

Aida Model, Social Media Marketing and Decision to Patronize of Muslim Friendly Hotel

JUNAINAH IDRIS

Department of Economic and Management,
Faculty of Management and Muamalah
Kolej Universiti Islam Antarabangsa Selangor
MALAYSIA
junainah@kuis.edu.my

SITI SYUHADA ABD RAHMAN

Department of Economic and Management,
Faculty of Management and Muamalah
Kolej Universiti Islam Antarabangsa Selangor
MALAYSIA
sitisyuhada@kuis.edu.my

ABSTRACT

AIDA model has been applied widely in marketing activities either in traditional marketing approach or social media marketing. As a growing industry, Muslim friendly hotels need to integrate and develop strategies in promoting their new brand. Therefore, social media as a new acceptable platform among customers need to be utilised strategically to ensure the brand becomes competitive, known, and accepted by the market. The objective of this study is to examine the influence of AIDA model and social media marketing to customers' decision to patronize Muslim Friendly hotel. This study applied quantitative approach through survey method. The findings shows that AIDA Model significantly influence Social Media Marketing and decision to patronize Muslim Friendly hotel.

Key Words: AIDA Model, Muslim Friendly Hotel, Social Media Marketing

Model Aida, Pemasaran di Media Sosial Dan Keputusan untuk Menginap di Hotel Mesra Muslim

ABSTRAK

Model AIDA digunakan secara meluas dalam aktiviti pemasaran sama ada teknik pemasaran tradisional ataupun teknik pemasaran terkini iaitu melalui media sosial. Industri perhotelan yang menggunakan konsep Hotel Mesra Muslim adalah industri yang kian berkembang, perlu menggabungkan semua teknik pemasaran dalam mempromosikan jenama dan perkhidmatan yang ditawarkan. Justeru itu pemasaran melalui media sosial perlu dilaksanakan kerana ianya adalah satu bentuk pemasaran yang strategik dalam bersaing dan mendedahkan sesuatu jenama agar dapat diterima di dalam pasaran. Objektif kajian ini adalah untuk mengkaji pengaruh Model AIDA terhadap pemasaran melalui media sosial dan pengaruhnya terhadap keputusan pelanggan untuk menginap di hotel Mesra Muslim. Kajian ini menggunakan kaedah kuantitatif melalui

edaran borang soal selidik. Kajian mendapati Model AIDA mempengaruhi pemasaran media sosial dan seterusnya mempengaruhi keputusan pelanggan untuk menginap di hotel Mesra Muslim.

Kata Kunci: Model AIDA, Hotel Mesra Muslim, Pemasaran di Media Sosial

INTRODUCTION

Muslim Friendly hotel is still considered as a new concept in Malaysia. Most people still confused with the concept of Muslim Friendly hotel. Some people think that this hotel is only for Muslim. The lack of understanding will create a conflict among customers and hoteliers. This is why the numbers of hotel registered under Muslim Friendly concept is still less compared to conventional hotel. Most scholars agree that the slow development of Muslim Friendly hotel concept is because of lack of understanding on Islamic concept among the hotel owner which is most of them are non Muslim (Mohd Hyrul Abu Karim, 2017). This problem is not only on understanding of the concept but it also related to marketing activities which may influence the attractiveness, awareness and acceptance of the brand. The customers need to be educated on the concept and the things that they will gain when they choose to patronize in Muslim Friendly hotel. Therefore the right marketing strategies need to be applied to cater the needs of the market.

Marketing is important sections in organization. Most hoteliers refuse to transform their hotel to Muslim Friendly concept because of the believe that the hotel will not be attractive anymore without the entertainment which is not Shariah compliant such as alcohol in food and beverage section, dress code and others. However this is actually not the issue. Hoteliers should focus on their marketing strategies on how to make sure customers know about their products and brands and how to create the customers desire to come to them.

Marketing nowadays is more easy but challenging with development in technology which open a broad opportunity to explore the market through social media. The social media uprising has transformed the communication setting and this give impact to marketing communication (Areeba Toor, 2017). Social media marketing is innovative marketing approach where brands and customers will be connected without limitation in time and location and this is an opportunity for hoteliers that apply Muslim Friendly concept to market their products effectively and attractively.

To ensure the attractiveness of social media marketing, the AIDA model needs to be adopted in formulating marketing strategies. This marketing communication model focus on how organization create the intention and action from the customers which is in this context of study, customer will patronize Muslim Friendly hotel. The emphasize will be given to brand or service recognition and existence. Rowley (2002) stated that in the digital world, marketing communications stress three important steps which are creating the existance of a product or service, building relationship and creating mutual value with customer (Shahizan Hassan, 2015). Therefore the aim of this study is to examine the influence of AIDA model on social media

marketing and then to analyze its influence on customers' decision to patronize Muslim Friendly hotel.

LITERATURE REVIEW

Social Media in Marketing

Social media refers to a group of internet based applications that builds on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Social media take a variety of forms, including weblogs, social blogs, microblogging, wikis, podcasts, pictures, video, rating and social bookmarking.

Social media marketing on the other hand refers to a connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction (Chi, 2011). It is also defined as a form of online advertising that uses the cultural context of social context, including social networks (e.g. Youtube, Myspace and Facebook), virtual worlds (e.g. Second Life, There, and Kaneva), social news sites (e.g. Digg and del.icio.us), and social opinion-sharing sites (e.g. Eopinions), to meet branding and communication objectives (Tuten, 2008). According to (Ahmad Rageh, 2016) social media marketing activities are subset of online marketing activities that complete traditional web-based promotion strategies, such as e-mail newsletters and online advertising campaigns.

In recent years, social media have increased in popularity and have revolutionized marketing practices such as advertising and promotion (Hanna, Rohm, & Crittenden, 2011), have influenced consumer behavior from information acquisition to post-purchase behaviors (Mangold & Faulds, 2009) and influenced patterns of Internet usage (Laroche et al., 2012). Social media allows users to connect with peers by adding them to networks of friends, which facilitates communication, and allows them to interact and share their experiences with any person anywhere in the world (Kozinets et al., 2010). Social media helps connect businesses to consumers, develop relationships and foster those relationships in a timely manner and at a low cost (Kaplan and Haenlein, 2010). It is a medium for consumers to find information about desired products with the best prices (Ahmad Rageh, 2016).

Globally, more than 50 percent of social media users follow brands on social media (Van Belleghem et al., 2011) and 29 percent follow trends and find product reviews and information, and 20 percent provide review and comment on the latest hot and trendy products (Gallup, 2014). In Malaysia social media penetration is 64 percent, which is considered one of the highest in Asia pacific region – second only to Singapore (Ahmad Rageh, 2016).

With all the benefits it has, in addition to the fact that most of the Malaysian population are currently turning to social media platforms (Ahmad Rageh, 2016) this makes social media as a platform of preference by marketers for gaining above average returns and sustainable strategic competitive advantage in the market (Vinerean S., 2013).

Muslim Friendly Hotel Concept

Halal tourism it is one of the fastest development segment in a world-wide tourism. According to Pew Research Centre Muslim population is expected to be 2.8 billion in 2050 (Pew Research Centre, 2011; 2015). As top preferred destination for Muslim travellers worldwide, Malaysia have been received 5.2 million Muslim travellers in 2015 from all around the world. The increasing number of Muslim travellers in Malaysia was partly due to the establishment of Islamic Tourism Centre (ITC) under Ministry of Tourism and Culture (MOTAC) (Mohd Hyrul et. Al., 2017).

In conjunction to that, there is a great need for hoteliers to provide a proper accomodation for Muslim travellers' convenience such as Muslim friendly hotel, good service quality, hospitality and halal foods service which are in line with the Shariah requirement. The Islamic Hotel concept and shariah compliant hotel concept is not only for Muslims, this is because the benefits offered by such hotels in terms of quality service and healthy lifestyle can benefit everyone (Mohd Hyrul et. Al., 2017; Henderson, 2010; Ibrahim & Jamal, 2016) as Shariah is considered as a universal divine law (Zakiah & Noorsalwati, 2014).

In previous literatures, Islamic hotel or Shariah Compliant hotel is used interchangeably. It was justified that the operation of the Islamic hotel is just the same with the existing hotel but the operational aspects of the Shariah Compliant Hotel must be adjusted to adheres with the Islamic principle of Shariah law (Mohd Rizal, 2012). However, recent studies highlighted 3 categories of shariah compliance hotel which is shariah compliant hotels, dry hotel and Islamic hotel (Mohd Hyrul et. Al., 2017; Jaswir & Ramli, 2016).

The shariah compliant hotel can be defined as a hotel establishment that provides all the services in accordance to the shariah principles including food and beverage and all the operation and management (Samori & Rahman, 2013). Norain et al. (2015) defines Shariah compliance hotel as the hotel that is governed by Shariah standard which go beyond the concept of dry and Islamic hotels. Actually, there are no formal criteria for the Shariah Compliant hotel or Halal Hotel. However, there are some attributes of the Shariah Compliant Hotel as explained by some scholars as follows: i) Halal foods and no alchcohol to be served in the prmises or hotels, ii) Having the Holy Book Quran, prayer mat and arrow that indicating the direction of qiblat, iii) Beds and toilets positioned not to face the qiblat iv) Prayer room available in the premises and hotels v) No inappropriate entertainment vi) Predominantly Muslim staffs with a proper Islamic code of dresssing g) Separate salon, recreational facilities and swimming pool for men and women vii) Separate room/ floor for unmarried couple between male and female ix) Tourists dressing code x) No gambling and alchcohol drinks in the hotel lobby or restaurant xi) No prohibited foods and beverages in the hotel fridge (Mohd Hyrul et. Al., 2017; Junainah & Norazla, 2015; Zakiah & Noorsalwati, 2014; Norzafir et.al., 2014; Suhaiza et al., 2011; Rosenberg & Choufany, 2009).

Meanwhile, dry hotel can be defined as the hotel establishment which does not provide alcohol in its food and beverages outlet while other operations and services are still in the conventional style (Rosenberg & Choufany, 2009). On the other hand, Islamic hotel, or sometimes called as Muslim Fiendly hotel refers to hotel that is in between dry and shariah compliant hotel. Muslim-

friendly hotel provide facilities that are much better than the dry hotel and the needs and wants of the Muslim travellers in the guest rooms and at the public area are also provided. Most non-Muslim hoteliers prefer the Islamic hotel concept since they do not want to be fully shariah compliance. For them Islamic Hotel concept is more marketable and did not scared the non-Muslim customer (Mohd Hyrul et. Al., 2017).

AIDA Model

In 1898, E. St. Elmo Lewis proposed a theory of communication called the AIDA model, the acronym that refers to Attention, Interest, Desire, and Action. Attention stage is aimed at attracting the attention of the customer so that customer will be aware of the existance of products or services offered. In the Interest stage, marketers try to raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising). Meanwhile, in the Desire stage, marketers will convince customers that they want and desire the product or service and that it will satisfy their needs. The final stage is Action stage which is aimed at leading customers towards taking action and/or purchasing (Jiangyu Li & Haibo Yu, 2013).

The AIDA model has different levels. The cognitive level is when the user's attention can be drawn. It is the first step in the communication process where the consumer needs to know about the existence of such a service. At the affective level, consumers have an interest in the services offered and in finding out more about what is being offered. This leads to the desire to acquire the product or service. At the level of behaviour, the action takes place (Shahizan Hassan et. al., 2014).

The AIDA model has been widely adopted in formulating marketing strategies in business. Indeed many studies have confirmed the applicability and feasibility of AIDA model in generating business strategies by using social media marketing. Findings from a study conducted by Shahizan Hassan et. al. (2014) shows that the model can indeed be applied in strategizing the use of social media for marketing purposes. Lagrosen (2005) in similar manner argues that the AIDA model is practical in the context of social media usage especially for the "IDA" components. Furthermore, studies by Ashcroft and Hoey (2001), Hoek and Gendall (2003), and Woodcock and Green (2010) also highlighted that AIDA model application in computer mediated tools has potentials to become effective marketing weapons for business firms.

Decision to patronize

Customers often engage in complex situation when they make choice. They are restricted by economic resources and ability to keep and process information. According to Ernani Hadiyati (2016), consumers always evaluate and compare products to differentiate competitive product based on attribute (value). According to Yusniza et. al. (2012), perceived value may be a better predictor of patronage intentions than either satisfaction or quality. Perceived value is defined as the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given.

With regards to halal product/service consumption, study conducted by Norazah et. al. (2014) highlighted attitude as plays the biggest role in determining customer decision to patronize. Attitude is defined as the degree to which a person has a favourable or an unfavourable evaluation of a behaviour in question. The findings are similar to previous studies by other researchers (Mukhtar and Butt, 2012; Shah Alam and Nazura , 2011) which disclosed that attitude hold a significant and positive effect on halal food purchasing intention.

In similar manner, Baker (2011) confirmed that attitude of the Muslim consumers is always justified by religion. Consistent with that is findings from Gayatri et al. (2005) which reported that a Muslim who holds Islamic cultural values influence his or her evaluation criteria for restaurant, hotel and airlines service quality and in turn, the use of these services. Norazah et. al. (2014) disclosed that attributes such as ingredients, certified halal logo, and ownership were found to hold significant relationship with consumers' attitude toward halal food.

Therefore, it is marketers' roles to plan and execute all marketing activities that can influence a customer along, and beyond, the entire path of purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase, and recommendation.

METHODOLOGY

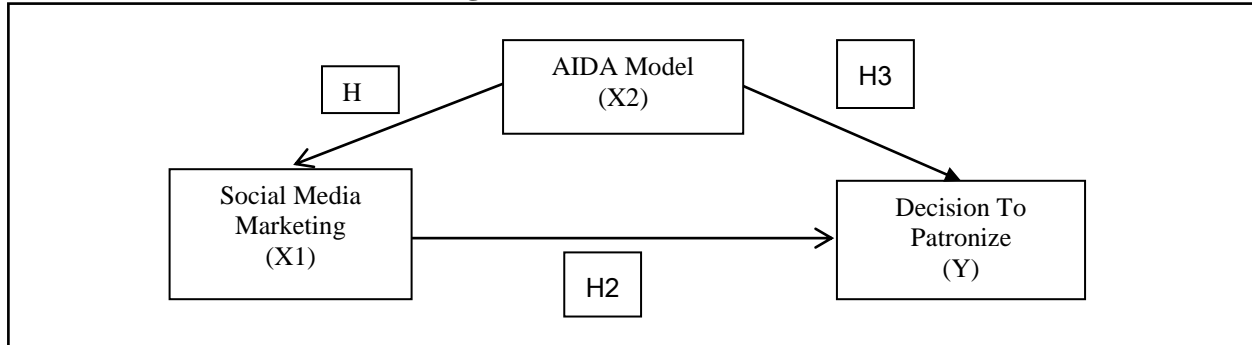
The data gathered for this study was obtained using a survey method. The researchers applied accidental sampling technique and chose customers who use social media as their method of buying products and services as research object. The sample of the study consists of 62 respondents. The data were analyzed using SPSS software. The questionnaire has been divided into four part which is part one is for Social Media Marketing, Part two is for AIDA Model, Part three is for decision to Patronize and part 4 is demographic. Eight items for part one adapting from Kim and Ko (2012), Ahmed and Zahid (2014), Eight items for part two adapted from Ernani Hadiyanti (2016) and four items for part three adapted from McKnight and Chervany (2002). All the items used a five point Likert scales ranging from 1=Strongly Disagree to 5=Strongly Agree. Researchers also conducted reliability test and the result shows that all variables have coefficient value Alpha Cronbach bigger than 0.6 which means that instruments of questions used in this study is valid.

Table 1: Reliability Test

Measures	Numbers of Factor Loading	Cronbach's Alpha
X1(Social Media Marketing)	8 items	0.842
X2 (AIDA Model)	8 items	0.887
Y (Decision to Patronize)	4 items	0.840

Research Model

Figure 1: Theoretical Model



This study test the direct effect of social media marketing to customer decision to patronize Muslim Friendly hotel. Besides, it also tested the influence of AIDA Model to social media marketing and customer decision to patronize the Muslim Friendly hotel. There are two hypothesis for this study:

H1 : AIDA Model significantly influence the social media marketing.

H2: AIDA Model and social media marketing significantly influence decision to patronize.

FINDINGS

Demography of Respondents

A majority age of the respondents are in 20 to 30 years old which is 58.1% while respondents from age 31 and above is 41.9%. This shows that most people within the age range of 20 to 30 have more positive response to social media activities. In terms of gender, 72.6% are female while male are only 27.4%. For occupation, majority of respondents are from private sector which is 48.4% and only 1.6% are doing business. All of this respondents have experience using social media for buying decision.

Descriptive Analysis of Variable

Descriptive analysis shows items distribution of social media marketing (X1), AIDA Model (X2) and decision to patronize (Y). The data is summarized in table 2, table 3 and table 4.

Table 2 : Social Media Marketing

Items	Percent	Result
X1.1 (use social media to increase knowledge about the services and brands.)	50.0	Agree
X1.2 (The social media marketing of brands is very attractive)	51.6	Strongly Agree
X1.3 (Using social media in finding brand/ product/ service is fun)	50.0	Agree
X1.4 (Contents shown on social media sites of brands are interesting.)	58.1	Agree

X1.5 (Social media marketing of brands enable information sharing with others.)	45.2	Strongly Agree
X1.6 (Conversation or opinion exchange with others is possible through brands social networking sites.)	46.8	Agree
X1.7 (It is easy to deliver opinion on brands through social media.)	46.8	Agree
X1.8 (Satisfied with the social media marketing sites of brands)	50.0	Agree

Based on the result above, all respondents agree that social media marketing is a good platform in getting knowledge about the services and brand. The decision on the brand and services offered also are easily access through social media marketing.

Table 3 : AIDA Model

Items	Percent	Results
X2.1 (Social media provide shocking fact or statistics)	45.2	Agree
X2.2 (Social media use provoking question or elements of surprise)	45.2	Agree
X2.3 (Social media create customer interest on service offered)	46.8	Agree
X2.4 (Social media provides illustration on the usage of service)	51.6	Agree
X2.5 (Social media highlight the features of services)	54.8	Agree
X2.6 (Social media demonstrate how the benefits fulfill needs)	59.7	Agree
X2.7 (Social media create sense of urgency by extending an offer)	41.9	Agree
X2.8 (Social media provide stand out button)	41.9	Agree

According to the tabulated result of study, the researcher found that majority of the respondents agreed that the element of AIDA is a must in social media marketing and this elements may increase or create their attention to patronize services offered by marketers.

Table 4 : Decision to Patronize

Items	Percent	Results
Y1 (Using social media sites of brands help in making decisions better before purchasing goods and services.)	54.8	Agree
Y2 (Using social media sites of brands increase my interest in buying products and services.)	58.1	Agree
Y3 (Very likely to choose hotel recommended by my friends on social media.)	53.2	Agree
Y4 (Definitely choose hotel as marketed on brand's social media sites, I follow)	54.8	Agree

According to the result above, most of the respondents agreed that their decision to patronize depends on information highlighted through social media.

Hypotheses Testing

This study use path analysis in measuring relationship between the variables. The researcher also used least square method.

H1 : AIDA Model (X2) significantly influence the social media marketing (X1).

The result is shown at table 5.

Table 5 : The result of path analysis of Social media marketing (X1) to AIDA model (X2)

Variable	Beta	t	Sig t	R Square	Relationship
X2	0.509	3.510	0.001	0.361	Significant

Based on the result above, the value of R Square is 0.361 or 36.1%. This means that AIDA Model variable (X2) influence social media marketing (X1) by 36.1%, while the 63.9% is influenced by other variable out of free variable under this study. The equation of standardized regression is $Z_Y=0.509Z_X$. The value of sig t shows that AIDA Model variable has significant value of 0.001 which is less than alpha 0.05. Therefore based on the test, social media marketing (X1) is significantly influenced by AIDA model (X2).

H2 : AIDA Model (X2) and social media marketing (X1) significantly influence decision to patronize (Y).

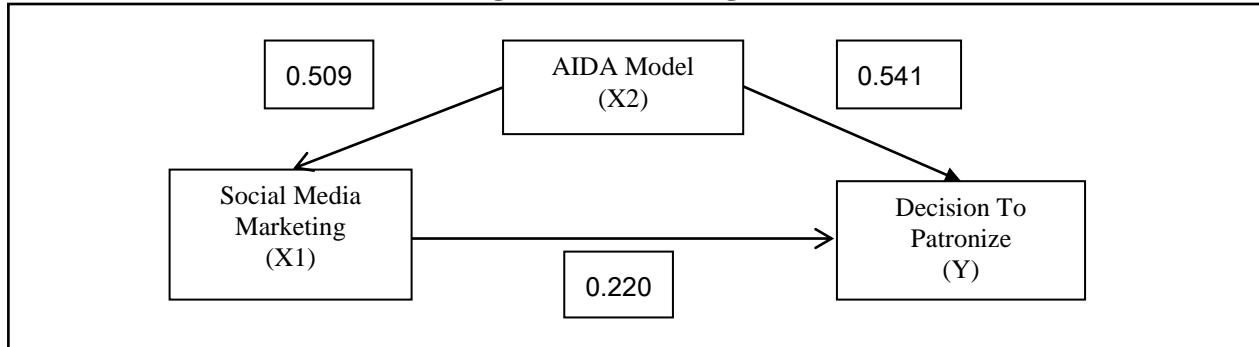
The result is shown below.

Table 6 : The result of path analysis of Social media marketing (X1) to Decision to patronize (Y)

Variable	Beta	t	Sig t	Relationship	R Square
X1	0.220	2.116	0.039	Significant	0.396
X2	0.541	5.196	0.000	Significant	

Based on tabulated result, the value of R square is 0.396 or 39.6% which means the social media marketing influences customer decision to patronize by 39.6%. The rest of 60.4% is influenced by other variables out of free variable under this study. The equation for standardized regression is $Z_Y=0.220Z_{X1}+ 0.541Z_{X2}$. The significant value for social media marketing variable (X1) is 0.039 which is less than alpha 0.05. Therefore, social media marketing variable (X1) significantly influence customer's decision to patronize. The AIDA Model variable (X2) on the other hand has significant value of 0.000 which is also less than 0.05. Therefore, AIDA Model variable (X2) has influence towards customers decision to patronize.

Figure 2 : Path Diagram



From the above figure, researchers applied Goodness of fit test by using total determination coefficient. The amount of data diversity which can be explained by model is measured as follows:

$$R^2_m = 1 - (P^2_{e1}) + (P^2_{e2})$$

$$R^2_m = 1 - (0.361 + 0.396) = 0.857 \text{ or } 85.7\%$$

The result indicates that the data diversity which can be explained by the model is 85.7% while the rest of data diversity which is 14.3% is explained by another variable which is not tested in the model.

Based on the model, total influence of each variable to dependent variable is as follows:

Table 7 : Total Influence

Independent Variable	Dependent Variable	Mediator Variable	Path
AIDA Model (X2)	Social Media Marketing (X1)	-	0.509
AIDA Model (X2)	Decision to Patronize (Y)	-	0.541
Social Media Marketing (X1)	Decision to Patronize (Y)	-	0.220
Social Media Marketing (X1)	Decision to Patronize (Y)	AIDA Model (X2)	$0.509 \times 0.541 = 0.275$
Total Influence = 0.220 + 0.275 = 0.495			

Since the AIDA Model significantly influence Social Media Marketing and Decision to patronize, the relationship between Social Media Marketing to decision to patronize by considering AIDA Model as a mediator is also significant.

DISCUSSION AND CONCLUSION

This study analyse the influence of AIDA Model in social media marketing to customer's decision to patronize Muslim friendly hotel. Based on the findings, Social media marketing has direct influence to decision to patronize. However without the existence of AIDA model, social media itself could not influence much. This shows that in order to provide information and educate customers as well as attract them to patronize the new Islamic concept, hoteliers need to

focus on the development of marketing strategies and try to make it attractive and interesting for customers. By marketing through social media, the competition is more challenging. Therefore, it is important to adopt the element of AIDA in their marketing strategies.

Result also shows that customers will decide to buy products or decide to patronize hotel when they are attracted with marketing information and design of communication in social media. This indicates that hoteliers who consider AIDA elements in their social media marketing will be able to create public attention to their website or advertisement. It is not easy to make customers focus and read our advertisement when a lot of competitors also doing the same things. Besides, the social media marketing also must be able to create customers' interest to know more and keep searching for the information that are provided. It is an advantage if the social media marketing is able to create desire and finally motivate them to patronize or purchase the products or services. This is why Muslim friendly hotel owners or potential owners need to consider in designing their social media marketing strategies. Marketing requires a lot of cost which need to be properly and effectively managed so as to ensure favourable returns on investment.

As a conclusion, hoteliers need to give attention to everything that they want to communicate and share with customers. The successful of marketing activities is not only depends on how much information that you provide to customers or how many promotional tools that you gave but it needs a proper strategy to ensure all effort give the expected returns. As a new products in hospitality industry where the market is competitive and a lot of misunderstanding on the concept such as the rise of Islamicphobia, hoteliers need to change their marketing strategies by using creative and innovative ideas which may help in creating people awareness towards their brands and service offered. Indeed, it is not easy to market Muslim products but with the addition of Muslim Friendly terms and attractiveness marketing communication which may portray the efficiency, professionalism and value proposition to the brands, Muslim friendly hotel may gain competitive advantage and able to compete and sustain in the market.

There are some limitations in conducting this study. The sample size is quite small which might not represent the whole population involved. However the sample is targeted to those who have experience in making decision in buying products and services through social media. Future research may consider other methods such as deep interview to clarify more on the social media strategies. This study may become a reference for those in the industry especially for Muslim friendly hotel to consider AIDA elements in their social marketing strategies.

REFERENCES

- Ahmed, R. I. (2016). The influence of perceived social media marketing activities on brand loyalty the mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*.
- Areeba, T. M. H. (2017). The impact of social media network marketing on consumer purchase intention in Pakistan: consumer engagement as a Mediator. *Asian Journal of Business and Accounting*, 167 -199.
- Ashcroft, L. & Hoey, C. (2001). PR, marketing and the internet: implications for information professionals. *Library Management*, 22 (1/2), 68-74

- Baker, A.A. (2011). *The principles of Islamic marketing*. Surrey, England: *Gower Publishing Limited*.
- Chi, Hsu-Hsien. (2011). Interactive digital advertising vs. virtual brand community: exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, 12: 44-61.
- Ernani, H. (2016). Study of marketing mix and AIDA model to purchasing on line product in Indonesia. *British Journal of Marketing Studies*, Vol.4, No.7.
- Gallup. (2014). The myth of social media: a majority of consumers say they are not influenced by Facebook or Twitter. Available at: <http://online.wsj.com/public/resources/documents/sac> (accessed October 5, 2017).
- Gayatri, G. C. (2005). Understanding service quality from the Islamic customer perspective in purchase. *Australian and New Zealand Marketing Academy Conference*. Perth, Australia: University of Western Australia.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54, 265-273.
- Hoek, J. & Gendall, P.(2003). How does sponsorship work. *Proceeding of the ANZMAC*, Adelaide, pp. 9-16
- Ibrahim, A. & Jamal, S. A. (2016). A case study of local non-muslim guest awareness towards syariah-compliance in Grand Blue Wave Hotel Shah Alam. *TEAM Journal of Hospitality and Tourism*, 13(1), 55-64.
- Jaswir, I., & Ramli, N. (2016). Study on Muslim-friendly hospitality in Malaysia. In *Contemporary Issues and Development in the Global Halal Industry* (pp. 59-66). Springer Singapore.
- J. C. Henderson. (2010). Sharia-compliant hotels. *Tourism and Hopitality Research*, vol. 10, no. 3, pp. 246-254.
- Jiangyu, L. &Haibo, Y. (2013). An innovative marketing model based on AIDA: a case from e-bank campus-marketing by China construction bank. *iBusiness*.5, 47-51.
- Junainah, I.& Norazla, A. W. (2015). The competitive advantages of sharia- compliant hotel concept in Malaysia: SWOT analysis. *Proceeding of the 2nd International Conference on Management and Muamalah*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! the challenges and opportunities of social media. *Business Horizons*, 53, 59-68.
- Kozinets, R., de Valck, K., Wojinicki, A.C. and Wilner, S. (2010). Networked narratives: understanding word of mouth marketing in online communities. *Journal of Marketing*, Vol. 74 No. 2, pp. 71-89.
- Lagrosen, S. (2005). Effects of the internet on the marketing communication of service to companies. *Journal of Services Marketing*. 19(2), 63-69.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357-365.
- Mohd, H., A. K., Rozila, A.,& Noor, A. Z. (2017). Differences in hotel attributes: islamic hotel and sharia compliant hotel in Malaysia. *Journal of Global Business and Social Entrepreneurship*, Vol. 1: no. 2.

- Mohd, R. R., S. A. (2012). Developing a model for Islamic hotels: evaluating opportunities and challenges. *UUM Repository*. 91-95
- Mukhtar, A., & Butt, M.M. (2012). Intention to choose Halal products: the role of religiosity. *Journal of Islamic Marketing*, 3(2), 108-120.
- Norazah, M. S., Abang, S. A. S. & Norbayah, M. S. (2014). Measuring Muslim consumers' decision to patronize Halal stores: some insights from Malaysia. *Malaysian Journal of Business and Economics*, Vol. 1, No. 2.
- Nor'ain, O., R. M. (2015). Maqasid Al Shariah in the Governance and Management Strategy of Islamic Tourism Businesses.
- Nor Zafir, M. S., Abu Bakar, A. H., Noor Hazarina, H. & Siti Zaleha, O. (2014). The practice of shariah-compliant hotel in Malaysia. *International Journal of Trade, Economics and Finance*, Vol. 5, No. 1.
- Pew Research Center. (2011). The future of the global Muslim population: Projections for 2010-2030. 1615 L St., NW, Suite 700: *Pew Research Center's Forum on Religion & Public Life*.
- Pew Research. (2015). Why Muslims are the world's fastest growing religious group. Retrieved from <http://www.pewresearch.org/fact-tank/2015/04/23/>
- P. Rosenberg and H. M. Choufany. (2009). Spiritual lodging- the sharia-compliant hotel concept. *4Hoteliers*.
- Samori, Z. & Rahman, F. A. (2013). Towards the formation of shariah compliant hotel in Malaysia: an exploratory study on its opportunities and challenges. *Preceeding, in the 2013 WEI International Academic Conference Istanbul*
- Shah Alam, S., & Nazura, M.S. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1).
- Shahizan, H., Siti Zaleha, A. N. & Norshuhada, S. (2015). Strategic use of social media for small business based on the AIDA Model. *Procedia - Social and Behavioral Sciences*, 172 (2015) 262 – 269.
- Simona, V., Iuliana, C., Luigi, D. & Mihai, T. (2013). The effects of social media marketing on online consumer behavior. *International Journal of Business and Management*, Vol. 8, No. 14.
- Suhaiza, Z. A. O. (2011). An exploratory study on the factors influencing the non-compliance to halal among hoteliers in Malaysia. *International Business Management*, 1-12.
- Tuten, T.L. (2008). Advertising 2.0: social media marketing in a web 2.0 world. *Greenwood Publishing Group, London*.
- Van, B., S., Eenhuizen, M. and Veris, E. (2011). Social media around the world. *InSites Consulting, London*.
- Woodcock, N. & Green, A. (2010). Social CRM as a business strategy, the customer framework. Retrieved at <http://customerframework.com>.
- Yusniza, K., Farinda, A. G. & Azian, M. (2012). *Proceeding: International Conference on Islamic Marketing and Branding*.
- Zakiah, S. & Noorsalwati, S. (2014). Developing halal standard for Malaysian hotel industry: an exploratory study. *Procedia - Social and Behavioral Sciences*, 144 – 157.