

# Umrah Celebrity Endorsement: Issues and Revised PATER Model

Norzaini Binti Saupi<sup>1,2</sup>, Amran Harun<sup>2\*</sup>, Raman Ali<sup>3</sup>, Darbaz Anwer Ismael<sup>4</sup> and Bestoon Othman<sup>5,2</sup>

**Abstract---** *The Umrah travel agencies offering Umrah package are now experiencing an amazing growth in Malaysia. Despite its great potential, there are various challenges faced by the Umrah travel agency which contributing to the declining of Umrah Pilgrim demand in the year 2018. Therefore, this study aims to review the industry challenges and concern especially observing the role played by the religious and entertainment celebrities as spokesperson for the umrah package which are anticipated to have an impact on the demand of umrah specifically among generation Y. In addition, future recommendations in dealing with the consumers' issues concerning on Umrah package and celebrity endorsement are discussed with the proposed Revised Pater Model.*

**Keyword---** *Umrah Package, Celebrity endorsement, The PATER Model, Generation Y, Umrah Industry*

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## I. INTRODUCTION

Hajj and Umrah can be categorized as high involvement products and also uniquely different from other form of tourism because it motivated by a sense of duty and obligation rather than a pursuit of pleasure leisure [2]. Studies related to religious tourism have long been conducted and are driven by religious or spiritual commitment [2]. Furthermore, there are many types of literature that underline the theme of celebrity endorsement as a core context, however, many of these literatures have spoken about consumer products and services in general but not many on religious tourism.

The increase of Umrah travel agencies indicates the significance increase in demand and also competition among Umrah travel agency in the market. This also led to the intense competition among Umrah travel agency that offered Umrah package. Thus, in order to survive in the market, the Umrah travel agent may also develop cost-effective and creative strategies while offer the distinctive Umrah package by a hired celebrity to endorse their service [10]. However, under this circumstance, celebrity endorsement is the most powerful tools in the promotional strategy in order to communicate with the potential customer and also attract them to buy the brand that endorsed by the celebrity [11]. Therefore understanding the reasons why the Umrah travel agency using different types of celebrities become a priority to the present study. Hence, it is also important as an indicator for Umrah Travel agency when selecting the right celebrity to endorse their Umrah package. Realizing that, this review seeks to discuss the issues and challenges as well as the current situation of Umrah package offered by Umrah travel agency

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<sup>1</sup>University College Sabah Foundation (UCSF)

<sup>2\*</sup>Universiti Tun Hussein Onn Malaysia (UTHM)

<sup>3</sup>Department Business Administrative, Technical College of administrative, Sulaimani Polytechnic University, Kurdistan, Iraq

<sup>4</sup>College of Administration and Financial Sciences Knowledge University

<sup>5</sup>Dept. of Business Administration, Koya Technical Institute, Erbil Polytechnic University

in relation to celebrity endorsement. The remainder of the paper is organised as follows. Firstly, this paper discusses the introduction of Umrah package in Malaysia. Then, this paper covers the review on the issues and challenges met by Umrah industry. The issues comprises limited research on religious tourism, lack of customer's trust towards Umrah package and lack of creatives strategies. Lastly, this paper provides some potential recommendation in dealing with the above-mentioned issues and challenges by using the proposed revised PATER Model of celebrity endorsement originally developed by Gupta, Kishor, & Verma (2017) [5].

As claimed by Moreno, Lafuente, Carreon and Moreno (2017) in their study, these young people (Gen Y) are interesting because they spend around 200 billion a year and estimated to double by 2020 and they represent about more than 7.1 billion worldwide. Hence, the marketer should be able to look into this target group to influence them to buy the Umrah package offer in the market.

## II. UMRAH INDUSTRY IN MALAYSIA

In Malaysia, Umrah packages were not only endorsed by a religious figure, the package was also endorsed by entertainment celebrity. There are two types of celebrities used in Umrah packages which are a religious figure (i.e. Ustaz, Ustazah, motivator, *Imam Muda* : The winner or contestants from religious programming called young Imam and *Pencetus Ummah-PU*: Contestants of reality TV preachers from the Astro religious programme) and entertainment celebrity (i.e. Actress/Actor, and singer). Umrah package provided by Fa Izin International Travel and Tour endorsed two entertainment celebrities who are Hj Adi Putra (Actor) and Mira Filzah (Actress) to promote their Umrah package. Other than that, Umrah package offered by Imitiyaz Travel and Tours Sdn Bhd were using Rozita Che Wan (Actress) as an entertainment celebrity for their package. However, it's difference from Umrah package offered by Mahabatten Travel and Tours Sdn Bhd that endorsed Ustaz Don Daniyal as religious figures for their Umrah Package. Yet this phenomenon of using difference types of celebrity in Umrah package need to further investigate in order to know the effectiveness of these packages to attract people especially the generation Y buy their Umrah package. A preliminary study was conducted to 284 Umrah travel agencies in Malaysia to understand the Umrah package offered by them (see Table 1.1). Based on the data, a total of 219 ( 75%) of the Umrah package is found not endorsing any celebrity, a number of 61 companies (21%) featuring religious figure; whilst a sum of 11 of Umrah companies used entertainment celebrity with a percentage of 4 percent. The question regarding the effectiveness of Umrah package featuring celebrity particularly that focus on Gen Y were remain debatable until now because the preliminary data found that only 4 percentage of Umrah package in Malaysia used celebrity. This is because previous research by Apejaye (2013) [3, 7], found that advertisement featuring celebrity has a significant influence on students' purchase intention. Interestingly, Frimpong, Donkor, & Frimpong (2019) [4] have indicated that celebrity endorser has a positive influence on consumer's perception of quality, brand loyalty and purchase intention. However, under this circumstances, the current study aims to investigate further on the effectiveness of celebrity endorsement that lead the Gen Y to purchase Umrah package. Table 1.1 below summarize indicated Umrah package ads that endorse entertainment celebrity and religious figures in Malaysia.

Table 1: The Summary of Umrah Package Ads Using Celebrity

No	Travel agency	Type of celebrity & celebrity's Name	Year
1.	Ibnuri Travel Tours Sdn Bhd	<b>Entertainment celebrity:</b> Ali XPDC & Artis Gua Rock Gua bertiman, <b>Religious figure:</b> Syeikh Maulana Wan Helmi	2016
2.	Emraz Travel & Tours Sdn Bhd	<b>Entertainment Celebrity:</b> Daqmie, <b>Religious figure:</b> Bro Firdaus Wong <b>Motivator:</b> Dr. Tengku Asmadi,	2019
3.	Azzuha Travel & Tours Sdn Bhd	<b>Religious Figure:</b> Ustaz Don & Ustaz Nushi	2015
4.	Duta Raza Holidays	<b>Religious Figure:</b> Da'I Irfan	2018
5.	Fitrah Al-Hajj	<b>Religious Figure:</b> Imam Muda Omar & Duta Maizon	2018
5.	MR Travel & Services Sdn Bhd	<b>Religious Figure &amp; Entertainment Celebrity:</b> Kumpulan Nasyid UNIC	2016
7.	Al Balad Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	Al Fajr Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Al Furqan Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2014
0.	Al Hijrah Vacation Sdn Bhd	<b>Endorser:</b> NIL	2015
1.	Al-Alamiah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2013
2.	Al-Nile Tour & Travel Sdn Bhd	<b>Religious Figure:</b> Ust. Nokman Bin Che Amin	2019
3.	Al-Zahabi Travel Sdn Bhd	<b>Religious Figure:</b> Prof Madya Dr.Hj Mohd Ismail Bin Mustari	2019
4.	Altis Holidays Sdn Bhd	<b>Religious Figure:</b> Ust. Amir Muttakin Bin Ab Ghani AlHafiz	2019
5.	Alwasayet Travels & Tours Umrah Services	<b>Endorser:</b> NIL	2019
5.	An-Najwa Travel & Tours Sdn Bhd	<b>Religious Figure:</b> Ust. Haji Muszaki Ozir	2018
7.	Andalusia Travel & Tours Sdn Bhd	<b>Religious Figure &amp; Entertainment Celebrity:</b>	

		Ust. Don Daniyal Don Biyajid	
8.	Ar-Raudhah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
9.	Arrayyan Travel services sdn Bhd	<b>Endorser:</b> NIL	2019
0.	Az-Zuha Group Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	Bagan Utama Holidays (M) Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	Bahrulmazi Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Batuta Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust. Hj Ab Dhani Hj Mahmood	2019
4.	Busyra Holidays Sdn Bhd	<b>Religious figure:</b> Ust. Mohd Burhan Bin Zakaria @ Ahmad, Ust. Nazri Nasir & Dai Fuad Mokhtar	2019
5.	C.S Holidays Sdn Bhd	<b>Religious figure:</b> YB. Tarmizi	2019
5.	Cantumas Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
7.	Citra Travel & Tours Sdn. Bhd	<b>Endorser:</b> NIL	2019
8.	Demak Travel Sdn Bhd	<b>Endorser:</b> NIL	2016
9.	Easy Fly Travel Sdn Bhd	<b>Endorser:</b> NIL	2015
0.	Elaf Shahidah Travel Sdn Bhd	<b>Endorser:</b> NIL	2016
1.	Fa Izin International Travel & Tours Sdn Bhd	<b>EntertainmentCelebrity:</b> Hj Adi Putra & Mira Filzah	2016
2.	Falcon Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
3.	Felcra Travels and Tours Sdn Bhd	<b>Endorser:</b> NIL	2020
4.	Gemba Trans & Tours Sdn Bhd	None	
5.	Gemilang Travel and Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Glocal Travel & Tours Sdn Bhd	<b>Entertainment Celebrity:</b> Syamsul Yusof & Puteri Sarah	2016
7.	HM Global charter travel Sdn Bhd	<b>Endorser:</b> NIL	2018
8.	Housecoff Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	HRM Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
0.	IMG Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2016

1.	Imtiyaz Travel & Tours Sdn Bhd	<b>Entertainment Celebrity:</b> Rozita Che Wan	2018
2.	Jagong Mas Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Juara Travel & Tours Sdn Bhd	<b>Religious Figure:</b> Ust. Dato Dr. Izhar <b>Entertainment Celebrity:</b> Heliza Helmi	2017
4.	Kawan International Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Kembara Umrah Sdn Bhd	<b>Endorser:</b> NIL	2018
5.	Kop travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
7.	Kopetro Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	KRS Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Lintas Travel Services (M) Sdn Bhd	None	
0.	Maad Travel (M) Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	Maqbul Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	MIMM Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	MKM Ticketing Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
4.	Multaqa AL Iman Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust. Dr. Mohd Nizho	2019
5.	Mumtaz Travel Sdn Bhd	<b>Endorser:</b> NIL	2017
5.	Nat Tour Sdn Bhd	<b>Endorser:</b> NIL	2018/2019
7.	PDC Travels Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	Persada Global Holidays Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Platinum Gesture Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
0.	Poto Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	Rakyat Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	Rayhar Travels Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Raza Holidays Sdn Bhd	<b>Endorser:</b> NIL	2018
4.	Red Sea Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Rey-Z Travel Services Sdn Bhd	<b>Endorser:</b> NIL	2018
5.	Subhiyah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	
7.	Sri Sutra Travel Sdn Bhd	None	
8.	Syaza Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018

9.	Tiram Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
0.	Titim Travel Sdn Bhd (Titm Holidays Sdn Bhd)	<b>Religious figure:</b> Ust. syamir izzuddin	2019
1.	Touch Me travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	Tradewinds Travel Services Sdn Bhd	<b>Religious figure:</b> Ust. Dr.Lukman Ibrahim	2019
3.	Tri-D Travel & Tours Sdn Bhd	<b>Religious figure:</b> Dato Ust Kazim Elias	2019
4.	Tripfez Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Triways Travel Network (M) Sdn Bhd	<b>Endorser:</b> NIL	2019
6.	UC Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
7.	UMH Travel & Services Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	UTAS Travel & Tours Worldwide Holidays Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	V.I.P Travel & Tours Sdn Bhd	None	
0.	Wira Saujana Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	YHA Travel & Tours (M) Sdn Bhd	None	
2.	Zahafiz Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Zayyan Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
4.	23 Journeys Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	A & A Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust Azeman & Ust Firdaus	2019
6.	A & M Berkat Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
7.	AB Pesona Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
8.	ABK Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	ABS Travel & Tours Sdn Bhd	None	
0.	AD Deeni Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018/2019
1.	Adam Holiday Travel Sdn Bhd	None	
2.	Addeen Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
3.	Aidara Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019

4.	Ajaq Global Travel & Tours Sdn Bhd	<b>Religious figure:</b> Imam Muda Jabbar	2019
5.	AL Ameen Rifai Tours and Travel Sdn bhd	<b>Religious figure:</b> Ust Yasin	2019
5.	AL Fawwaz Travel & Services Sdn Bhd (Nibras Travel & Services Sdn. Bhd)	<b>Religious figure:</b> Ust. Azwan Ali & Ustazah	2019
7.	AL Haramain Global Tours & Services Sdn Bhd	<b>Endorser:</b> NIL	2018
8.	AL Kangsari Travel and Tours Sdn Bhd	<b>Religious figure:</b> Dato Sri Mahadi	2019
9.	AL Khatiri Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
0.	AL Mesry Travel Sdn Bhd	<b>Religious figure:</b> Al Fadhil Ust. Shahul Hamid	2018
1.	AL Muhajirin Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	AL Nikmah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2017
3.	AL Quds Umrah & Tours (M) Sdn Bhd	<b>Endorser:</b> NIL	2019
4.	Al Tijarah Travel and Tours Sdn Bhd	None	
5.	AL-Ilmi Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust Azhar Abdullah	2018
5.	AL-Mukminin Travel & Tours Sdn bhd	<b>Endorser:</b> NIL	2019
7.	AL-Muttakin Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2017
8.	Alam Shah Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust.Mohd Zakhwan Ahmad Badarddin	2018
9.	Alif Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
0.	Alirfanco Travel & Tours Sdn Bhd	None	
1.	AlMaziah Mobility Travel & Tours Sdn Bhd	None	
2.	Alshakirin Global Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2016
3.	Amani Travel Sdn Bhd	<b>Religious figure:</b> Ust Johari Abdul Wahab	2019
4.	Amazing Umrah Travel Sdn Bhd	None	
5.	Ambar Travel & Tours Sdn Bhd	<b>Entertainment Celebrity:</b> Lan pet-pet	2019
5.	Ambienz Holidays Sdn Bhd	<b>Endorser:</b> NIL	2018

7.	Angsana Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2018
8.	Annaufal Travel & Tours Sdn Bhd (Graceland Holidays Sdn Bhd.)	<i>Endorser: NIL</i>	2019
9.	Ar Rayyan Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
0.	Arba Travel & Tours Sdn Bhd	<i>Religious figure: Ust. Abd Alrahman (Al-Hafiz)</i>	2019
1.	As Thur Travel Sdn Bhd	<i>Endorser: NIL</i>	2019
2.	As-Siraj Haj Umrah Travel & Tours Sdn Bhd	<i>Religious figure: Ust. Hj Ahamed Musthafa Al-Hafiz</i>	2019
3.	As-Solihin Travel Sdn Bhd	<i>Endorser: NIL</i>	2019
4.	Asfahan Travel & Tours Sdn Bhd	<i>Religious Figure: Ust. Asri</i>	2018
5.	Ash-Har Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
6.	Astana Travel & Tours Sdn Bhd	None	
7.	Aswad Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2013
8.	Attiq Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
9.	Awana Idaman Limo & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
0.	Az Safir Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2016
1.	Az Zair Travel & Tours Sdn Bhd (KBP Travel & Tours Sdn bhd)	<i>Religious Figure: Ust. Uwais Al-Qarni</i>	2018
2.	Baheej Travel & Tours Sdn Bhd (Formally Known Zahus Travel & Tour (M) Sdn Bhd)	<i>Endorser: NIL</i>	2019
3.	BK Travel Sdn bhd	<i>Endorser: NIL</i>	2019
4.	Cahaya Delima Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
5.	CHS Holiday Sdn Bhd	<i>Endorser: NIL</i>	2019
6.	D Arrasyh Travel & Tour Sdn Bhd	<i>Endorser: NIL</i>	2020
7.	D Z Travel & Tours (M) Sdn Bhd	<i>Religious Figure: Ust. Muhaimin</i>	2019
8.	D-Nexus Holidays Sdn Bhd	<i>Endorser: NIL</i>	2019
9.	Dar At Taqwa Travel & Tours Sdn Bhd	<i>Religious Figure: Tuan Hj Mohammad Farid Bin Idris</i>	2019
0.	Darul Mubarak Travel & Tours Sdn bhd	<i>Religious Figure:</i>	2019



		Hj. Muhammad Ismi Bin Hj Mat Taib & Hj. Muhammad Salim Bin Hj Mat Taib	
1.	Daulah Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
2.	Daurah Travel and Tour Sdn Bhd	<i>Endorser: NIL</i>	2018
3.	DC Universal Travel & Tours Sdn Bhd (Formerly Known Sabriah Travel & Tours Sdn Bhd)	<i>Endorser: NIL</i>	2018
4.	Deliver Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2018
5.	Delleven Travel Network Sdn Bhd	<i>Endorser: NIL</i>	2019
6.	Dhia Holidays & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
7.	Diaz Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
8.	Doodle Trip Sdn Bhd	None	
9.	Dynamic Tours Travel & Incentive Sdn bhd	<i>Endorser: NIL</i>	2019
10.	Eiman Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
11.	EL Izzah Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
12.	Elitejets Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
13.	Emzed Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
14.	Fadlim Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
15.	Firsha Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
16.	Fitrah Alm Travel Sdn Bhd	<i>Endorser: NIL</i>	2019
17.	Five Estec Travel Services Sdn Bhd	<i>Religious Figure: Hjh Sharizan</i>	2019
18.	GB Gateway Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
19.	Gemala Travel and Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
20.	GOTZ Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
21.	Hafza Travel Sdn Bhd	<i>Religious Figure: Ust Hj Zurul Iman Hj Zakaria</i>	2019
22.	Haneen Travel & Tours Sdn Bhd	<i>Religious Figure: Ust. Firdaus Sujaini &amp; Dato Sri Hj Wan Mohammad Zuki</i>	2019
23.	Haniff Travel Services Sdn Bhd	<i>Endorser: NIL</i>	2019
24.	Hannah Travel & Tours Sdn Bhd	<i>Religious Figure: Ust. Shahrizan</i>	2018
25.	Haqim Holidays & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
26.	Harmain Travel Services Sdn Bhd	<i>Endorser: NIL</i>	2019

7.	Harmony Excellence Holidays Sdn Bhd	<i>Endorser: NIL</i>	2018
8.	HB Travel Sdn Bhd	<i>Religious Figure: Syamsul Debat</i>	2018
9.	HBV Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2014
0.	Hidayatul Travel & Tour (M) Sdn Bhd	<i>Endorser: NIL</i>	2018
1.	Hijrah Sufi Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
2.	HN Travel & Tours Sdn Bhd	None	
3.	HR Holidays Sdn Bhd	<i>Endorser: NIL</i>	2019
4.	Hyad Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2018
5.	Hydramas Travel & Tours Sdn Bhd	None	
6.	Ibrahim Holidays Sdn Bhd	<i>Endorser: NIL</i>	2019
7.	IG Group Holidays Sdn Bhd	<i>Religious Figure: Ust. Hj. Abdullah &amp; Hjh. Masriyah</i>	2018
8.	IN Saff Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
9.	Inqaz Travel & Tour Sdn Bhd	<i>Endorser: NIL</i>	2019
0.	Inter-Continental Travel Centre Sdn Bhd	<i>Endorser: NIL</i>	2019
1.	Intratama Travel Consultant & Tours (M) Sdn Bhd	<i>Entertainment Celebrity: Inteam</i> <i>Religious figure: Imam Muda Hafiz &amp; Ustazah Latifah</i>	2019
2.	Ismazul Travel Agency Sdn Bhd	<i>Religious figure: Ust Ismail Maharop &amp; Tuan Haji Abu Seman</i>	2019
3.	Istiqomah Holidays Sdn Bhd	None	
4.	Jad Travel & Tours (M) Sdn Bhd	<i>Endorser: NIL</i>	2019
5.	Jasa Mabur Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
6.	Jua Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
7.	Kag Travel Sdn Bhd	<i>Endorser: NIL</i>	2018
8.	Kayworld Travel & Tours Sdn Bhd	None	
9.	Kembara Mukmin Travel & Tours Sdn Bhd	<i>Religious figure: PU Fendi</i>	2018
0.	Kembara Muslim Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
1.	Kembara Ziarah Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2017
2.	Khalifakota Travel Sdn Bhd	<i>Endorser: NIL</i>	2019

3.	Labbaik Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust. Muhidin & Ustazah Isfadhah	2019
4.	Legenad Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	LRV Travel & Tours (M) Sdn Bhd	<b>Endorser:</b> NIL	2019
6.	Madini Travel & Tours Sdn Bhd	<b>Religious figure:</b> ust Syed Abdul Kadir Aljoofre	2019
7.	Magna Bridge Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	Mahabbaten Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust. Don Daniyal	2019
9.	Mahsuri Travel & Tours Sdn bhd	<b>Endorser:</b> NIL	2019
0.	Mantop Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	Melati Tanjung Holidays Sdn Bhd	None	
2.	Minhakim Travels Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Mitra Kembara Sdn Bhd	<b>Endorser:</b> NIL	2019
4.	Mitti Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	MJ Success Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust Johan Anuar Rahmat & Ust. Kepten Hj Nik Kamaruddin	2019
6.	Munajat Travel & Tours Sdn Bhd	None	
7.	Mursyid Alharamain Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	Muslimin Travel & Tours (M) Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Muttawif Uha Travel & Services Sdn Bhd	<b>Religious figure:</b> Dato Dr. Haji Mohd Fadzilah Kamsah, Ust. Datuk Hj Kamal Hj Muhamad & Ust. HJ Zawari Ali Al-Hafiz	2018
0.	My Exploria Travel & Service Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	Myway Haramain Travel Service Sdn Bhd	None	
2.	Nafadz Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Naft Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
4.	Nasaer Travel & Tour Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Nke Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
6.	Nur Multazam Travel & Service Sdn Bhd	<b>Endorser:</b> NIL	2018
7.	Olive Travel Sdn Bhd	<b>Endorser:</b> NIL	2015
8.	Our Deen Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Palma Holidays Sdn Bhd	<b>Endorser:</b> NIL	2017

0.	Persada Oasis Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
1.	Punsu Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
2.	Pure Value Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
3.	Qalesya Travel and Service Sdn Bhd	<i>Endorser: NIL</i>	2019
4.	Qaliff Travel Sdn Bhd	<i>Endorser: NIL</i>	2019
5.	Qashwa Travel Sdn bhd	<i>Endorser: NIL</i>	2019
6.	Radwa Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
7.	Rahman Brothers Ttravel & Tours Sdn Bhd	None	
8.	Rarecation Travel Sdn Bhd	<i>Endorser: NIL</i>	2016
9.	Rba Travel & Services Sdn Bhd	<i>Endorser: NIL</i>	2019
0.	Rehla Travel Services Sdn Bhd	<i>Endorser: NIL</i>	2019
1.	Retaj Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
2.	Richworld Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
3.	Rihla Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
4.	RMS Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
5.	Saidina Travel & Services Sdn Bhd	<i>Endorser: NIL</i>	2018
6.	Salsabilah Aflah Tours & Travel Sdn Bhd	<i>Endorser: NIL</i>	2019
7.	Sama Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2017
8.	Samrah Travel Sdn Bhd (Al-Safwa Travel & Service Sdn Bhd)	<i>Endorser: NIL</i>	2017
9.	Saujana Gemilang Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
0.	Seri Alijah Travel & Tours Sdn Bhd	None	
1.	Seroja Anggerik travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
2.	Shahid Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
3.	Shahmie Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2018
4.	Sham Discover Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2015
5.	Shukran Travel & Tours Sdn Bhd	<i>Endorser: NIL</i>	2019
6.	Simply UMH Travel Services Sdn Bhd	<i>Religious figure: PU Amin</i>	2017
7.	Sina Leisure Sdn bhd	<i>Endorser: NIL</i>	2019

8.	Sintra Travel & Tours Sdn Bhd	None	
9.	Sireh Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust Hj Muhammad Raeis & Ust Hj Abdol Razak	2018
0.	Siru Fil Ardh Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
1.	Sitt Travel (Bintulu) Sdn Bhd	None	
2.	Sitty Travel Sdn Bhd	<b>Religious figure:</b> Ust. Mat Esa Deraman	2019
3.	Skymatt Travel & Services Sdn Bhd	None	
4.	Smart IQ Travel Agency Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	SN Rizqi Holidays Sdn Bhd (Fah & Azz Travel Sdn Bhd)	<b>Endorser:</b> NIL	2019
5.	Sofiah Travel Sdn Bhd	<b>Endorser:</b> NIL	2019
7.	Sparkle Holiday Sdn Bhd	None	
8.	Suffah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Suka Jaya Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2018
0.	Sukaborneo Travel Sdn Bhd	<b>Religious figure:</b> Hj Salman Datuk Hj. Ismail, Ust. Rafihi Wasihimin Al-Banjari & Ust. Arbaen Shawal	2019
1.	Surfink Holiday Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	Syarikat Pelancungan Yaskin Sdn Bhd	<b>Endorser:</b> NIL	2019
3.	Taif Travel and Tours Sdn Bhd	<b>Endorser:</b> NIL	2017
4.	Tareeq AL Jannah Travel & Education Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Tariq Travel & Tour Sdn Bhd	<b>Endorser:</b> NIL	2019
5.	Tasdiq Holidays Sdn Bhd	<b>Religious figure:</b> Ust. Shaiful Haniff	2019
7.	Tawfir Travel and Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
8.	Tho Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
9.	Tinuke Travel and Tour Sdn Bhd	None	
0.	Toybah Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ustazah Hanifah	2017
1.	UAK travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust. Abdullah Khairi	2019
2.	UHB Travel & Tours Sdn Bhd	None	
3.	UHR Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust. Harryanto Rizal	2019
4.	Ukhwah Harmoni Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019

5.	Umm Qays Travel & Tours Sdn Bhd	<b>Religious figure:</b> Ust Reza & Dr.Rozaimi Ramle	2019
5.	Usrati Baraqah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
7.	Wafi Holidays Sdn Bhd	<b>Religious figure:</b> Ust.Zamri Hashim	2019
8.	Widad Tours & Travel Sdn Bhd	<b>Entertainment Celebrity:</b> Abby Abadi, Memey Suhaiza, Norman Hakim & Jai Ezzany	2019
9.	Wira Travel Agency Sdn Bhd	<b>Endorser:</b> NIL	2019
0.	Yiros Tours & Travel Sdn Bhd	<b>Religious Figure:</b> Ust. Fathi Naim	2018
1.	Zaharah Travel & Tours Sdn Bhd	<b>Endorser:</b> NIL	2019
2.	Zahazan Travel & Tours Sdn Bhd	<b>Religious Figure:</b> Ust. Zahazan	2019
3.	Zainal Kembara Sdn Bhd	<b>Endorser:</b> NIL	2019
4.	Zaini Travel and Tours Sdn Bhd	<b>Endorser:</b> NIL	2019

Source: preliminary study

### III. THE ISSUES AND CHALLENGES MET BY TRAVEL AGENCY IN MALAYSIA

In light of this paper, the researcher identifies several issues and challenges faced by the industry with regard to purchase intention of Umrah package. The issues and challenges are discussed as follows:

#### A. *Limited research on religious tourism*

In general, although religious-based tourism is growing, not much information on religious tourism phenomena, especially pilgrimage tours such as Umrah in Malaysia [6]. Research on this growing sector is limited, therefore knowledge of this trend is still limited in Malaysia [10]. Until recently in Malaysia, little attention has been paid to the subject in tourism literature due to the complex relationship between tourism and religion. In Malaysia, study related to Umrah context only limited to customer loyalty towards Umrah travel agency [10]; perceived value and consumer satisfaction [6]; Service quality by Umrah and Hajj Agencies [8]; and behavioral intention towards Umrah package among Gen Y and Z [9]. This phenomenon also holds true by Singh & Banerjee (2018) as the scholar noted the newly constructed and validated scale may be used to find out the impact of celebrity endorsements on various dimensions like purchase intention, consumer's perceptions and advertising effectiveness. Despite the fact of the celebrity endorsement significant effects toward purchase intention, salience research related to intention to purchase Umrah Package in Malaysia specifically to the Generation Y trust on celebrity has found to be very limited.

#### B. *Declining on Umrah package demand*

On the actual purchase of Umrah package scenario in Malaysia, recently, there were 250,000 Pilgrim from Malaysia in 2017 and the number keeps increasing which expected to grow by 20 percent by in 2018[8]. As for December 2018, Ministry of Tourism and Culture (MOTAC) recorded 328 Umrah and Hajj travel agencies have been registered and this indicated the high demand from this market. But, in the year 2018, the demand for Umrah

pilgrims decreased to 135,895 compared to the year 2017 that reported 250,089 of Umrah pilgrims. Thus, it is important for future studies to further investigate why the industry is experiencing a declining demand of Umrah packages.

### ***C. Lack of customer's trust towards Umrah package***

As for December 2018, Ministry of Tourism and Culture (MOTAC) recorded 328 Umrah and Hajj travel agencies have been registered and this indicated the high demand from this market. Undeniably, the increase of this number leads to an increase in fraud Umrah packages offered by scams agents in Malaysia which denotes a negative image for Umrah Travel industry [8, 9]. Furthermore, there have been more than three thousand Malaysian Muslims falling for Umrah Fraud packages since 2012. The declining of Umrah package in 2018 is due to customer's trust is lacking. This has been studied by Mohd Shukri, et al., and Yaakop (2019). In fact, Mohd Shukri et al. (2019) has postulated that the increasing number of Umrah travel agencies will lead to an increase in fraud Umrah packages offered by scams agent in Malaysia and will also directly affect customer's trust on Umrah packages offered by Umrah travel agency.

### ***D. Lack of creative strategies***

Another possible issue encountered by Othman, Harun, and Nazeer (2018) is lack of creative strategies also contribute to the decline of revenue in Umrah industry. Interestingly, a preliminary study was conducted to 284 Umrah travel agencies in Malaysia to understand the Umrah packages offered by them. Apparently more than half (75%) of the Umrah travel agency did not endorse any spokesperson. This phenomenon is seen as less rampant in the Umrah travel industries where celebrity is less used among the Umrah industry players. The viewpoint is not in line with the notion expounded by Gupta, Kishor, and Verma (2017) [5] that mentioned many researchers believe that ads featuring celebrities provide a greater level of attractiveness, attention, interest rate and purchase intention compared to non-celebrity ads. The reality of Umrah Travel agency practices on Umrah packages, however, tells a different story.

## **IV. RECOMMENDATIONS**

### ***A. The PATER Model of Celebrity endorsement: Original Model***

This model is said to have a relationship with trust towards celebrity and purchase intention. The original model of the PATER Model of celebrity endorsement was introduced by Gupta, Kishor, & Verma (2017) [5] in their study on construction and validation of a five-dimensional celebrity endorsement scale. Gupta et al. (2017) [5] validated instrument comprises of five dimensions of celebrity endorsers including popularity (***Dimensions: Big Fan Following, Good performance Track Record, Likeable, Non-controversial public image, role model for other***), attractiveness (***Dimensions: Sexy, classy, elegant, Handsome/Beautiful, Attractiveness, style icon***), trustworthiness (***Dimensions: Reliable, honest, sincere, dependable, trustworthy, unquestionable, credible, convincing***), expertise (***Dimensions: Qualified, Experienced, knowledgeable, skilled and expert***) and relevance (***Dimensions: Relevant, similarity and meaningful link***) as the important attributes that should be considered in making a choice of the celebrity endorser. However, Gupta et al. (2017) [5] the original founder of this PATER Model also suggested to

revise and add more new dimensions particularly on which characteristics are more important when choosing an endorser. Therefore, it is very important to revise PATER Model of celebrity endorsement as suggested by Gupta et al. (2017) [5] for this present study.

The reason why PATER Model is adopted in this study because most studies on the scale development of Celebrity Credibility do not report any validity scales [5]. Furthermore, The PATER Model is adopted to find the right umrah celebrity's attribute assessment of the scale's validity as an important indicator for Umrah Travel agency when selecting the right celebrity to endorse their Umrah package.

**B. Proposed the Revised PATER Model of celebrity endorsement**

The revised PATER Model of celebrity endorsement consists of **popularity** (likeability, role model for other, dignified image); **attractiveness** (Exquisite personality, charisma, attractiveness); **trustworthiness** (Honourable, authenticity, reliable); **expertise** (Experienced, knowledgeable, Religiosity); and **relevance** (Relevant, similarity and meaningful link) of celebrity. The reason why the present study proposed the revised PATER model of celebrity endorsement because some of the dimension developed by Gupta, Kishor, and Verma (2017) [5] do not fit with Umrah celebrity's attributes. For example, dimension like sexy and big fan following did not really represent the religious figure's image. Therefore, in this revised PATER Model some of the dimensions are retained because its attributes match with the study context, some dimensions are dropped because irrelevant to Umrah celebrity's attribute, and some dimensions are added based on suggestion made by previous researchers. Table 1.2 below showed the original PATER Model and proposed revised PATER Model of Celebrity.

Table 2: The Original PATER Model Vs Proposed Revised PATER Model Of CE

<i>THE PATER MODEL (Original Model), 2017</i>	<i>PROPOSED REVISED PATER MODEL OF CE</i>
<p><b>[1] Popularity</b></p> <p>- Big Fan Following, Good performance Track Record, Likeable, Non-controversial public image, role model for other</p>	<p><b>[1] Popularity</b></p> <p>-Likeability, role model for other, <i>Dignified image</i>,</p>
<p><b>[2] Attractiveness</b></p> <p>- Sexy, classy, elegant, Handsome/Beautiful, Attractiveness, style icon</p>	<p><b>[2] Attractiveness</b></p> <p>-<i>Exquisite personality, charisma, Attractiveness</i></p>
<p><b>[3] Trustworthiness</b></p> <p>- Reliable, honest, sincere, dependable, trustworthy, unquestionable, credible, convincing</p>	<p><b>[3] Trustworthiness</b></p> <p>-<i>Honourable, Authenticity, reliable</i></p>
<p><b>[4] Expertise</b></p> <p>-Qualified, Experienced, knowledgeable, skilled and expert</p>	<p><b>[4] Expertise</b></p> <p>- Experienced, knowledgeable, <i>Religiosity</i></p>
<p><b>[5] Relevance</b></p> <p>- Relevant, similarity and meaningful link</p>	<p><b>[5] Relevance</b></p> <p>- Relevant, similarity and meaningful link</p>



The new dimensions such as dignified image, exquisite personality, charisma, honourable, authenticity and religiosity were integrated to this revised PATER Model as suggested by previous studies [12,14, 13, 1].

The second dimension of popularity in the revised PATER Model is *Dignified image*. The dignified image is a new dimension suggested by Singh & Banerjee (2018) for the consideration in the present study. Singh and Banerjee (2018) have acknowledged a great interest of the marketer on understanding the physical appearance encourages positive feelings towards the spokesperson and changes the user's trust. As explained by Singh and Banerjee (2018), at the time of choosing a celebrity to verify the brand, the company should consider whether the celebrity behaved incredibly off the screen or off the field as it would have an important ingredient about the objective of the advertisement.

Exquisite personality is a new dimension suggested by Singh and Banerjee (2018) for the consideration in the present study. Notably, past researcher, Wongweeranonchai & McClelland (2016) found that exquisite personality were significantly related to the purchase intention and can stimulate consumer's positive belief toward product or service endorse by celebrity.

The second dimension of attractiveness in the revised PATER Model is *charisma*. Charisma is a new dimension suggested by A.Vercic and D.Vercic (2011). A. Vercic and D.Vercic (2011) proposed that charisma studies should have been extended and examined in well-known figures like celebrities. Hence, other research conducted by Syed Annuar, Sondoh Jr, Tuto, Tanakinjal, and Alfred, (2018), found that there is limited knowledge established in understanding the impact of charisma in celebrity studies. Despite the fact of the charisma significant effects on the consumer trust toward endorser, salience research related to charisma specifically to the Generation Y consumer on an intention to purchasing Umrah package was found to be very limited.

The first dimension of trustworthiness in the revised PATER Model is *honourable*. Honourable is a new dimension suggested by Singh & Banerjee (2018) for the consideration in this present study. Singh and Banerjee (2018) in the study have developed a source credibility scale which includes items, in addition to other items, that are related to how celebrities behave off-screen or off the field which is not addressed in previous studies.

The second dimension of trustworthiness in the revised PATER Model is *authenticity*. Authenticity is a new dimension suggested by Syed Annuar, Sondoh Jr, Tuto, Tanakinjal, and Alfred (2018) and significant in choosing a role model or leader. So far, the above-mentioned attribute are not discussed much in marketing literature, particularly in celebrity endorsement studies. The research conducted by Syed Annuar et al. (2018) also found that there is limited knowledge established in understanding the impact of authenticity in celebrity studies.

The third dimension of expertise is *religiosity*. Religiosity is a new dimension suggested by Abdulrazak and Gbadamosi (2015) for the consideration of present study due to this dimension is rarely examined in celebrity endorsement studies. Furthermore other study by Fam et al. (2004) have stressed the notable impact religion on the long-term phenomenon of consumer that cannot be ignored by the marketer. According to Naseri and Tamam (2012), religion's impact on advertising has been only very modestly studied in advertising literature.

## V. CONCLUSION

Based on the review of extant literature and research by the previous researchers, this paper summarised the consumer issues with regard to Umrah package offered by Umrah travel agency in Malaysia. This study further investigated the revised PATER Model of celebrity endorsement.

The revised PATER Model comprises with **popularity** (likeability, role model for other, dignified image); **attractiveness**(Exquisite personality, charisma, attractiveness); **trustworthiness**(Honourable, authenticity, reliable); **expertise** (Experienced, knowledgeable, Religiosity); and **relevance** (Relevant, similarity and meaningful link) of celebrity.

The new dimensions such as dignified image, exquisite personality, charisma, honourable, authenticity and religiosity were added to this revised PATER Model due to suggestion made by previous studies. This approach is undertaken mainly because of no research to date examining GenY trust-intention towards Umrah package using the revised PATER Model of celebrity endorsement.

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