TITLE OF THESIS

NAME OF CANDIDATE

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TITLE OF THESIS

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**Thesis Submitted in Fulfilment of the Requirement for the
Degree of Doctor of Philosophy in the
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KEPUASAN PELANGGAN KE ARAH INISIATIF HIJAU
DALAM HOTEL DI MALAYSIA

ABSTRAK

Isu alam sekitar merupakan salah satu masalah yang kritikal melanda dunia. Memandangkan industri perhotelan berkait rapat dengan alam sekitar secara langsung, pihak hotel perlu mengambil inisiatif bagi mengurangkan impak negatif kepada alam sekitar. Kajian ini dijalankan bagi mengkaji persepsi pelanggan terhadap inisiatif hijau, iaitu amalan hijau dan imej hijau sesebuah hotel dan kesannya kepada kepuasan dan kesetiaan mereka terhadap hotel tersebut. Dalam kajian ini, amalan hijau dan imej hijau berperanan sebagai pemboleh ubah tidak bersandar, manakala kesetiaan pelanggan berperanan sebagai pemboleh ubah bersandar. Kepuasan pelanggan dikenal pasti sebagai faktor penengah ke atas hubungan antara amalan hijau dan imej hijau terhadap kesetiaan pelanggan. Kajian ini menggunakan kaedah kuantitatif dan disokong dengan kaedah kualitatif. Melalui kaedah kuantitatif, soal selidik diedarkan secara bersemuka kepada responden. Daripada keseluruhan soal selidik yang dikumpul, sebanyak 300 responden telah dipilih menggunakan kaedah persampelan rawak mudah dan dianalisis menggunakan perisian SPSS dan AMOS. Bagi memantapkan dan mendalami hasil dapatan analisis kuantitatif ini, penyelidik mengumpul data melalui kaedah kualitatif iaitu perbincangan kumpulan fokus dan temubual. Seramai 11 orang responden terlibat dalam perbincangan kumpulan fokus dan tiga orang responden lain dipilih untuk ditemubual. Hasil daripada analisis inferensi seperti ujian T dan ANOVA menunjukkan faktor demografi terpilih iaitu jantina, umur, bangsa, tahap pendidikan, kekerapan menginap di hotel tersebut, penarafan bintang hotel dan kewarganegaraan tidak memberi perbezaan kepada tahap kesetiaan pelanggan terhadap hotel yang didiami. Berdasarkan pemodelan persamaan berstruktur, kajian mendapati imej hijau mempunyai hubungan yang signifikan dengan kepuasan pelanggan dan kesetiaan pelanggan. Selain itu, kepuasan pelanggan juga bertindak sebagai *mediator* dalam hubungan antara imej hijau dan kesetiaan pelanggan. Walaupun amalan hijau mempunyai hubungan yang signifikan dengan kepuasan pelanggan dan kesetiaan pelanggan, namun hubungan negatif wujud antara amalan hijau dan kepuasan pelanggan. Kepuasan pelanggan juga bertindak sebagai *mediator* dalam hubungan antara amalan hijau dan kesetiaan pelanggan. Hasil perbincangan kumpulan fokus dan temubual menunjukkan sembilan faktor yang menyebabkan pelanggan tidak berpuas hati dengan hotel yang mengadaptasi amalan hijau, iaitu pelanggan kurang kesedaran tentang isu alam sekitar, kesedaran yang rendah tentang masalah alam sekitar dalam kalangan pengusaha hotel, harga bilik, sikap pelanggan, pengurusan hotel lebih fokus terhadap operasi dan belum bersedia untuk mempraktikkan amalan hijau, kemudahan yang disediakan tidak setanding dengan harga yang dibayar dan keperluan pelanggan. Hasil kajian terhadap keperluan pelanggan apabila menginap di hotel menunjukkan antara perkara yang dititik beratkan oleh mereka adalah kebersihan, keselesaan, kemudahan yang disediakan dan kualiti setimpal dengan harga bilik, keselamatan, laman web yang mesra pelanggan, persekitaran hotel yang menarik, kemudahan parkir kenderaan, pekerja yang mesra pelanggan, maklumat terperinci tentang amalan hijau, mengambil kira maklum balas daripada pelanggan, pilihan makanan, reputasi jenama, bayaran yang berbaloi, Internet, pembayaran mudah, akses mudah, dan hospitaliti. Hasil kajian ini diharap berguna kepada pihak pengurusan hotel untuk mengenalpasti kehendak pelanggan.

CUSTOMER SATISFACTION WITH GREEN INITIATIVES IN MALAYSIAN HOTELS

ABSTRACT

Environmental issues are among the critical problems plaguing the world. Since the hotel industry is closely and directly related to the environment, hotels should take initiatives to reduce any negative impact on the environment. This study was conducted to examine customer perceptions of green initiatives; namely, concerning the green practices and the green image of a hotel, and how these impact their satisfaction and loyalty to the hotel. In this study, green practices and green image act as the independent variables, while customer loyalty acts as the dependent variable. Customer satisfaction has been identified as the mediating factor on the relationship of green practices and green image with customer loyalty. This study used quantitative method and supported with qualitative method. For the quantitative method, questionnaires were distributed to respondents face-to-face. From the questionnaires collected, 300 respondents were selected using a random sampling method and analyzed using SPSS and AMOS. To strengthen and explore in depth the results obtained through this quantitative analysis, the researchers collected data through qualitative methods by means of focus group discussions and interviews. A total of 11 respondents were involved in the focus group discussions, and three respondents were chosen to be interviewed. The results of the inference analysis, such as T-test and ANOVA, showed that selected demographic factors, such as gender, age, race, education level, frequency of staying in the hotel, hotel star rating and citizenship, did not make a difference to the levels of customer loyalty to the hotel occupied. Based on structural equation modeling, the study found that green image has a significant relationship with customer satisfaction and customer loyalty. In addition, customer satisfaction also acts as a mediator in the relationship between green image and customer loyalty. Although green practices have a significant relationship with customer satisfaction and customer loyalty, there is a negative relationship between green practices and customer satisfaction. Customer satisfaction also acts as a mediator in the relationship between green practices and customer loyalty. The results from the focus group discussion and interviews show that nine factors lead to customer dissatisfaction with hotels adopting green practices: customers' lack of awareness of environmental issues, low awareness of environmental problems among hoteliers, room price, customer attitude, hotel management being more focused on operations and not ready to adopt green practices, facilities not comparable to the price paid and customer needs. Studies on customer needs when staying in hotels show that the issues of concern are cleanliness, comfort, facilities provided and quality commensurate with the room rates, security, user friendly website, attractive hotel environment, parking facilities, friendly employees, detailed information about green practices, accepting feedback from customers, food choice, brand reputation, reasonable price, Internet, easy payment, accessibility, and hospitality. The results of this study are useful to hotel management for identifying customer needs.

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First and above all, I praise to Allah, the Almighty for providing me this opportunity and granting me the capability to proceed successfully. This thesis appears in its current form due to the assistance and guidance of several people. I would therefore like to offer my sincere thanks to all of them.

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Last but not least, my appreciation also extends to my colleagues and friends for being my friends and giving me moral support throughout this journey.

APPROVAL

I certify that an Examination Committee has met on 5th October 2017 to conduct the final examination of Yusnita binti Yusof on her thesis entitled 'Customer Satisfaction with Green Initiatives in Malaysian Hotels' in accordance with the regulations approved by the Senate of Universiti Sultan Zainal Abidin. The Committee recommends that the candidate be awarded the relevant degree, and it has been accepted by the Senate of Universiti Sultan Zainal Abidin as fulfilment of the requirements for the Doctor of Philosophy. The members of the Examination Committee are as follows:

Mohamed Anwar Omar Din, PhD
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Date:

DECLARATION BY CANDIDATE

I hereby declare that the thesis is based on my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Sultan Zainal Abidin or other institutions.

_____

Name of Candidate

Date:

DECLARATION BY THE SUPERVISORS

This is to confirm that:
The research conducted and the writing of this thesis was under our supervision.

Signature:_____
Name of Main Supervisor: Professor Datuk Dr. Yahaya Bin Ibrahim
Faculty: Faculty of Applied Social Sciences

Signature:_____
Name of Co-Supervisor 1: Professor Dr. Zainudin Bin Awang
Faculty: Faculty of Economics and Management Sciences

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LIST OF ABBREVIATIONS

ACSI	American Customer Satisfaction Index
ATSP	ASEAN Tourism Strategic Plan
C-SEM	Covariance Structure Analysis
ECSI	European Customer Satisfaction Index
EPU	Economic Planning Unit
GHA	Green Hotels Association
IPCC	Intergovernmental Panel on Climate Change
MAB	Malaysia Airport Berhad
MLE	Maximum Likelihood Estimator
MOTAC	Ministry of Tourism and Culture of Malaysia
MTPB	Malaysia Tourism Promotion Board
NASA	National Aeronautics and Space Administration
NEP	New Ecological Paradigm Scale
OIC	Organization of Islamic Cooperation
SARS	Severe Acute Respiratory Syndrome
SD	Standard Deviation
TDC	Malaysia Tourism Corporation
TLI	Tucker-Lewis coefficient
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UNCED	United Nations Conference on Environment and Development
UNICEF	United Nations Children's Fund
UNWTO	United Nations World Tourism Organization
WTP	Willingness to Pay

LIST OF CASES

Affin Bank Bhd v Zulkifli bin Abdullah [2006] 3 MLJ 67

Ainan Mahamud v Syed Abu Bakar & Ors [1938] 1 LNS 10

Albilt Resources Sdn Bhd v Casaria Construction Sdn Bhd [2010] 3
MLJ 656 *Bank Islam Malaysia Bhd v Adnan bin Omar* [1994] CLJ 735

Bank Kerjasama Rakyat v Emcee Corporation Sdn Bhd [2003] 2 MLJ 408

CMS Energy Sdn Bhd v Poscon Corp [2008] 6 MLJ 561

Danchevsky v Danshevsky [1975] 3 All ER 934

Goh Eng Hwa Construction v Macinta Sdn Bhd [1991] 1 CLJ 535

Jainah binti Semah v Mansor bin Iman Mat and Another [1951] 1 MLJ 62

Latifah Mat Zin v Rosmawati Sharibun & Anor [2007] 5 MLJ 101

Malayan Banking Bhd v Marilyn Ho Siok Lin [2006] 3 CLJ 796

Nafsiah v Abdul Majid [1969] 2 MLJ 174

Ramah v Laton (1927) 6 FMSLR 128

Re Timah binti Abdullah (decd) [1941] MLJ 51

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LIST OF STATUTES

Administration of Islamic Enactment 2003 of Selangor

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Administration of Muslim Law Enactment 1959 of Malacca

Arbitration Act 2005

Banking and Financial Institutions Act 1989

Bankruptcy Act 1967

Bills of Exchange Act 1949

Central Bank Act 2009

Civil Law Act 1956

Companies Act 1965

Contracts Act 1950

Courts of Judicature Act 1964

CHAPTER 1

INTRODUCTION (FIRST LEVEL HEADING)

There may be a preamble at the beginning of a chapter. The purpose may be to introduce the themes of the main headings. If the candidate chooses to start the chapter with the preamble, all the chapters in the thesis should start with the preamble. If the candidate chooses to not use the preamble, the chapter in the thesis will be start with the main heading.

1.1 Second Level Heading

A chapter may be divided into the Main Headings and the Subheadings. The Main Headings (second level heading) and the Subheadings (third level heading to fourth level heading) of a chapter may be identified by numbers. The Main Headings are numbered according to the second level numbering (e.g., 1.1, 1.2, 1.3, 2.1, 2.2,) whilst the Subheadings are numbered according to the third level numbering (e.g., 1.1.1, 1.1.2, 1.1.3). These should be consistent throughout the thesis and should be limited to only fourth levels (e.g., 1.1.1.1, 1.1.1.2, 1.1.1.3).

The thesis should be written on one side of each page only. Only original word-processed copies or high-quality photocopies of a thesis are accepted. The layout of the text should be in portrait. However, the landscape layout may be used for figures and tables.

The second level of heading is bolded and the first letter of each important word in the heading is capitalized. Text should begin at the left margin without indented for all

paragraphs. The body of the text should be fully justified. The line spacing of the text should be set at 2.0 (double spacing). This includes line-to-line, text-to numbered list, sentences within numbered lists and subheading to first line of text. However, the line spacing between the paragraph should be set at 2 spaces with 2.0 (double spacing). For the last paragraphs of a section to the next level of subsequent subheading, the line spacing should also be set at 2 spaces with 2.0 (double spacing). In the case of headings with multiline captions, it should be typed in 1.0 (single spacing).

1.1.1 Third Level Subheading

The third level of heading is bolded and the first letter of each important word in the heading is capitalized. Text should begin at the left margin without indented for all paragraphs. The body of the text should be fully justified and set same like the basic text.

There should be a minimum of two lines of a paragraph at the bottom of the page under the heading. A heading that appears as a last line on a page will not be accepted. In the cases where a heading falls in the next page, the bottom margin will be wider than the required specification. There should be a minimum of two-subheadings to justify having subheadings.

1.1.1.1 Fourth Level Subheading

The fourth level of heading is bolded and the first letter of each important word in the heading is capitalized. Text should begin at the left margin without indented for all paragraphs. The body of the text should be fully justified and set same like the basic text.

The entire text of the thesis, headings and page numbers must be prepared using Times New Roman in font size 12-point. The font should not be scripted or italicised except for scientific names and terms differently used in the writing language of the thesis. Footnotes, caption for tables and figures and texts in the tables and figures are 10-point using Times New Roman.

Margin specifications are meant to facilitate binding and trimming. All materials included in the thesis including the text, tables, figures etc. must fit within the margins stated in the Thesis Writing Guideline.

All pages should be numbered, centralised or aligned to the right of the bottom margin, with font size and type as per the main text. It should be set 1.5cm from the bottom. The page numbers should not be in brackets, hyphenated or decorated in any way. The pages should be numbered consecutively throughout the thesis, including the appendices. Each appendix should be identified separately using an uppercase letter beginning with A. The pages of the appendices should also be numbered accordingly. Preliminary pages preceding Chapter 1 should be numbered in Roman numerals (i,ii,iii) or Arabic letters (----). The Title Page should not be numbered although it should be counted as page i. Page 1 is therefore the first page of Chapter 1 (or the Introduction) whilst the subsequent pages should be numbered beginning with page 2.

1.1.1.2   Fourth Level Subheading - Tables

Tables should be numbered according to the chapter, e.g., Table 1.1, 1.2, 1.3, 2.1, 2.2 and so on. The tables should be placed after their first mention in the text. The table number and title are typed in single-spacing and placed above the table. The caption, on the other hand, is typed in single-spacing and placed below the table in the left

alignment. Table sources and notes should be placed directly below the caption in left alignment. The tables should be set to the centered within margin. The sample of table and text writing is shown in the next paragraph.

UNWTO has listed 10 countries that represent the world's top destinations, as shown in Table 1.1. According to the United Nations World Tourism Organization (2016), France is ranked first, followed by the United States, Spain, China, Italy, Turkey, Germany, the United Kingdom, Mexico and the Russian Federation. The table also indicates that the ranking for all the countries remained reasonably stable from year-to-year.

Table 1.1: World's Top Tourism Destinations: International Tourist Arrivals 2014-2015

Rank	Country	Million		Change (%)	
		2014	2015*	14/13	15*/14
1	France	83.7	84.5	0.1	0.9
2	United States	75.0	77.5	7.2	3.3
3	Spain	64.9	68.2	7.0	5.0
4	China	55.6	56.9	-0.1	2.3
5	Italy	48.6	50.7	1.8	4.4
6	Turkey	39.8	39.5	5.3	-0.8
7	Germany	33.0	35.0	4.6	6.0
8	United Kingdom	32.6	34.4	5.0	5.6
9	Mexico	29.3	32.1	21.5	9.4
10	Russian Federation	29.8	31.3	5.3	5.0

Source: United Nations World Tourism Organization (2016)

Based on the number of international tourist arrivals in Table 1.2, in 2015, tourist arrivals in ASEAN grew by 3.6 per cent, reaching nearly 109 million from 105 million in the previous year. This table also shows that Thailand was the favourite tourist destination in the Southeast Asian region, with 29% of the total visitor arrivals, followed by Malaysia (25%) and Singapore (15%). From this number, it shows that Asian countries are among the top destinations chosen by tourists.

Table 1.2: ASEAN International Visitor Arrivals 2011-2015

No	Member States	2011	2012	2013	2014	2015
1	Brunei Darussalam	242	209	3,279	3,886	218
2	Cambodia	2,882	3,584	4,210	4,503	4,775
3	Indonesia	7,650	8,044	8,802	9,435	10,407
4	Lao PDR	2,724	3,330	3,779	4,159	4,684
5	Malaysia	24,714	25,033	25,716	27,437	25,721
6	Myanmar	816	1,059	2,044	3,081	4,681
7	Philippines	3,917	4,273	4,681	4,833	5,361
8	Singapore	13,171	14,491	15,568	15,095	15,231
9	Thailand	19,098	22,354	26,547	24,780	29,881
10	Vietnam	6,014	6,848	7,572	7,874	7,944
Total		81,229	89,225	102,199	105,084	108,904

- The number is in thousand persons.
- Except for 2013 and 2014, Brunei Darussalam data only covers visitor arrivals by air transport

Source: ASEAN (2017)

1.1.1.3   Fourth Level Subheading – Figures

Figures include maps, charts, graphs, diagrams, photographs, engineering drawings and printed images. Each of these categories is numbered according to the chapter throughout the thesis, e.g., Figure 1.1, 1.2, 2.1, 2.2 and so on.

The figure number, title and caption should be typed in 1.0 (single spacing) and placed below the figure. Source should be placed after the title of the figure. Figures should be inserted after their first mention in the text.

A right-hand page in the landscape format should have the top of the figure on the binding edge. The figure should be typed parallel to the way the figure reads. The page number is typed in the standard text position. Figures should conform to the standard margin requirements. Engineering drawings should follow the appropriate standards whilst large-size drawings should be placed in the appendix. The sample of figure and text writing is shown in the next paragraph.

However, the tourism industry is an industry that is easily influenced and exposed to the external environment. This is evidenced by the decline in the number of international tourist arrivals in 1998 due to the global economic downturn that affected developing countries. In 2003, the outbreak of Severe Acute Respiratory Syndrome (SARS), which struck Asia and the border conflict between Cambodia and Thailand, also affected the collaboration between the two countries as well as the number of international tourist arrivals (Sothirak, 2013). In 2008 to 2009, ASEAN once again faced a crisis of global economic instability that contributed to the decline of international tourist arrivals (United Nations World Tourism Organization, 2010). This fluctuation in total tourist arrivals is summarized in Figure 1.1.
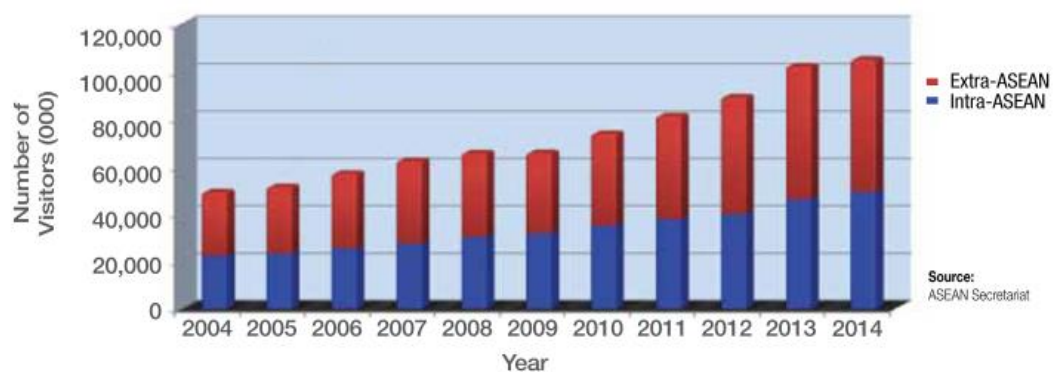

Figure 1.1: Intra and Extra-ASEAN Visitor Arrivals, 2004 – 2014
(ASEAN Secretariat, 2015)

1.1.1.4 Fourth Level Subheading – Bulleted

For bulleted materials, students should place the bullets/numbers in 2.0 (double spacing) as per basic text. This standard should be kept throughout the thesis and in sub-bullets/numbers and the proceeding texts. The example is shown in the next paragraph.

According to Dodds and Joppe (2001), the concept of green tourism can be categorized into two parts:

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i. Environmental responsibility: Protect and enhance the conservation of nature and the physical environment to ensure its health. It consists of:

   a. Green Heart

   b. Green Logistics

ii. Vitality of the local economy: Supporting the local economy, businesses, and communities to ensure their economic vitality and sustainability.

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APPENDIX A: SURVEY QUESTIONNAIRE

Serial No.		Hotel name	

TO BE ANSWERED BY
HOTEL GUEST

This survey is conducted to assess customer perception concerning the green practices in Malaysian Hotels.

Dear hotel guests:

Congratulations! You have been selected as a respondent for this academic research. Kindly tick your answers based on how strongly you agree or disagree with each given statement. There is no right or wrong answer. Your information is confidential and will be used for this academic research only.
Thank you for taking the time to answer this survey.

Sincerely,
....
Yusnita binti Yusof
Phd Candidate (SL0826)
Faculty of Applied Social Sciences,
Sultan Zainal Abidin University,
21300 Kuala Terengganu,
Terengganu
013-3777153
yusnitayusof@unisza.edu.my

THANK YOU

APPENDIX B: EXPLORATORY FACTOR ANALYSIS FOR GREEN PRACTICES

Communalities for Green Practices

Statement	Initial
This hotel promotes environmental activities for the guests.	1.000
This hotel uses energy efficient lighting fixtures.	1.000
This hotel has occupancy sensors used to control lighting in intermittent-use areas.	1.000
This hotel uses programmable thermostats to control temperature in guest rooms.	1.000
This hotel has a refillable amenity dispenser for bathrooms.	1.000
This hotel has an active recycling programme for guests and employees.	1.000
This hotel has an air filtration system in place for guestrooms.	1.000
This hotel has designated smoking and non-smoking areas.	1.000
This hotel carries out maintenance for all equipment regularly.	1.000
This hotel offers an option to reuse towels for guests staying more than one night.	1.000
This hotel uses water saving technology.	1.000
This hotel has an active system to detect and repair leaking toilets, faucets and showerheads.	1.000
This hotel uses paper products that have been made from other recycled products.	1.000
This hotel encourages guests to use environmentally-friendly products.	1.000
This hotel purchases local handicrafts.	1.000
This hotel purchases organically grown food.	1.000
This hotel has a noise control programme.	1.000
This hotel has a soundproofing system in guest rooms.	1.000
This hotel has soundproof rooms.	1.000
This hotel provides clear warning signs for toxic substances.	1.000
This hotel organizes awareness programmes for environmental protection.	1.000

Extraction Method: Principal Components Analysis.

APPENDIX C: QUESTIONNAIRES CONTENT VALIDATION

Yusnita binti Yusof
Fakulti Sains Sosial dan Gunaan
Universiti Sultan Zainal Abidin,
21300 Kuala Terengganu,
Terengganu

Kepada,
Tarikh: 10 Mac 2015

Yusnita binti Yusof
Pusat Pengajian Perniagaan dan Pengurusan Maritim,
Universiti Malaysia Terengganu
21300 Kuala Terengganu,
Terengganu

YBhg Dr.,

KESAHAN *(VALIDITY)* KAJIAN MELALUI *PANEL EXPERT*

Dengan hormatnya saya merujuk kepada perkara di atas.

2.   Saya merupakan pelajar Ijazah Doktor Falsafah (Pengurusan Pelancongan), Fakulti Sains Sosial dan Gunaan, Universiti Sultan Zainal Abidin (UniSZA) bercadang untuk melaksanakan kajian ke atas pelanggan yang menginap di hotel bebas-hijau *(non-green hotel)*. Dengan rasa rendah diri, saya memohon jasa baik pihak Dr. membuat kesahan atau semakan ke atas borang kaji selidik yang dibina berdasarkan keperluan kajian.

3.   Berikut adalah butiran kajian:

   Tajuk   : Hubungan antara amalan hijau, imej hijau, kepuasan pelanggan dan kesetiaan pelanggan dalam industri perhotelan di Malaysia.
   Objektif   : Membangunkan model amalan pengurusan persekitaran dan imej hijau di hotel bebas-hijau *(non-green hotel)*.

4.   Sehubungan dengan itu, saya amat berbesar hati di atas kerjasama yang diberikan. Semoga kajian ini akan memberi manfaat untuk perkembangan ilmu penyelidikan.

Sekian, terima kasih.

Yang benar,

....
(Yusnita binti Yusof)

APPENDIX D: GREEN HOTELS IN MALAYSIA

Figure 1.2: Green Hotels in Malaysia as of November 2014 (Ministry of Tourism and Culture of Malaysia, 2014b)

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Ibrahim, Y., Awang, Z., & Yusof, Y. (2016). Environmental management practices in the tourism industry in Malaysia. *Man In India*, *96*(12), 5241–5252.

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CANDIDATE BIODATA

Yusnita binti Yusof was born 31 August 1985 in Hulu Terengganu, Terengganu. She received her early education at Sekolah Kebangsaan Kampung Jaya and Sekolah Kebangsaan Batu 29, Setiu. Then she continued her education at Kolej Sains Pendidikan Islam Negeri Terengganu (KOSPINT), Kuala Terengganu until form five. She continued her studies at the Malacca Matriculation College, Londang before pursuing a Bachelor of Human Resource Development at Universiti Malaysia Sarawak in 2004. After completing the study in 2007, she served in Ranaco Education and Training Institute, Kemaman as Students Affairs Officer until the end of 2008. In 2009, she served in Pusat Tahfiz Gemilang, Kuala Terengganu as Human Resources Officer until 2010 before continuing her studies at the Master level in the field of Human Resource Management at Universiti Malaysia Terengganu, Kuala Terengganu. After graduation in 2012, she was appointed as assistant lecturer at Universiti Sultan Zainal Abidin, Kuala Terengganu. Starting October 2014, she started her PhD studies at Universiti Sultan Zainal Abidin in the field of Tourism Management under the supervision of Prof. Datuk Dr. Yahaya bin Ibrahim and Prof. Dr. Zainudin bin Awang. Her research interest is on environmental management; green initiatives; sustainability; tourism and hospitality management; and consumer behavior in hotel industry.