35.3
Generation X (born 1965-1980)	76	27.9	35001-50,000 TL	55	20.2
Generation Y (born 1981-1997)	161	59.2	50.001 TL and above	44	16.2
Generation Z (born in 1997 and later)	21	7.7			
Total	272	100	Total	272	100

Source: *Created by the author.*

are dimensions of TPB. Using convenience sampling method, 272 samples were obtained from populations that either preferred or intended to prefer MFHs. Tabachnick and Fidell (2013) stated that the sample size of the study should be five times the number of variables, and Rescoe (1975) stated that taking ten times or more would provide sufficient and reliable results (Rescoe, 1975 as cited in Ural & Kılıç, 2018).

A questionnaire was used to collect data. A questionnaire was created using Google Forms. The aim of this study is presented in the first part of the questionnaire. In this section, the participants were asked the question, 'Have you preferred an MFH before?'. Those who answered "yes" or "no, but I would prefer if I had the opportunity" to the question asked were included in the research sample. The second part of the questionnaire asked questions regarding the demographic information of the participants. The third part of the study included items from the TPB scale adapted by Sudarsono et al. (2021) and items from the religiosity scale adapted by Eid and El-Gohary (2015). In this section, the main scale items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The link to the survey form was shared online (Instagram, WhatsApp, e-mail, and Facebook), and data were collected between September 23, 2023, and December 20, 2023.

The SPSS and AMOS packages were used for data analysis. Descriptive statistics, reliability, and normal distribution analyses were performed using SPSS software. Confirmatory Factor Analysis (CFA), path analyses for effect testing, and convergent and discriminant validity analyses were conducted using AMOS 24 software package. When the kurtosis and skewness values of the statements were analyzed, they showed a normal distribution because they were between -2 and +2 (Kline, 2015).

4. Results

4.1. Descriptive Statistical Results for the Participants

Table 1 provides the descriptive statistical results regarding the demographic information of the participants. As shown in Table 1, 67.3% of the participants were male and 32.7% were female. Most participants (45.2%) were civil servants. When examining their educational background, 42.6% had a

Table 2. Muslim-Friendly hotel preference

Have you ever stayed in a Muslim-friendly hotel?	n	%
Yes	137	50.4
No, but I would if I had the opportunity.	135	49.6

Source: *Created by the author.*

bachelor's degree and 31.3% had a postgraduate degree. Most respondents (59.2%) belonged to Generation Y (individuals born between 1981 and 1997). 76.5 Of the participants, 76.5% were married, and 23.5% were single. In terms of household income, it is evident that 35.3% fall within the range of 22001-35000 TL, 20.2% fall within the range of 35001-50,000 TL, 17.3% have an income equal to the minimum wage–22000 TL, 16.2% have an income of 50,001 TL and above, and 11% have an income equal to the minimum wage.

Table 2 shows the participants' tendencies towards MFHs. According to the table, 50.4% of the participants had stayed in MFHs before, and 49.6% stated that they would prefer such hotels when accommodations were available.

4.2. Testing the Measurement Model

A Confirmatory Factor Analysis (CFA) was conducted to test construct validity. According to the CFA results, the goodness-of-fit values of the scale construct validity are listed in Table 3. According to the table, X2/sd value of X2/sd ≤3, CFI and TLI values >0.95 and SRMR value <0.05 indicate

Table 3. Goodness of fit values for confirmatory factor analysis

Fit Measure	Good Fit	Acceptable Fit	Goodness of Fit Values	Results
X2/sd	<3	3< X2/sd <5	2,04	Good Fit
RMSEA	<0,05	<0,08	0,06	Acceptable Fit
CFI	>0,95	> 0,90	0,97	Good Fit
GFI	> 0,95	>0,90	0,92	Acceptable Fit
TLI	>0,95	>0,90	0,96	Good Fit
SRMR	<0,05	<0,08	0,04	Good Fit

Source: *Created by the author*

Table 4. Measurement model results

Variable	Article	Standardise Factor Loadings (SFL)	CA	CR	AVE
Attitude (ATT)	ATT1	0.90	0.93	0.93	0.76
	ATT2	0.86			
	ATT3	0.91			
	ATT4	0.81			
Subjective Norm (SN)	SN1	0.84	0.89	0.89	0.73
	SN2	0.91			
	SN3	0.81			
Perceived Behavioral Control (PBC)	PBC1	0.43<0.50 removed	0.74	0.75	0.61
	PBC2	0.88			
	PBC3	0.66			
Intention to Purchase Muslim-Friendly Hotel (IPMFH)	IPMFH1	0.88	0.91	0.91	0.77
	IPMFH3	0.89			
	IPMFH3	0.86			
Religiosity (RG)	RG1	0.74	0.88	0.88	0.59
	RG2	0.78			
	RG3	0.80			
	RG4	0.76			
	RG5	0.76			

Fornell-Larcker	MSV	ASV	ATT	SN	PBC	IPMFH	RG
ATT	0.71	0.44	0.87				
SN	0.40	0.30	0.60	0.85			
PBC	0.30	0.23	0.48	0.43	0.8		
IPMFH	0.71	0.48	0.84	0.63	0.55	0.88	
RG	0.52	0.36	0.68	0.51	0.46	0.72	0.77

Source: *Created by the author*

good fit, while RMSEA value between 0.05<RMSEA<0.08 and GFI value between 0.90<GFI<0.95 indicate acceptable fit (Byrne, 2016; Kline, 2015). Consequently, the theoretical structure predicted in this study is confirmed.

Confirmatory factor analyses were conducted on the scale items used in the research, the validity and reliability of which had been previously proven. Cronbach's alpha was calculated to test the construct's reliability and validity. To ensure reliability, Cronbach's alpha must be at least 0.7 (Fornell and Larcker, 1981). We also calculated composite reliability (CR) values, which are known to provide more positive results than Cronbach's alpha (Hair et al., 2019). The reliability of the factor structure shows the reliability of the structure of that factor by considering the standardized path coefficients and error variances of the items in that factor (Kline, 2015).

To establish convergent validity, the Average Variance Extracted (AVE) must be greater than 0.5, Composite Reliability (CR) must be greater than 0.7, and CR must be greater than AVE (AVE > 0.5, CR > 0.7, and CR > AVE) (Hair et al., 2019). To determine discriminant validity, the AVE, Maximum Square Variance (MS), and Average Shared Square Variance (AS) values provided important clues regarding the distinctiveness of the factors. In a CF model, the discriminant validity of the factors is ensured if there are inter-factor correlations between MS < AVE, AS < AVE, and √AVE > (Fornell & Larcker, 1981). From Table 4, it can be concluded that reliability and construct validity were ensured in the measurement model.

4.3. Testing the Structural Model

Table 5 and Figure 2 present the results of the hypotheses. According to the table, RG had a significant effect on ATT (β=0,73, t =10,589, p=0.001), SN (β=0,57, t value=8,016, p=0.001), and PBC (β=0,53, t value=7,003, p=0.001).

As shown in Table 5, ATT (β= 0.68, t = 12.505, p=0.001), SN (β= 0.18, t value= 3.868, p=0.001), and PBC (β= 0.19, t = 3.622, p=0.001) had a significant and positive effect on IPMFH. Based on these results, hypotheses H1 (H1a, H1b, H1c), H2, H3, and H4 were supported.

5. Conclusion and Discussion

This study investigated the impact of TPB on the intention to purchase MFHs and the impact of religiosity on the TPB variables. The study revealed that Muslim travelers look for places that comply with the rules of their Islamic beliefs and prefer MFHs when making travel decisions. This study shows that RG has an impact on ATTs, SNs, and PBC prior to halal purchase. Therefore, as RG increases, ATTs, SNs, and PBC also increase.

This study makes a theoretical contribution to the field by demonstrating that an individual's attitude, which reflects their beliefs about performing a specific behavior, their subjective norm, which represents the considerable individuals who influence their behavioral intentions, and their perceived behavioral control, which indicates their perception of their ability and capacity to engage in a particular activity, are influenced by religiosity.

In line with previous studies (Jeaheng et al., 2019; Julina et al., 2021; Purwanto & Rofiah, 2020), the results from this study suggest that the TPB is appropriate for predicting purchase intention towards Muslim Friendly Hotel businesses. SNs were found to be the strongest predictors of MFH purchase intentions. Many studies in the tourism field have revealed that SNs affect purchase intention (Jeaheng et al., 2019; Purwanto & Rofiah, 2020). In particular, SNs were identified as the strongest factor influencing Muslim travelers' intention to purchase MFHs.

While the impact of attitude on Muslim travellers' intention to purchase MFHs is relatively minimal, it remains statistically significant and positive. This finding aligns with a study on

Table 5. Results of path analysis and hypotheses

Hypothesis	Path Analysis	Estimate	SFL	t-value	p	Result
H_{1a}	RG→ ATT	0.81	0.73	10.589	0.001***	Supported
H_{1b}	RG→ SN	0.98	0.57	8.016	0.001***	Supported
H_{1c}	RG→ PBC	0.88	0.53	7.003	0.001***	Supported
H_2	SN→ IPMFH	0.12	0.18	3.868	0.001***	Supported
H_3	ATT→ IPMFH	0.72	0.68	12.505	0.001***	Supported
H_4	PBC→ IPMFH	0.13	0.19	3.622	0.001***	Supported

Source: *Created by the author*

the intentions of young Muslim generations towards halal tourism in Indonesia (Sudarsono et al., 2021).

Attitude also influences Generation Y's preference for halal foods (Khalek & Ismail, 2015). Memon et al. (2020) found that attitude strongly influences the intention to purchase halal products. Therefore, a person's attitude towards halal products reflects their beliefs about the advantages and disadvantages of these products.

The study also showed that PBC affects Muslim travellers' intention to purchase MFHs. Several studies have found a positive correlation between PBC and halal purchase (Sherwani et al., 2018). Therefore, individuals who prefer this type of travel exhibit purposeful and resolute behavior because of their particular sensitivity. This may be attributed to the heightened awareness and conscientious decision-making associated with the specific cultural and religious considerations of halal purchasing.

5.1. Managerial Implications, Limitation and Future Research

While designing destinations from a comprehensive halal perspective presents inherent challenges, the accommodation of MFHs in these destinations may enhance their appeal to the Muslim audience, shaping their behaviors within the framework of their beliefs. Consequently, the potential to reach a larger audience adhering to halal sensitivity increases. Hotels should cultivate positive attitudes towards MFHs to boost the purchase intentions of Muslim travelers. Furthermore, hotels should incorporate factors that influence the purchase intentions of Muslim travelers. The insights from this study can guide MFHs in developing strategies to increase the purchase intention of Muslim travelers. Therefore, hotels

should emphasize their MFHs and showcase them on their websites, brochures, and other marketing materials to ensure that Muslim travelers are aware of their ability to meet their specific needs.

Based on this study's findings, SN emerged as the most significant factor influencing intention to purchase halal products. To reach Muslim travelers effectively, hotels should employ various communication channels, including traditional media (radio, TV, newspapers, and magazines), websites, social media, and influencers. Engaging in active promotional activities is also recommended. Managing both positive and negative customer feedback on MFHs on digital platforms can enhance their preferences for such businesses. Another key conclusion is that hotels should offer services aligned with the needs of Muslim travelers, considering their sensitivities in line with Islamic principles. This is crucial for increasing the purchase intention of Muslim travelers with religious sensitivity.

This study examines three antecedents (ATT, SN, and PBC) derived from TPB. Additionally, the extended TPB, encompassing trust, moral obligation, habit, and self-identity as additional antecedents, can be tested to predict its impact on the intention to purchase MFHs of Muslim travelers in Türkiye. Furthermore, this study explored the impact of RG on the individual dimensions (ATT, SN, and PBC) within the TPB. Therefore, the regulatory and mediating effects of RG should be examined. Another limitation is that this study was conducted among Muslim travelers living in Türkiye. Therefore, further research is needed to determine the generalizability of the study's findings to Muslim travelers in other countries.
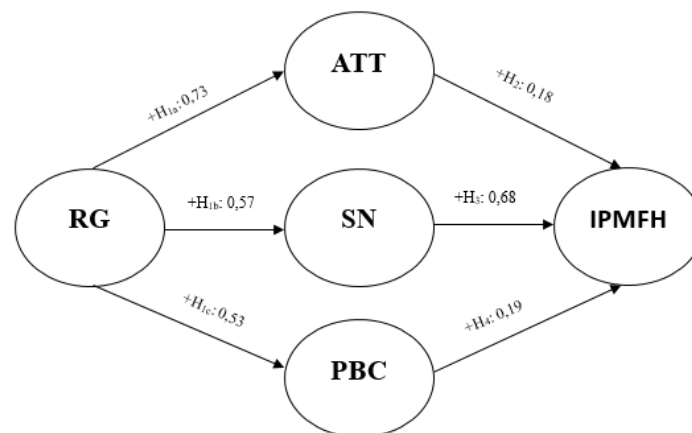
RG: Religiosity, ATT: Attitude, SN: Subjective Norm, PBC: Perceived behavioral control, IPMFH: intention to purchase Muslim Friendly Hotel

Figure 2. Proposed research model and results
Source: *Created by the author*

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