

# The Determinants of Online Repatronage Intention for Shariah-Compliant Hotels among Muslim Customers in Malaysia

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*Abstract:* - Research studies have investigated online repatronage intentions among international and local tourists to Malaysia on Shariah-compliant hotels (SCHs) and e-B&Bs. Malaysia's Islamic hospitality development sector has encouraged hotel managers to observe the Islamic hotel concept according to Muslim travellers' needs and demands. Malaysia introduced the "Muslim-Friendly Hotel Recognition, which recognises Shariah-compliant accommodation for tourists. This type of recognition could be able to empower the tourism industry. A total of 10% out of 5,520 hotels comply with Shariah requirements, indicating that the new contribution of the SCH is needed. As of now, a comprehensive standard does not exist. The purpose of this research is to provide awareness among Muslim customers in Malaysia regarding SCHs' online repatronage intentions. The number of hotels and e-B&Bs with full Shariah compliance is still small even though the number of Shariah-friendly hotels in Malaysia has increased with 744 halal certifications issued to hotels and resorts. The hotel management should adopt Islamic teachings even with the themes, ambiances, and architecture. With this, travellers would feel comfortable to perform their religious obligations. This research aims to identify online repatronage intentions of Muslims tourists to the Shariah compliant e-lodging industry in Malaysia. Most Malaysians are unaware of the SCH's implementation. From this study, they will become aware that the SCH not only accepts Muslim customers but also openly welcomes non-Muslim customers. A self-administered online survey was conducted to attain responses. Five hundred data were cleaned from any missing case and outliers, and 395 data were used for the next analysis. The sampling technique involved data collection both from local and international tourists who intended to stay at their preferred SCHs. Analysis of the measurement model was conducted with the structural model using the bootstrapping method via SmartPLS version 3.2.9. It was found that Hotel Image and Shariah compliance attributes were significant towards online repatronage intentions among Muslim customers of the SCH.

*Keywords:* - Hotel image, online repatronage intentions, service quality, *Shariah* compliance attributes

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## 1 Introduction

There have been many debates on the issue of Shariah-Compliant Hotel (SCH) that have been covered in publications, seminars, and dialogues in the past. Yet, until now, a definitive guideline on how an SCH should be built or designed is still

lacking even though several best practices have been accepted as an industry standard. This study will discuss the ante of SCHs based on recent best practices and standards. The SCH holds its own appeal as opposed to a conventional hotel, especially for Muslim travellers who are from the

Middle East, Southeast Asia, the Far East Region, Africa, as well as the Indian sub-continent.

SCHs were first established after the rise in demands of Muslim travellers. In the Middle East, where the population is predominantly Muslim, SCH has gained momentum for growth. Although the definition for SCH is still uncertain, SCHs are benchmarked upon certain standards and are audited periodically to conform to the standards.

### 1.1 Problem Statement

Rapid economic development as well as influence of western culture has dramatically changed Malaysia's lifestyle. The Malaysian Government through the Department of Standards has launched standards that will be used to benchmark businesses or offerings as "Muslim-friendly". However, the time frame for this adoption has yet to be determined. Artificial intelligence (AI) can streamline processes, provide valuable insights, and optimise experiences towards driving a new wave of responsiveness. For instance, the booking experience can be done in the native language. The hospitality sector is slowly shifting towards managing booking inquiries through chatbots/AI, where queries conducted by hotel receptionists could be replaced with conversational bots that can create simulated conversations between humans and computing machines.

Customers have received recommendations from digital platforms, hence, adopting AI in the hospitality industry may not result in common hurdles compared to other new technologies. Interactions for hotels through intelligent chatbots offer 24/7 availability, fast-paced delivery service along with several custom options for booking room services. Hotels with a standardised automation process may also reduce service cost and optimise operating cost.

## 2 Literature Review

This section discusses online repatronage intentions of the SCH and e-B&B, AI adoption, consumer traits, demographics, desire to stay, hotel image, overall satisfaction, religion commitment, service quality and Shariah compliance attributes.

### 2.1 Relationship between Desire to Stay and Online Repatronage Intentions of SCH and e-B&B

It is important for a customer to choose the correct hotel to stay at by looking and reading from online reviews. The desire to stay with an organization or a company remains a wish of an individual to remain a part of the organization, [1], [2].

Individual repatronage intention can be defined as an individual's intention to revisit the service in the future. In addition, after the purchasing phase, an individual will evaluate the services and decide whether to create a continuous relationship with the service, [3].

There is a positive relationship between desire to stay and online repatronage intention where the greater satisfaction that lengthens duration of stay can increase their level of repatronage online intention, [4]. The positive impact of desire to stay on loyalty-related behaviour is empirically supported by several studies, [5], [6].

Customer satisfaction impacts willingness to pay and desire to stay, [5]. Besides that, emotions of pleasure also impact the customer's repatronage intention for the hotel, [6]. In the hotel sample, they found that satisfaction with the services strongly affected customers' desire to stay on their repatronage intention to revisit.

*H1: Desire to stay is related to online repatronage intention of SCH and e-B&B.*

### 2.2 Relationship between AI Adoption and Online Repatronage Intention of SCH and e-B&B

The ability of a machine to work and perform its cognitive function parallel with human minds which are to perceive, reason, learn and solve problems is the definition of AI adoption. It also includes other capabilities that allow AI to solve business problems. Other than that, technology adoption is the choice of using new inventions and innovations of the machine, [7].

Previous studies have proved that perceived usefulness, ease-of-use, and enjoyment impacts behaviour and online repatronage intention, [8], [9], [10], [11], [12]. The results show that perceived usefulness influences customer loyalty and online repatronage intention to purchase, [8]. Good attitude towards a website's usefulness leads to customers' buying intention, [9].

Besides that, perceived usefulness is part of the purchasing expectations that are closely correlated to the satisfaction of the customer and influence of

behaviour towards AI adoption usage [10-11]. Other than that, perceived ease of use can determine customer satisfaction, [13]. This enjoyment can also increase interest and may encourage consumers who use AI adoption to have repatronage intention towards the website, [12].

*H2: AI adoption is related to online repatronage intention of SCH and e-B&B.*

### **2.3 Relationship between Service Quality and Online Repatronage Intention of SCH and e-B&B**

Service quality is the most sustainable and distinct among leading service companies. [14]. It is crucial to balance customer satisfaction and value to push market share and profitability and develop appropriate strategies, [15], [16].

There is significant evidence on the direct link between service quality and online repatronage. [17]. Service quality can influence customers' behaviour, decision, intentions, and preferences. This is because when an individual chooses a service provider or product provider, it means that their service quality meets or exceeds their expectations. [18]. This can lead them to choose the same provider and have repatronage intentions in the future. Besides that, another author also agreed that service quality positively affects repatronage intention, [19].

Customers with higher perceptions of a firm's performance and overall service quality are more connected to the repatronage intentions of the firm's services through generating positive word-of-mouth and recommending the service. [20].

*H3: Service quality is related to online repatronage intention of SCH and e-B&B.*

### **2.4 Relationship between Service Quality and AI Adoption**

The rapid increase of AI adoption occurs in almost every aspect of hotel operations and management. In fact, AI adoption in the hotel industry does not replace laborers but rather supports them to make the work easier. Technology is not the master but a servant. AI adoption gives the organization a better way to do things and will benefit them in many ways, including the employees and customers, [21].

In contrast, hotels that do not focus on the service quality of their management through AI adoption will face serious risks of having a negative and bad impact on profitability, [22]. In conclusion, based on

the service quality of AI adoption, the management of the hotel's operations is important as opposed to the price to differentiate a hotel from its competitors and to gain loyalty from their guests, [23].

*H4: Service quality is related to AI adoption.*

### **2.5 Relationship between Service Quality and Desire to Stay**

Consumers' thoughts on service of quality run along a continuum that range from ideal quality to unacceptable quality. This depends on whether consumers' thoughts on the received service meeting is below or beyond their expectations, based on [24]. In addition, service quality is about a person's main expectations about the performance offered by the firm, and this attitude impacts their desire to stay, [25].

One study examined service quality, which is positively correlated with desire to stay in a banking setting. In the same view, service quality is also positively related to desire to stay and subsequently leads to customer loyalty towards a product and service, [26]. The author suggested that the SERVQUAL model is a suitable instrument to measure bank service quality.

*H5: Service quality is related to desire to stay*

### **2.6 Relationship between Service Quality and Overall Satisfaction**

Satisfaction is the extended emotion of a person on a service encounter, [27]. Satisfaction is related to a person's behaviour in buying and exchanging at a particular cost. Based on [28], it is possible to compare between past purchase and the expected benefit from the product or service brand with the potential to fulfil the consumer's aim [29], [30]. Satisfaction is a person's gratifying reaction towards the characteristics of the product and service that is provided with a parallel experience, [31].

Past studies have found a positive relation of SSTs user's satisfaction, loyalty, and behavioural intentions, [32], [27]. SSTQUAL found that SST is related to loyalty through the indirect effect of customer satisfaction, [32]. Partial mediation occurs between customer satisfaction and the relationship of service quality, corporate image, and customer loyalty, [33], [34].

*H6: Service quality is related to overall satisfaction.*

## **2.7 Relationship between Overall Satisfaction and Online Repatronage Intention of SCH and e-B&B**

Customers are satisfied with the product for reasons such as quality and performance of the products or services. These are the main factors of customer satisfaction, [35]. The outcome of customer satisfaction can influence their future purchasing and loyalty, [35].

There are a variety of studies done by researchers that support the correlation between overall satisfaction and repatronage intention, [36],[37]. Two types of customer satisfaction evaluation are transaction-specific satisfaction and cumulative satisfaction, [38].

Satisfaction and online repatronage intention have a positive relationship, [38]. From above, satisfied customers with a product, service, brand, or organization will spread positive feelings and increase the level of repatronage intention about those products, service, brand, or organization.

*H7: Overall satisfaction of hotel customer is related to online repatronage intention of SCH and e-B&B.*

## **2.8 Relationship between Overall Satisfaction and AI Adoption**

Previous studies have investigated technology readiness and user satisfaction, which found a relationship between AI adoption and satisfaction in self-service technologies, [27]. An increase in customer's technology readiness also increases customer satisfaction using self-service AI adoption or technologies, [27].

Satisfaction includes an evaluation of feelings, which also impacts a consumer's beliefs that the possession and use of a service evokes a positive feeling, [30], [37]. A satisfied customer is willing to spend extra money with longer stay and be loyal to the business, [39].

*H8: Overall satisfaction of hotel customer is related to AI adoption.*

## **2.9 Relationship between Hotel and e-B&B Image and Service Quality**

Hotels are influenced by the personal value and meanings that their customers attach to their stay. In the hotel industry, the hotel will provide tangible accommodations for their guests such as a bed and toilet. However, the most important emotional appeal to guests is in providing excellent service and recovery, [40].

The corporate image is a business identity that comes to the customers' mind, [41]. Even though there is only a few consensus in the literature on how to define and understand the image construct, this study adopts past research in developing the indicators for image, which are deemed as the most suitable in the hotel industry, [23]. This research will identify if the same scenario applies to the hotel industry.

*H9: Hotel image is related to service quality.*

## **2.10 Relationship between Hotel Image, Service Quality and Online Repatronage Intention of SCH and e-B&B**

The corporate image is an important factor in service and an organization, [16]. Corporate image relates to customers' perceptions of organization ability and role of social responsibility. Corporate ability refers to the organization's skills to deliver the product and services, [42].

Meanwhile, service quality is for repatronage intention, where its indirect effect through customer satisfaction generates favourable repatronage intention,[42].

*H10: Service quality mediates the relationship between hotel image and online repatronage intention.*

## **2.11 Relationship between Hotel Image, Service Quality and Desire to Stay and Online Repatronage Intention of SCH and E-B&B**

The measurement quality in the service industry such as hoteliers will focus on the external quality of intangible goods, [42]. It is a subjective reaction from consumers towards the situation and objects which cannot be measured as quantitative in terms of the nature and characteristics of the situation or objects, [24]. Other than that, invisible hotel elements such as services offer a major consequence towards customer's awareness of service quality compared to visible hotel elements such as corporate image and equipment, [43],[44]. In a survey about a guest in a hotel in San Francisco, corporate image affects the customer's perception of service quality and the desire to stay at hotels, [45].

*H11: The sequential mediator of service quality and desire to stay mediates the relationship between hotel and e-B&B image and online repatronage intention.*

## **2.12 Relationship between Hotel Image, Service Quality, AI adoption, Overall Satisfaction and Online Repatronage Intention of SCH and e-B&B**

AI adoption is the primary communication channel between service providers and consumers. A good quality website can lead to satisfied customers and help to transform the web browsers into buyers, [46]. Therefore, the quality of AI adoption has become a priority topic within computer and human communication studies. Besides that, some scholars have identified dimensions to measure a quality website, which are information, quality of system, ease of use, privacy, service quality and reactivity, [46], [47]

A significant relationship with AI adoption service quality includes system quality and users' flow experience, [47]. Therefore, this study also proposes that consumers' positive perceptions toward AI adoption quality overall results in their involvement in the website. In short, to have a good image, the hotel must have positive AI adoption quality which can increase the level of repatronage intention from their guests.

*H12: The sequential mediator of service quality and AI adoption mediates the relationship between hotel and e-B&B image and online repatronage intention.*

*H13: The sequential mediator of service quality, overall satisfaction and AI adoption mediates the relationship between hotel and e-B&B image and online repatronage intention.*

## **2.13 Relationship between Hotel Image, Service Quality, Overall Satisfaction and Online Repatronage Intention of SCH and e-B&B**

There exists a connection between service quality, customer satisfaction, and behaviour intention [48]. Satisfaction with the professional service is positively associated with positive recommendation and repatronage intention, [49].

Past studies have also identified that customer satisfaction correlates with repatronage intention, [50]. Service quality, customer satisfaction and customer repatronage intention in the hotel industry are also correlated.

*H14: The sequential mediator of service quality and overall satisfaction mediates the relationship between hotel and e-B&B image and online repatronage intention.*

## **2.14 Relationship between Consumer Traits, Service Quality and Online Repatronage Intention of SCH and e-B&B**

The relationship between individual traits and perceived service quality was first suggested by [51]. A study of the banking industry involving 23 banks discovered that the climate for service in a bank is related to customers' traits, service quality, satisfaction, and loyalty with 623 attitudes about service quality. A strong connection between consumer traits of service orientation and customers' perceptions of service quality exists.

There is significant evidence of the direct link between service quality and online repatronage, [52]. Service quality can influence customer's behaviour, decision, intentions, and preferences, [34]. This is because when an individual chooses a service provider or product provider, it means that their service quality meets or exceeds their expectations, [18], [53], [54]. This can lead them to choose the same provider and have repatronage intentions in the future. Besides that, another author also agreed that service quality significantly affects repatronage intention, [19].

*H15: Consumer traits is related to service quality.*

## **3 Methodology**

This section discusses the research design, population and sampling procedures, improvement of survey instrument, measurement, and data collection procedures.

This study was conducted using cross-sectional research where the data was collected, analysed, and summarised statistically and linguistically. Past studies have proven that the cross-sectional study is suitable over a longitudinal study in most cases due to the resources available and time constraints, [55], [56]. There are two appropriate methods that can be adopted for this study, which are survey and interview methods.

The unit analysis of this study includes guests from selected SCH and e-B&B. The sampling frame follows the SCH star ranking (5-star, 4 -star, and 3-star) and Shariah compliance e-B&B Muslim guests in Melaka, Langkawi, Penang, and Kuala Lumpur. The variables are divided into two types of measurements which are the survey and interview method. The items for the survey method are from past instruments and use the method for observation (cognitive skills). The 5-point Likert scale from 1-

strongly disagree to 5-strongly agree was used to measure the variables.

A total of 140 items were adopted for this study. Three items for variables of hotel and e-B&B Image were adopted from [57] and five items were from [58-59] with a reliability consistency of 0.60 and above. Besides that, for consumer traits, there were 22 items [60] with an internal consistency of more than 0.60. Meanwhile for religious commitment, 17 items were adopted, [61] with a consistency of 0.50 and above. Shariah compliance attributes were adopted from [62]. On the other hand, for service quality, a total of seven items were adopted [63]. Besides that, there were three items for overall satisfaction, [64, with a consistency more than 0.8. For the demographic section, a total of 13 items were adopted, [65]. Desire to stay consisted of two sections, whereby three items were adopted from [66] with a consistency of 0.8 above and four items were from [67-68] with an internal consistency of 0.8 above. Online repatronage intention was adopted from [69] with 22 items and a consistency of 0.8 and above. Lastly, AI adoption was extracted from [70] with an internal consistency of 0.7 above for 23 items.

## 4 Findings

This study employed PLS-SEM which is more efficient in estimating parameters with high statistical power than CB-SEM [71]. The findings of respondent profile and research variables were presented.

### 4.1 Demographic Profile of Respondents

The demographic profile of the 395 respondents describes the background of the SCH and e-B&B guests in Malaysia. The descriptive results postulate that 47.6% were male and 52.4% were female. From this, 23.4% were single, 3.6% were divorced and 73.0% were married. The ethnicity of the respondents consisted of 95.2% Malays, 0.4% Chinese, and 4.4% Others, and all respondents were Muslims. The education of the respondent found that high school leavers made up 44.9%, diploma holders were 3.6%, degree holders were 44.8%, and master holders were 6.3%. The majority of the respondents were also working in the private sector (62.3%) with their incomes between RM2,000 to RM4,000. The majority of respondents were also Malaysians (95.2%), while 2.4% were from the United Arab Emirates, 1.2% were from Singapore, and 1.2% were from Pakistan.

About 26.6% of the respondents made the reservation through phone calls. Meanwhile, 20.6% of the respondents preferred to walk in and the most popular method to make a hotel room reservation was through hotel websites at 76.2%. Another method respondents used to make a reservation was via a travel agent (20.6%), which is usually popular for international tourists and only 8.7% used corporate booking.

In addition, Booking.com was the most popular site that respondents used to make hotel bookings at 58.7%, followed by Agoda.com, Airbnb and Hotel.com at 47.2%, 31.7% and 25.8% respectively. About 63.8% respondents preferred to choose 3 to 4-star SCH while about 29.8% chose to stay at a Shariah-compliant Airbnb for their stay.

Respondents were also asked about their awareness and knowledge about SCH in Malaysia. A total of 81.7% of respondents were aware of SCHs and Airbnbs. Moreover, about 70.6% have knowledge on SCHs and Airbnb. They were also asked about their observation on any AI gadgets in the SCHs or Airbnb, however, the majority of them failed to spot this part.

### 4.2 PLS-SEM Path Modelling

PLS-SEM was used to measure and assess the models. PLS-SEM is able to accept and interact well with smaller numbers of sample size and no assumption on the non-normality data. It is capable to run data measurements with both reflective and formative items, handle single-item constructs, and implies no identification problems, [72]. It is an efficient parameter resulting in higher statistical power than the CB-SEM [72]. PLS-SEM received the most popularity and favourable approach from numerous disciplines.

PLS-SEM was used due to the complex model of reflective constructs. It is also beneficial to use the PLS-SEM as the more perfect statistical technique as compared to covariance based structural equation modelling (CB-SEM) or others. The study applied the two-step process of PLS path model assessment as suggested by [73].

#### 4.2.1 Measurement Model

This study employed a “two-stage approach” as suggested by [74]. Fig.1 is Stage One of the measurement model assessment, while Fig.2 is the Stage Two assessment.

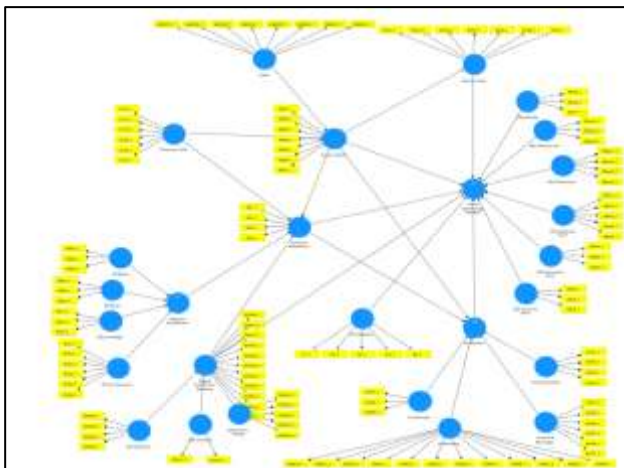


Fig. 1: Measurement Model (stage one)

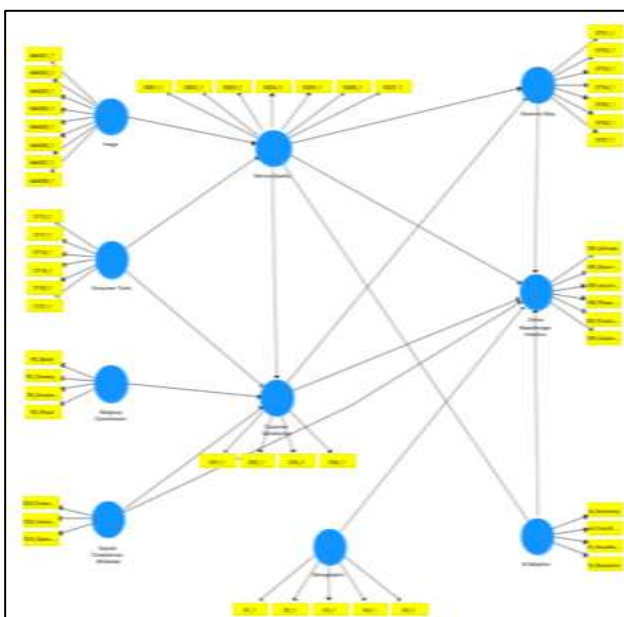


Fig. 2: Measurement Model (stage two)

Fig.1 illustrates the first stage of the measurement model assessment, where there are 21 latent variables (i.e., 22 first order constructs; IMA, CTR, BEL, RIT, KNO, CON, FIN, OPR, ID, SERVQ, CUSAT, DTS, AUTO, REC, FNB, HOU, ATT, PEOU, PU, SN, DN and IN with four second order constructs; RCO, SCA, AIA and ORI). The first order constructs represent the dimensions of the second order constructs. Meanwhile, Fig.2 illustrates the second stage of the measurement model assessment, whereby there were only eight latent variables (i.e., IMA, SERVQ, CUSAT, DTS, RCO, SCA, AIA and ORI). Table 1 presents these values in detail.

Table 1. Measurement Model of Online Repatronage Intention (n=395)

Construct	1 <sup>st</sup> Order	2 <sup>nd</sup> Order	items	loading	Composite Reliability		AVE	
					1 <sup>st</sup> Order	2 <sup>nd</sup> Order	1 <sup>st</sup> Order	2 <sup>nd</sup> Order
Online Repatronage Intention (ORI)	Attitude		ORLa1	0.940	0.981	0.859	0.893	0.529
			ORLa2	0.952				
			ORLa3	0.954				
	Perceived Ease of Use		ORLpe1	0.901				
			ORLpe2	0.933				
			ORLpe3	0.916				
	Perceived Usefulness		ORLpu1	0.884				
			ORLpu2	0.913				
			ORLpu3	0.905				
			ORLpu4	0.896				
	Subjective norm		ORLsn1	0.881				
			ORLsn1	0.908				
ORLsn1			0.892					
ORLsn1			0.884					
Descriptive norm		ORLdn1	0.947					
		ORLdn2	0.963					
		ORLdn3	0.954					
Injunctive norm		ORLdn2	0.962					
		ORLdn3	0.968					
		ORLdn4	0.949					
Desire to stay		DTS1	0.789	0.924	0.656			
		DTS2	0.788					
		DTS3	0.782					
		DTS4	0.782					
		DTS5	0.839					
		DTS6	0.787					
		DTS7	0.815					
Artificial Intelligence Adoption	Housekeeping	AlAH1	0.898	0.980	0.941	0.663	0.799	
		AlAH2	0.933					
		AlAH3	0.951					
		AlAH4	0.939					
Food & Beverages		AlAFB2	0.891	0.972	0.851			
		AlAFB3	0.930					
		AlAFB4	0.939					
Reception		AlAR1	0.849	0.968	0.719			
		AlAR2	0.780					
		AlAR3	0.805					
		AlAR4	0.801					
		AlAR5	0.871					
		AlAR6	0.863					
		AlAR7	0.896					
		AlAR8	0.874					
		AlAR9	0.889					
		AlAR10	0.867					
		AlAR11	0.834					
		AlAR12	0.835					
Autonomy		AIAA1	0.945	0.967	0.907			
		AIAA2	0.963					
		AIAA3	0.949					
Service Quality		SQS1	0.860	0.964	0.792			
		SQS2	0.860					
		SQS3	0.895					
		SQS4	0.909					
		SQS5	0.917					
		SQS6	0.886					
		SQS7	0.903					
Customer Satisfaction		CS1	0.935	0.972	0.896			
		CS2	0.959					
		CS3	0.946					
		CS4	0.945					
Image		IMA1	0.781	0.947	0.690			
		IMA2	0.808					
		IMA3	0.824					
		IMA4	0.822					
		IMA5	0.838					
		IMA6	0.859					
		IMA7	0.840					
		IMA8	0.869					
Customer Traits		CT12	0.522	0.859	0.510			
		CT17	0.619					
		CT18	0.667					
		CT19	0.796					



		CT20	0.832				
		CT21	0.795				
Religious commitment	Belief	RCB1	0.941	0.932	0.932	0.821	0.773
		RCB2	0.946				
		RCB3	0.826				
	Ritual	RCR1	0.850	0.936		0.831	
		RCR2	0.942				
		RCR3	0.939				
	Knowledge	RCK1	0.956	0.970		0.916	
		RCK2	0.963				
		RCK3	0.952				
	Consequences	RCC1	0.714	0.921		0.663	
		RCC2	0.758				
		RCC3	0.755				
RCC4		0.878					
RCC5		0.860					
RCC6		0.903					
Shariah Compliance Attributes	Operation	SCAO3	0.682	0.849	0.783	0.586	0.546
		SCAO4	0.745				
		SCAO5	0.823				
		SCAO6	0.804				
	Financial	SCAF1	0.960	0.957		0.917	
		SCAF2	0.955				
	Interior Design	SCAID1	0.741	0.842		0.516	
		SCAID2	0.701				
		SCAID4	0.729				
		SCAID5	0.701				
	Demographic	D1	0.861		0.940		0.757
		D2	0.893				
D3		0.898					
D4		0.876					
D5		0.822					

In this measurement model, several items/indicators (i.e., ORlin1, CT1, CT2, CT3, CT4, CT5, CT6, CT7, CT8, CT9, CT10, CT11, CT13, CT14, CT15, CT16, SCAO1, SCAO2, SCAID3, SCAID7, AIAF1) have been dropped from the model to achieve convergent and discriminant validity requirements. The researchers were allowed to drop no more than 20% items for any construct from the total items in the model in order to achieve convergent and discriminant validity requirements based on [72]. Hence, it was acceptable to drop 22 out of 131 items (i.e.,  $\approx 16.8\%$ ) from this model.

Table 1 shows that all constructs have passed the internal consistency reliability (i.e.,  $\alpha$  and  $\rho_c$  more than .708) and convergent validity (i.e., AVE more than .50) tests [36],[72]. Although outer loadings of some items were below the benchmarking value (i.e., .708 according to [72] the values were still acceptable based on other relevant sources, [72]. In addition, the researchers were allowed to retain any item with an outer loading of .40 and above if the AVE value for its construct had already achieved .50, which is the minimum indication for convergent validity.

#### 4.2.2 Structural Model

In this study, structural model analysis was performed to answer the main research objectives. Using bootstrapping procedures with 5,000 resamples in SmartPLS 3.2.8 software [74] the

empirical t- values (t-statistics) were computed to indicate the significance of the hypothesised relationships, [71], [72]. The structural model for this study was illustrated in Fig.3

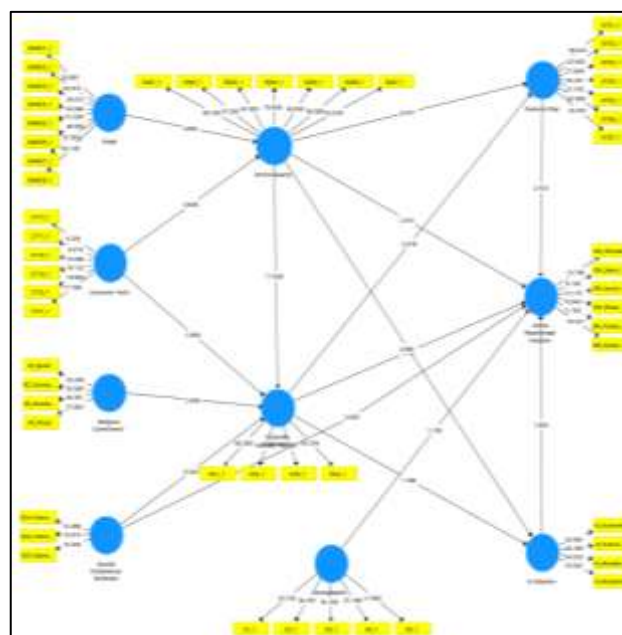


Fig. 3: Structural model

Structural model analysis was used to answer the main research objectives. Bootstrapping procedures with 5,000 resamples were used, [72] in SmartPLS 3.2.8 software, [75]. The empirical t- values (t-statistics) were computed to indicate the significance of the hypothesised relationships. The structural model for this study was illustrated in Fig.3, which demonstrates the latent variables and their path relationships (i.e., hypotheses). Table 2 presents the results of hypothesis testing for this study. Out of 30 hypotheses developed in this study, only 10 hypotheses were accepted.



**Table 2. Results of Hypotheses Testing**

HYPOTHESES	T-		P	DECISION
	BETA	VALUE		
H1: Desire to Stay -> Online Repatronage Intention	0.163	2.280	0.023	Accept
H2: AI Adoption -> Online Repatronage Intention	-0.082	1.597	0.111	Reject
H3: Service Quality -> Online Repatronage Intention	-0.033	0.426	0.670	Reject
H4: Service Quality -> AI Adoption	0.290	4.906	0.000	Accept
H5: Service Quality -> Desire to Stay	0.405	6.034	0.000	Accept
H6: Service Quality -> Customer Satisfaction	0.687	17.325	0.000	Accept
H7: Customer Satisfaction -> Online Repatronage Intention	-0.055	0.729	0.467	Reject
H8: Customer Satisfaction -> AI Adoption	0.105	1.398	0.163	Reject
H9: Image -> Service Quality	0.247	4.404	0.000	Accept
H10: Image -> Service Quality -> Online Repatronage Intention	-0.009	0.410	0.682	Reject
H11: Image -> Service Quality -> Desire to Stay -> Online Repatronage Intention	0.018	2.002	0.046	Accept
H12: Image -> Service Quality -> AI Adoption -> Online Repatronage Intention Image -> Service Quality -> Customer Satisfaction -> AI Adoption -> Online Repatronage Intention	-0.005	1.145	0.253	Reject
H13: Repatronage Intention Image -> Service Quality -> Customer Satisfaction -> Online Repatronage Intention	-0.002	0.978	0.329	Reject
H14: Intention	-0.011	0.762	0.447	Reject
H15: Consumer Traits -> Service Quality	0.218	4.562	0.000	Accept
H16: Consumer Traits -> Service Quality -> Online Repatronage Intention	-0.008	0.385	0.701	Reject
H17: Consumer Traits -> Customer Satisfaction	0.098	2.501	0.013	Accept
H18: Consumer Traits -> Customer Satisfaction -> Online Repatronage Intention Consumer Traits -> Service Quality -> Desire to Stay -> Online Repatronage Intention	-0.005	0.745	0.457	Reject
H19: Intention Consumer Traits -> Service Quality -> AI Adoption -> Online Repatronage Intention	0.016	1.867	0.063	Reject
H20: Intention Consumer Traits -> Service Quality -> Customer Satisfaction -> AI Adoption -> Online Repatronage Intention	-0.004	1.134	0.257	Reject
H21: Online Repatronage Intention Consumer Traits -> Customer Satisfaction -> AI Adoption -> Online Repatronage Intention	-0.001	0.881	0.379	Reject
H22: Intention Consumer Traits -> Service Quality -> Customer Satisfaction -> Online Repatronage Intention	-0.001	0.749	0.454	Reject
H23: Repatronage Intention	-0.009	0.756	0.450	Reject
H24: Religious Commitment -> Customer Satisfaction	0.089	2.624	0.009	Accept
H25: Religious Commitment -> Customer Satisfaction -> Online Repatronage Intention	-0.005	0.729	0.466	Reject

## 5 Discussion

### *To investigate the demand of SCH and e-B&B*

The Malaysian government recognised Islamic tourism as a significant contributor to the country's economy [76-77]. According to [78], Malaysia currently receives US\$600 million in direct tax contributions from the inbound Muslim travel sector, accounting for nearly a quarter (24.4%) of the total direct tax contributions collected in the Association of Southeast Asian Nations (ASEAN).

Furthermore, the Malaysian government's ambition to become a hub of Islamic tourism and a leader in the Islamic tourism market demonstrates how significant the opportunities created by the Islamic tourism market are. Considering the foregoing, it can be concluded that the concept of establishing an SCH business is both intriguing and has recently come into prominence in the tourism industry. In another view, the descriptive results found that respondents agreed to make an online repatronage intention to stay at SCHs and e-B&B. This indicates that this business will continue to emerge.

*To determine the adoption of AI in SCH and e-B&B*  
AI has grown in popularity in recent years as more businesses began to automate processes using AI and robotics. AI-based solutions are considered intelligent enough to completely replace human activities while increasing transaction speed and accuracy. To successfully integrate AI into business operations, firms must overcome a few obstacles, [79]. For example, AI is still prohibitively expensive or risky to implement due to the novelty of the technology and managers' general lack of expertise and understanding of how to implement it, [79].

Additionally, some hotels have reported having difficulty providing seamless services with AI applications [80]. Findings also revealed that the majority of respondents agreed that SCHs in Malaysia have not yet adopted AI. Adoption of new disruptive technologies is influenced by a variety of factors, depending on the industry and the maturity of the technology. As a result, this study contributes to the identification of critical decision factors affecting the adoption of AI and robotics.

### *To investigate the reason of few SCHs and e-B&B in Malaysia*

The quality service is required to foster long-term relationships between the hotel industry and hotel guests. The ability to retain loyal guests significantly impacts performance and hotels' profitability, [81]. Thus, the hotel management must seek out methods and strategies to increase their guests' loyalty. In the hotel industry, there is an increasing demand for hotels that provide Shariah-compliant facilities and rooms. SCH practices are appealing because they place a premium on cleanliness, quality, and safety, requiring that products and services be prepared in a sanitary and safe manner, [82], [83]. All of these are beneficial to Muslims and non-Muslims alike. Malaysians are still unaware of the existence of SCH practices. Many five-star hotels are global brands that influence other hotel operators to incorporate Shariah-compliant concepts into their operations. Additionally, JAKIM and MOTAC agreed that a

lack of understanding of what constitutes Halal products and services contributed to these challenges.

*To determine the criteria of Shariah SCH and e-B&B*

Islamic tourism has spawned a phenomenon, with many countries opting to offer specially packaged products that are Muslim-friendly in order to capitalise on the trend. In response to this growing trend, the Malaysian government has established a few facilities for the development of Shariah-compliant concepts [76]. Because of the accessibility of mosques, halal food outlets, and business transactions in Islamic banking, Malaysia is considered a safe and preferable destination to visit for Muslim travellers, particularly because it makes it easy for travellers to meet their basic and special needs while travelling, [84]. In terms of service quality, many respondents expressed satisfaction with the service provided by the SCH they chose. Muslim customers are also satisfied with the SCH's amenities, and they felt at ease and secure while staying there. The findings indicated that Muslim customers were influenced by the SCH positively. In line with past research, this indicates that Muslim customers are a critical segment of the target market for SCHs.

*To examine the repatronage intention of SCH and e-B&B in Malaysia*

Studies demonstrate that the intention to revisit an SCH in Malaysia can be significantly influenced by overall satisfaction, hotel image, and service quality during the initial visit. Research concludes that guest satisfaction is critical to foster future positive behaviour among hotel guests. Hoteliers should be more aware of what guests require, particularly religious features, in order to cater to this niche market. Hotel operators should place a greater emphasis on service innovation in terms of offering attributes that adhere to Shariah principles, which can result in an increased level of guest satisfaction. Meanwhile, sourcing for halal is the most obedient behaviour for Muslims, and revisiting an SCH indicates they are practicing Islam correctly. This is supported by the fact that by maximising traveller satisfaction, travel destinations can encourage travellers to return within a year or two, [85].

*To examine the best model of Shariah compliance repatronage intention in hotel and e-B&B in Malaysia*

This study capitulates a weak model of Shariah compliance repatronage intention model as the R<sup>2</sup> of the model is 12.8 percent. Yet, the R<sup>2</sup> for customer satisfaction was explained by 54.8% of hotel image, service quality, consumer traits,

religious commitment, and Shariah compliance attributes. This finding indicates that these factors play an important role to improve customer satisfaction of Muslim tourists' stay at an SCH, [82]. Additionally, while AI has become an important element in the technology frontier nowadays, we found that the adoption of AI is far beyond compared to western countries. This also challenges the industry to keep moving with the rapid changes of technology.

## 6 Conclusion

Therefore, the study examined the factors that contribute to a customer's decision to return to an SCH. Malaysia, on the other hand, has established itself as one of the world's Islamic countries. Malaysia has long been recognised as one of the country's most popular tourist destinations. Many Muslim tourists from around the world travel to Malaysia. However, this study will emphasise the factors that influence Muslim visitors' decision to stay in a Halal hotel in Malaysia. Islamic tourism and the concept of Shariah hotels have garnered considerable attention in recent years. Some of the pioneering Halal and non-Halal tourist destinations are pressuring every Muslim country including those in the Middle East to address this major issue. Numerous hotels cater to Muslim consumers and promote Shariah-compliant goods in their establishments.

Islamic tourism appears to adhere to all Islamic laws and Shariah-compliant establishments such as Halal hotels which provide additional Halal amenities. This includes halal food, prayer rooms, Muslim vacation packages, religious figures, and general morality. These factors tend to influence the happiness of Muslim visitors. Additionally, improved service quality and image will also help to promote SCHs to more non-Muslim customers. Moreover, quality assurance is important for continuous improvement in an organization [34], [82], [86], [88]. All this will help to improve the SCH industry to ensure a position in the growing global industry world and technology.

Many Malaysians are unaware of the SCH's implementation. They will become aware and reset their minds as a result of this study that the SCH not only accepts Muslim customers but also welcomes non-Muslim customers openly. Additionally, the SCHs ensure that it not only serves halal food but also adheres to all of Islam's principles. This research will provide critical information to members of the community who are still unfamiliar

with and who may be misinformed about the concept and practices of SCH adoption in Malaysia. In general, this study identifies success factors that can be emphasised to aid in the successful implementation of the SCH concept and improve the customer's intention to revisit SCHs. SCHs have the potential to expand in the future, as previous studies indicate that an increase in Arab tourists visiting Malaysia implies a high potential demand for Islamic tourism. It is expected that global hospitality brands will seize this opportunity and will likely increase their focus on halal tourism in Muslim countries, [89].

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### **Contribution of Individual Authors to the Creation of a Scientific Article (Ghost writing Policy)**

-Yaty Sulaiman was responsible for conceptualization, funding acquisition, project administration, resources, and supervision.

-Farouk Djermani was responsible for data curation, formal analysis, methodology, validation, and writing the original draft.

-Mohd Yusri Shahril Ismail was responsible for review of the article.

-Ariana Arif was responsible for editing of article.

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### **Conflict of Interest**

The authors have no conflicts of interest to declare that are relevant to the content of this article.

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