A Conceptual paper on Re-Patronage Model for Syariah Compliance E-lodging Industry: The Mediating Effect of Artificial Intelligence

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Abstract - The study is about the online re-patronage intentions on Syariah compliance e-lodging industry among international and local Muslim tourists to Malaysia. With the development rally of Islamic hospitality in Malaysia, there are possibilities for hotel managers to comply with Islamic Hotel concept based on demand from the Muslim travellers. Although there is an increasing number of Syariah friendly hotels in Malaysia where there are 744 halal certifications were issued to hotels and resorts, the number of hotels and e-BnB which are fully Syariah compliance is small. Hotels must use the right Islamic themes, Islamic ambiances and Islamic architecture to make the travellers feel comfortable to perform their religious obligations to create value, image and brand for the hotel. Thus, this study intends to investigate the predictors of online re-patronage intention of Muslims tourists to Syariah compliance e-lodging industry in Malaysia. The wave of Artificial Intelligence (AI) in the business landscape is seen to combat human errors and increase customer satisfaction through their effectiveness and the ability to cater human needs. Thus, this study also intends to capture the AI adoption in the hotel industry and Syariah compliance hotel specifically. The research methods used are qualitative and quantitative research design. The sampling technique is to collect data from 700 (local and international) tourists who are intended to stay at them prefer Syariah compliant hotels. The data were collected using self-administered survey (intercept hotels and airports) and were analysed using structural equation modelling (SMART PLS 3.0) The expected finding is a new model for Syariah compliance hotel re-patronage intention, Syariah compliance policy in hotel industry, new attributes for the development of AI in line with IR 4.0., new Syariah compliance attributes for Malaysian hotel.

1 Introduction

Tourism industry is one of the world's largest and fastest growing economies (Mowforth, & Munt, 2015) [1]. The growth of travel and tourism in Malaysia continues to be one of the top five contributors to the national economy and recognized as one of the major industries for Malaysia in providing foreign and local exchange earnings. With respect to Malaysia, it shows a positive growth in the tourism sector in the first half of 2019 boosted by stronger tourist arrivals, where total tourist receipts between January to September 2019 reached RM66.14 billion compared to RM61.85 billion for the same period in 2018, indicating an increase of 6.9 per cent and an increase in per capita expenditure by 3.1 per cent from RM3,190.5 to RM3,289.3 also in the same period of time, *(Retrieved from: https://www.nst.com.my/news/nation/2019/11/542286/malaysia-records-more-20-million-touris - first-9-months-2019).* This represents an attractive market potential. Survey carried out by Crescent Rating in 2019 records that Malaysia was ranked as the first in Global Muslim Travel Index in 2018. Meanwhile, United Nations World Tourism Organisation (UNWTO) ranked Malaysia at 15th position for tourist arrivals and 21st for tourism receipt for 2018. Apart from this, (Euromonitor International, 2019) [2] identified Kuala Lumpur as one of the top 10 most visited cities in the global. The average length of stay increased by 0.4 nights from 5.8 nights to 6.2 nights, from 5.8 nights, (The Edge Market, 2019) [3]. Tourism, Arts and Culture

Minister Datuk Mohamaddin Ketapi has discussed the top 10 countries with the highest contribution of tourist arrivals to Malaysia as shown in Table 1.

Table 1

Malaysia Records on Tourists in 2019

Country	Visitors
Singapore	7,868,755
Indonesia	2,792,776
China	2,413,956
Thailand	1,442,224
Brunei	929,789
India	539,167
South Korea	508,080
Vietnam	508,080
Japan	321,283
Phillippines	317,294

Source: News Straits Times, Nov 2019.

It is important for a tourist attraction country to develop and offer service and facilities especially for the Muslim travel market. Muslim friendly facilities vary according to the type of services and facilities offered, to fulfil Muslim tourists needs which must be Halal and compliant with Sharia regulations. Adding into this, Global Muslim Lifestyle Tourism Market, (2016) [4] writes that Muslim friendly services and facilities must consist of Halal dining options, easy to access to prayer locations, airport services and facilities, and accommodation options.

Sahida, et. al., (2011) [5] acknowledged Syariah is an Arabic and path that should be followed by Muslims. Jurattanasan and Jaroenwisan, (2014) [6] says that Syariah hotel provides services in accordance to the Syariah principles and this type of hotels usually found in countries where Muslim resident are the majority population as Malaysia and Indonesia. A Muslim friendly destination carries any tourism activities that is allowed according to the Islamic regulations and should be followed by Muslims, (Battour and

Ismail, 2016) [7]. Muslim tourists avoid going for a place or destination which is without the presence of Muslim friendly items (Battour et al., 2011) [8]. The availability of Muslim friendly service and facilities is important because these facilities is one of the vital factor that influences Muslims' tourist decision to travel (World Travel Market, 2007; Battour, 2018) [9].

Malaysia recognized as a country with multi-racial people and Islam is the official religion. Muslim-friendly accommodation is one of the important aspects for tourist experiences. Syariah compliant hotels in ASEAN countries are being built countlessly lately. These type of hotels is new, innovative and creative located where Muslim resident are majority population as Malaysia and Indonesia. The Syariah compliant hotel in Malaysia is developed through JAKIM certification (Samori et al., 2013) [10]. As of second half of 2019, there were 12 Hotels which have received Muslim Friendly Accommodation Recognition depending on the three levels of accreditation; platinum, gold and silver, based on the level of compliance to the standards that have been set, (*The Star,* August 2019. *Retrieved from:* *https://www.thestar.com.my/lifestyle/travel/2019/08/07/malaysia-muslim-friendly-acommodation*) [11]. Meanwhile, Malaysia continues to be the fastest growing country for e-BnB in Southeast Asia for the second year running. As of July 2019, there are more than 53,000 e-BnB listings in Malaysia, seeing approximately RM3bil in 2018 and welcomed more than 3.25 million guests in the country over the past 12 months which is from July 1, 2018 until July 1, 2019, (*The Star,* July 2019. *Retrieved from:* *https://www.thestar.com.my/business/business-news/2019/07/02/airbnb-generates-rm3bil-in-direct-economic-impact-in-malaysia-last-year*) [12].

2 Literature Review

The growth in Muslim tourist market is driving a huge opportunity for Muslim friendly facilities (Crescentratings, 2018) [13]. Metro News, 2017 reported that the lodging industry in Malaysia is pretty much saturated with more hotels opening casing the demand for rooms dropping even further (Kit. Sin et, al. 2018) [14]. It is estimated about 121 million international Muslim tourists in 2016 and is expected to grow to 156 million by the year 2020, additionally, the total travel expenditure by Muslim tourists is also projected

to increase from USD 220 billion to USD 300 billion by 2026 (Belopilskaya, Y. (n.d.) [15]. Islamic Tourism Center (ITC) study says that the readiness of the Malaysian tourism industry towards Syariah compliance has a positive impact towards the tourism sector. World Travel Market (2007) [16] stressed that the development of Muslim tourists' market should be more focused and not be overlooked by decision makers as this market is a significant contributor to the international tourism market.

The output of this study may help the government and decision makers to decide which of the Muslim friendly items to be focused to up bring Malaysia to sustain above competitors in attracting the Muslim market. Additionally, todays Muslim travellers are looking towards a destination with combination of Halal food, reasonable price of facilities, Muslim friendly experience programme, relaxation and luxury hotel or resort stay (CrescentRating, 2012) [17].

2.1 Online Re-patronage Intention

Customer retention is important to increase and maintain tourism industry revenue in Malaysia Jayaraman et al. (2010) [18]. Previous visitor revisit intention is a strong influencer in re-patronage decisions making (Bolton et al., 2000) [19]. Adding into this, Hsu et al., (2008) [20] stated that preserving previous loyal customers is a crucial and major contributor to business profitability, it is crucial to well care and maintain on the customer relationships for the growth .of retention volume (Ball et al., 2004 [21]; Blery et al., 2009) [22]. The level of acceptance and re-patronage of the Islamic hotel among Muslim travellers depends on the level of service providers initiated in integrating the existing hospitality concept and the Shariah rules and regulations as permitted by Islam. A person who has a low of stress with service provided according to the rules and regulations are more likely to adopt re-patronage (Antonio, P. et al, 2018) [23].

2.2 Hotel and e-BnB Image

Tangibility dimension refers to the appearance of the physical surroundings and facilities, equipment, personnel, and the way of communication and creating first-hand impressions. In line with this, Parasuraman (1985) [24] stated that tangible is the appearance of physical facilities, equipment, personnel and communication materials. It is important to note that in order to be considered as Shariah compliant hotel, it should ensure that the operation, design of the hotel and also the financial system of the hotel complies with Shariah rules and principles. Image reflects product characteristics. An image will always be remembered and automatically comes into a customer mind when they are hearing the name of an organization (Flavian et al., 2004 [25]; Nguyen and Leclerc, 2011) [26]. Thus, image may consist of connections of all experiences, impressions, beliefs, feelings, and knowledge and results that a person has about a company or organisation (Hsiong-Ming et al., 2011) [27], it is also the customer's perception of quality (Kang and James, 2004) [28]. A landscape should be considered to build and create a pleasant condition for tourism development Tourism development activities are also involved with environmental improvement (Bolfa, T. E., 2019) [29].

2.3 Consumer Traits

Consumer traits refers to the differences in their trait such as personality differences, meanwhile Evans, Jamal, and Foxall, p.54 (2009) [30] says that consumer traits in e-commerce relates to psychological act of buying behaviour of a person purchasing in products or services through the Internet and it correlates with psychology brief on how consumers reacts towards marketing activities. A trait relatively is how one individual differs from another (Schiffman & Kanuk, 2007) [31]. It is a real challenge to provide services according to consumer traits that are rich enough to allow competitive comfort and luxury, but at the same time expect to maintain the standard of spiritual quality that demanded by them (Razalli, et. al., 2012) [32]. Halal tourism be the effort to cater for the need of Muslim travellers in providing the goods and services that conform to their faith.

2.4 Desire to Stay

Desire in an individual's behaviour is the motivational factor and acceptance of their mind to be the reason for their action, it apparently triggers them to respond in an intention or action (Perugini, M. and Bagozzi, R.P, 2001) [33]. Desire on a Muslim travellers may be different compared to a non-Muslims traveller also being the reason for them to travel to certain places and the reason to choose specific Hotels and e-BnB.

Customers behaviour in the hospitality industry reflects their desire intention to repurchase and stay loyal to a product Han and Yoon, (2015) [34], meanwhile elderly people prefer to stay and purchase product or services from their past experiences, (Koco, 2001) [35]. For a Hotel to be equally competitive in offering the best to halal tourism market, information regarding factors perceived important by tourists in selecting hotels should be identified and make knowledgeable to the tourism industry players.

2.5 Artificial Intelligence (AI) Adoption

Artificial intelligence is a helping tool to manage business productively, provide a vast opportunity for travel, tourism and hospitality in delivering consistent product and quality for travellers. Travel, tourism and hospitality industries are geared up with service automation, artificial intelligence especially with robotics (Gladstone, 2016 [36]; Ritzer, (2015) [37]. People's thinking on technology may vary according to their acceptance level although it makes their lives easier, nevertheless organisations are required to adopt technology enhancement to be more creative and productive to secure their business and customers (Singh, 2014) [38]. Bilgihan, Cobanoglu and Miller, (2010) [39] said that it's important to study people's behaviour towards technology in hospitality and tourism industries as the usage of technology is increasing these industries at various destinations.

2.6 Overall Satisfaction

Behaviour or how a tourist feels is one of the important keys in social psychology and tourism. Satisfaction is feelings or attitude of favourability towards an attitude, object, or behaviour (Ajzen & Fishbein, 2005) [40]. Meanwhile, Parasuraman, Zeithaml and Berry (1988) [41] stated that satisfaction is how a customer experienced is and what their expectations were on the quality of service received. A satisfied guest may want to patronise other services to experience new things (Han, Kim and Hyun, 2011) [42]. The connection between hotel operations management and Islamic compliance are produced when hotel operators are alert and understand with the needs and satisfaction of Muslim travellers and offer some health business facilities with segregation for males and females (Othman, Taha & Othman, 2015) [43].

2.7 The Syariah Compliance Attributes

Accordance to the concept of Halal Hotel clarified that there are a set of Muslim Countries which has adopted principles of Shariah Compliant Hotel or provisions specified by Islam in their Hotel Management in each of the Muslim Countries respectively. The concept of innovation of hotel industries should be clear and can be measured (Yusof & Mohammad, 2013) [44], the implementations of the Islamic Hotel concept need to be fully considerations on the management, financial and operations part, thus with a clear concept. Malaysia as a hub of Muslim country is pioneer in introducing a comprehensive standard for halal products accordingly by MS 1500:2004. According to Shamim &Yusuf (2009) [45], the financial transaction of a Syariah compliant hotel must be accordance with Syariah principles not only limiting to serve halal food and beverages but in all other aspects including health, safety, environment and economic. (Jaswir & Ramli, 2016; Othman et al., 2015) [46] mentioned that the hotel managements and operations in Malaysia which is sharia compliant hotels, Islamic hotel and dry hotel. On the other hand, looking at the operation side of Syariah hotel, Yusuf (2009) [47], mentioned that the operations of these hotels must not be contradictory to the provisions of Islam and acts in a practical way follows Islamic religious principles. As an example, Rosenberge and Choufany (2009) [48], says that Syariah hotels operate in a way that their facilities such as spa, gym, and function room are separated by male and female in order to be fully Syariah compliant hotel. A full service of Syariah Compliance Hotel consists of the operation, design and interiors and also it financial system accordance to Islamic principles as illustrated in Figure 1.

Figure 1. Syariah Compliant Hotel requirement

Operation	* No alcohol * Conservative television service * Halal food only * Majority of staff of Muslim faith
Design Interiors	* Quran & Prayer mats available in each room * Female staff for single female floors, Male staff for single Male * Larger function rooms to cater to male and females separately * Makers in the rooms indicating the direction of Mecca * No entertainment such as night Club * Bed & toilet should not be placed to face the direction of Mecca *Art in the hotel should not depict the human form * Separate facilities for males and females
Financial	* Hotel financed through Islamic Financial Management *Hotel should follow the Zakat principles (giving back to the community)

Adopted from: HVS Global Hospitality Services – Dubai (April 2009)

2.8 Service Quality
Business organisations and researchers identified service quality as an important indicator to increase customer satisfaction, loyalty, lower costs, and also achieving business performance. The quality of service in the hotel industry is an important factor of successful business. It is important for hospitality industries to understand their customers and provide high quality products and services to ensure their loyalty retain existing customers (Sharma, 2014) [49]. Bitner, Hubbert (1994) [50] and Johnston (1995) [51] noted service quality as customer's overall impression towards the organisation and its services. Customer satisfaction is influenced by services provided by the organisation (Berry and Parasuraman, 1991) [52].

2.9 Religious Commitment
Religious commitment is vital in people's lives to shape beliefs, knowledge, and also attitudes whereby different religious groups of people such as Muslims, Christians, Buddhists, and others with other religious orientations have differing beliefs and shape of life. Religion separates what is prohibited and non-prohibited in which influences the consumer's consumption decision. Consumers believe, desire, like, and dislike are influenced by (Fam et al., 2002) [53]. Consumers' reaction, feelings and beliefs and attitude towards consumption are influenced by religious commitment (Jamal, 2003) [54]. According to Yaty et al. (2018) [55], Muslim's lifestyle is religiously committed to the way a Muslim person lives, spend time and money according to the five pillars of Islam, i.e. faith, prayers, charity, fasting, and pilgrimage to Mecca. hotels need to practise the right Islamic themes, Islamic ambiances and Islamic architecture to welcome the travellers and make them to feel comfortable to perform their religious obligations without hassles where it can also create value, image and brand for the hotel (Samori & Rahman, 2013) [56]. Muslims are abided to certain standard of living according to Islamic law shaped by the Quran (Muslim Holy Book) and hadith (books that recorded the sayings and practices of the Prophet Muhammad).

2.10 Demographic
Gender, age, marital status, income and other socio-cultural attributes which may affect a specific choice of destination are included in Demographic factors. There are few demographic aspects influences in choosing a hotel, such as family, peer group, relatives, colleagues, and some other demographic factors as age, gender, education, lifestyle, and personality and even wage (Saha et al., 2010) [57]. Moreover, socio-demographics, behavioural characteristics, motivation and geographical factors motivates consumer's certain decision-making processes (Lamb et al., 2002) [58]. Apart from this, Weaver and Oppermann (2000) [59] says that demographic attributes of tourists contribute to their involvement in tourism and related activities. Based on the literature review concerning the study, hypotheses and research framework were developed as below:

H1: Desire to stay is related to online re-patronage intention of Syariah compliance hotel and e-BnB.

H2: Artificial Intelligence (AI) adoption is related to online re-patronage intention of Syariah compliance hotel and e-BnB.

H3: Overall satisfaction is related to online re-patronage intention of Syariah Compliance Hotel and e-BnB.

H4: Overall satisfaction is related to AI adoption.

H5a: Syariah attributes of operation is related to overall satisfaction.

H5b: Syariah attributes of interior design is related to overall satisfaction.

H5c: Syariah attributes of financial is related to overall satisfaction.

H6a: The Syariah compliance attributes of hotel operation is related to online re-patronage intention of Syariah compliance hotel and e-BnB.

H6b: The Syariah compliance attributes of interior design is related to online re-patronage intention of Syariah compliance hotel and e-BnB

H6c: The Syariah compliance attributes of financial is related to online re-patronage intention of Syariah compliance hotel and e-BnB.

H7: Service quality is related to desire to stay.

H8: Service quality is related to AI adoption.

H9: Service quality is related to overall satisfaction.

H10: Service quality is related to online re-patronage intention of Syariah compliance hotel and e-BnB.

H11: Hotel image is related to service quality.

H12: Consumer traits is related to service quality.

H13: Consumer traits is related to overall satisfaction.

H14: Religious commitment is related to overall satisfaction.

H15: Service quality mediates the relationship between hotel image and online re-patronage intention.

H16: Service quality mediates the relationship between consumer traits and online re-patronage intention.

H17: The sequential mediator of service quality and desire to stay mediates the relationship between hotel and e-BnB image and online re-patronage intention.

H18: The sequential mediator of service quality and desire to stay mediates the relationship between consumer traits and online re-patronage intention.

H19: The sequential mediator of service quality and AI adoption mediates the relationship between hotel and e-BnB image and online re-patronage intention.

H20: The sequential mediator of service quality and desire to stay mediates the relationship between consumer traits and online re-patronage intention.

H21: The sequential mediator of service quality and overall satisfaction mediates the relationship between hotel and e-BnB image and online re-patronage intention.

H22: The sequential mediator of service quality and overall satisfaction mediates the relationship between consumer traits and online re-patronage intention.

H23: The sequential mediator of service quality, overall satisfaction and AI adoption mediates the relationship between hotel image and online re-patronage intention.

H24: The sequential mediator of service quality, overall satisfaction and AI adoption mediates the relationship between consumer traits and online re-patronage intention.

H25: Overall satisfaction mediates the relationship between consumer traits and online re-patronage intention.

H26: Overall satisfaction mediates the relationship between religious comitmment and online re-patronage intention.

H27a: Overall satisfaction mediates the relationship between Syariah compliance attributes of operation and online re-patronage intention.

H27b: Overall satisfaction mediates the relationship between Syariah compliance attributes of interior design and online re-patronage intention.

H27c: Overall satisfaction mediates the relationship between Syariah compliance attributes of finance and online re-patronage intention.

H28: The sequential mediator of overall satisfaction and AI adoption mediates the relationship between consumer traits and online re-patronage intention.

H29: The sequential mediator of overall satisfaction and AI adoption mediates the relationship between religious commitment and online re-patronage intention.

H30a: The sequential mediator of overall satisfaction and AI adoption mediates the

relationship between customer Syariah compliance attributes of operation and online re-patronage intention.

H30b: The sequential mediator of overall satisfaction and AI adoption mediates the relationship between customer Syariah compliance attributes of interior design and online re-patronage intention.

H30c: The sequential mediator of overall satisfaction and AI adoption mediates the relationship between customer Syariah compliance attributes of finance and online re-patronage intention.

3 Methodolog

The purpose of this study is to examine factors of guest online re-patronage intention in Syariah compliance hotel and e-BnB. In this study, a cross-sectional approach will be utilized with two research designs which are quantitative and qualitative approach. According to Sekaran (2003) [60], cross-sectional studies are necessary when only once and the collection of the data occurs at a single point in time. For qualitative approach interview will be done with JAKIM and Ministry of Tourism by using a structured questionnaire and as for quantitative approaches, a set of questionnaires will be distributed to the guest at selected Syariah compliance hotels and e-BnB.

Unit analysis in this study will be the guest at Muslim hotel and e-BnB at selected Syariah compliance hotel and e-BnB. The sampling frame is according to Syariah compliance hotel star ranking (5 star, 4 star, and 3 star) and Syariah compliance e-BnB guest in Melaka, Langkawi, Penang and Kuala Lumpur. Population and sample size of this study will be among Muslim hotel and e-BnB guest at genuine Syariah compliance hotels in Melaka, Langkawi, Penang and Kuala Lumpur.

Items for survey methods will be adapted from past instruments (Hotel and e-BnB Image, consumer traits, religious commitment, Syariah compliance attributes, service quality, overall satisfaction, demographic, desire to stay, online re-patronage intention and AI adoption). These variables will be measured using 5-point Likert scale from 1-strongly disagree to 5-strongly agree.

Pilot study will be conducted among Hotels and e-BnB around Malaysia in which include Penang,

Kuala Lumpur, Langkawi and Malacca in order to measure the study`s instrument. N-vivo will be used to analyse the qualitative data and Multiple Analysis of Variance (PLS) method for quantitative data. The analysis methods for quantitative for this study are descriptive statistics using statistical package for social science (SPSS) version 20.0 and structural equation modelling (SEM) using partial least square (SMARTPLS) version 2.0. Hypotheses will be tested with SMARTPLS 2.0 to predict the extent whether which independent variables (Hotel and e-BnB image, consumer traits, religious commitment, Syariah compliance attributes, service quality, desire to stay, AI adaptation) explain the dependent variable (online re-patronage intention of Syariah compliance hotel and e-BnB) with the mediating effect of Artificial Intelligence.

4 Conclusion

Tourism industry is one of the world's largest and fastest growing economies (Mowforth, & Munt, 2015) [61]. The growth of travel and tourism in Malaysia continues to be one of the top five contributors to the national economy and recognized as one of the major industries for Malaysia in providing foreign and local exchange earnings. With respect to Malaysia, it shows a positive growth in the tourism sector in the first half of 2019 boosted by stronger tourist arrivals, where total tourist receipts between January to September 2019 reached RM66.14 billion compared to RM61.85 billion for the same period in 2018, indicating an increase of 6.9 percent and an increase in per capita expenditure by 3.1 per cent from RM3, 190.5 to RM3, 289.3 also in the same period of time. This represents an attractive market potential. Survey carried out by Crescent Rating in 2019 records that Malaysia was ranked as the first in Global Muslim Travel Index in 2018 (The News Strait Times, 2019; *Retrieved from;*
https://www.nst.com.my/news/nation/2019/10/52 8969/malaysia-ranks-first-global-muslim-travel-index) [62]. Therefore, the purpose of this study is to examine factors of guest online re-patronage intention in Syariah compliance hotel and e-BnB in Malaysia.
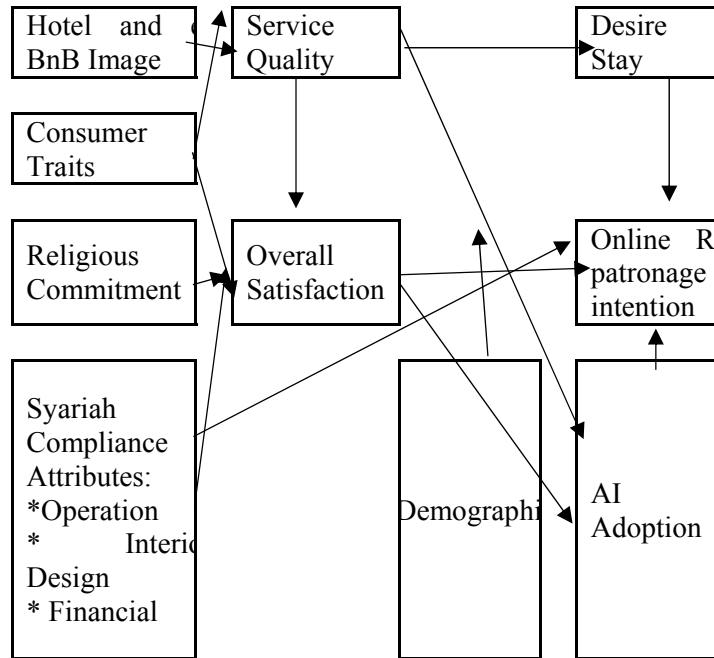
Figure 1: Conceptual Framework

5 Acknowledgement

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