
The Influence of Islamic Attributes of Destination towards Destination Loyalty with Tourist Satisfaction as an Intervening Variable

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Abstract

The purpose of this research are to analyze : (1) the influences of Islamic attributes of Destination on Destination Loyalty, (2) the influences of Islamic attributes of destination on tourist satisfaction, (3) the influences of tourist satisfaction on destination loyalty.

The type of this research is causative research. The population on this research is Muslim traveler that already visited Kabupaten Pesisir Selatan. The total sample of this research was 281 people by using online questionnaire. The result of research show that (1) Islamic attributes of destination has significant influences on destination loyalty, (2) Islamic attributes of destination has significant influences on tourist satisfaction (3) Tourist satisfaction has significant influence on destination loyalty. For the future research it is better to explore more about variable that can influence destination loyalty.

Keywords: Islamic Attributes of Destination, Tourist satisfaction, and Destination Loyalty.

Introduction

Indonesia is famous for its natural beauty. The natural beauty which is owned by Indonesia has been well-known to foreign countries. The natural beauty which is owned by Indonesia that could be a potential for the Indonesian government to boost economic growth. The government itself has realized this potential to be used in the tourism sector.

World Tourism Organization, the United Nations World Tourism Organization (UNWTO) made a statement that tourism can act as an engine for development in a country. The development can be through the creation of employment, both directly and indirectly. Tourism contributes 10.4% of world GDP. Tourism also provide 319 million jobs, or 1/5 jobs worldwide.

LPEM UI in 2018 stated that the role of the tourism sector nationally is increasingly important in line with development and the contribution that the tourism sector through foreign exchange earnings, revenues, development of the region, as well as the absorption of investment and labor and business development in the various parts of the region in Indonesia.

Among the potential and opportunities owned by Indonesia is halal tourism. Halal tourism is become one potential opportunity. From the report Global Economic Islamic State of 2018 obtained information that Muslim travelers have a large population in the world at 1.8 billion or 24% of the global tourist population.

In 2012, the Indonesian government introduced halal tourism in Indonesia. Then in 2013 the government announced 12 provinces as Muslims Friendly Destination (Nirwandar, 2015). Sumatera Barat province together with the province of Aceh, Riau, Lampung, Banten, Jakarta, Jawa Barat, Jawa Timur, Jawa tengah, Yogyakarta, Nusa Tenggara Barat and Sulawesi Selatan includes all 12 provinces.

IMTI scores and rankings in 2018 and 2019 show that Sumatera Barat dropped one rank in the top ten destinations in Indonesia halal tourism benchmark. This means West Sumatra has not been able to maintain or improve its ranking. The downgrade is feared to lower the tourists to visit Sumatera Barat, which in turn resulted in a decrease in the number of tourists who come.

In a study conducted by Lau Lau & McKercher, Oliver, Oppermann, Reichheld and Sasser, Shoemaker & Lewis loyal customers not only represent a stable source of income but also acts as a conduit of information informally connect a network of friends and travelers. Other potential to destination; they are less sensitive to price, showing a greater willingness to pay; and also serves the kind of cost is lower travel (Almeida et al, 2018).

There are many factors that can affect the Destination Loyalty. Factors that may affect associated with Tourism Destination Loyalty Halal one of which the dimensions of Islamic Attributes of destination. Islamic attributes of destination are attributes of Islam held at a destination. In a study conducted by Battour and Ismail (2014) found some dimensions of the attributes of Islam. These dimensions are Worship Facilities, Halalness, Alcohol & Gambling free, and Islamic Morality.

Additionally destination tourist loyalty has a relationship with satisfaction and Islamic attributes. This is evidenced in a study conducted by Wardi et al (2018) that perception rating in attributes of halal tourism is a very important topic to be discussed where this attribute has the relationship between tourist satisfaction and loyalty as well tourists.

Sumatera Barat composed of 12 districts and 7 Cities. Kabupaten Pesisir Selatan is one of them. The statement of the Government Official Portal Pesisir Selatan (2019) that the Kabupaten Pesisir Selatan was visited by a maximum of 795 747 local tourists (archipelago) with tourist arrivals as many as 264. It indicates that the increase in tourists to the Kabupaten Pesisir Selatan. This increase is suspected that the satisfaction rating also rose so did with loyalty owned by tourists who have been visiting Kabupaten Pesisir Selatan.

Halal Tourism

According to one book entitled "The Lawful and the Prohibited in Islam" written by Sheikh Yusuf Al-Qaradawi, an Islamic cleric globally respected and chairman of the Union of Muslim Scholars International, Halal defined as "permitted, with respect to which there are no restrictions, and enforce the law of God and allowed" (Masful, 2017). Salehfudin and Lutfi halal tourism interpret as serving food from kosher ingredients or perwisataan rules that follow the procedures in the Islamic Shari'a (Awalia, 2017).

Destination Loyalty

Oliver assumes loyalty is the result of the most powerful of customer satisfaction. It is a multidimensional construction that has been conceptualized and diperasionalkan in various ways in the marketing literature (Abou et al, 2012). Dick and Basu defines customer loyalty as an attitude and loyalty of the customer relative to the product, brand, service (Anton et al, 2017).

Meanwhile, McKercher et al looked at loyalty as something that is usually measured by how many times a product is purchased or destination visited. MsKercher definition shows that loyalty can also be connected to a destination, rather the travel destination (Almeida & Moreno, 2018).

From some research revealed there are several factors that can affect the Destination Loyalty. Here are some factors that could affect the destination loyalty:

- a. Tourist Satisfaction
- b. Islamic Attributes of Destination

Tourist Satisfaction

Satisfaction (satisfaction) is pleased or disappointed someone arising from comparing the perceived performance of the product (or results) against their ekspestasi (Kotler & Keller, 2009). According to previous research that has been done by Oliver (Asmelash & Kumar, 2019), consumer satisfaction as consumers' overall emotional response to the whole experience of the service for a transaction at the point of post-purchase.

Tourist Satisfaction's indicators:

1. Spend a pleasant time with my companions.
2. Improve communication with local communities.
3. To fulfill my dream of visiting a tourist destination.
4. To satisfy the desire to go anywhere.

Islamic Attributes of Destination

Attributes of Islam represent the availability of norms, values, and practices of Islam that are relevant to the practice of business tourism. It is no doubt again that the availability of this attribute is very important to consider (Suid et al, 2018). In research conducted by Battour et al (2011) stated that Muslim travelers may not choose that goal if the absence of this attribute.

The following is dimensions of Islamic attributes of destination:

- a. Worship facilities

In the study Battour et al (2011) described that worship facilities: "The five daily prayers are of great importance to Practicing Muslims. Therefore, the mosque (a Muslim house of worship) or prayer room is Considered to be one of the most crucial facilities for Muslims (Syed, 2001; Al-Hamarneh and Steiner, 2004).

The indicators of worship facilities:

1. Availability mosque.
2. Availability of prayer facilities at tourist spots, shopping malls, hotels, conference hall, and a garden.
3. Possible heard the call to prayer to be mengenstagahui prayers.
4. Placement direction of Qiblah (qibla sticker / direction to Mecca) in the hotel room.
5. Supplies a copy of the Qur'an in every hotel room.
6. The availability of water in the toilets at tourist spots, airports, shopping malls, hotels, and parks.

b. Halalness

According to El-Gohary (2016), halal concept created around a necessity for every Muslim to get a product that is permissible, acceptable, permissible, and permissible from the standpoint of religion.

The indicators of Halalness:

1. The availability of halal food at tourist spots, airports, shopping malls, hotels, and parks.
2. Availability of a separate kosher kitchen in the hotel and restaurant.
3. Availability separate area for women at the beach.
4. Availability of the hotel with its own swimming pool and a workout room for women and men separately.
5. Prohibit pornographic recreation areas in the hotel.

c. Alcohol & Gambling Free

According to Islamic Sharia, Muslims are forbidden to consume and sell alcohol. Muslims are also prohibited from engaging in gambling and the gambling industry (Battour et al, 2011). The Qur'an clearly states the prohibition of alcohol and any form of liquor in the form of liquor or drugs (Qur'an, 5: 90.91). In a statement Din, Foggia and Pizzurno, Namin, and Stephenson; Muslims are also forbidden to visit the place where gambling is done (Suid et al, 2018).

The indicators of Alcohol & Gambling Free:

1. Prohibit alcoholic drink in public places (such as tourist attractions, hotels, and parks).
2. Prohibit gambling activities in public places (such as tourist attractions, hotels, and parks).

d. Islamic Morality

According to Sharia, Muslim women may not show their hair and body. The Qur'an states "O Prophet, tell your wives and daughters and the believing women to cover with their outer garments around them (when they go out or are among men) (Qur'an 33:59). From these statements have mentioned moral dressed in Islam that is for a woman can not show their hair and body.

In determining the travel destination, Muslims see the dress in the areas to be visited. Considerations such as these are made to measure the level of compliance with the norms of Islamic dress to determine whether they would be comfortable or uncomfortable visit to the region (Battour et al, 2011).

The indicators of Islamic Morality:

1. The prevalence of the Islamic dress code by the hotel staff and restaurant.
2. The prevalence of the Islamic dress code (example: hijab) in public places.
3. Prohibiting sex by a hotel or other accommodation.
4. Prohibit some inappropriate behavior between the sexes (such as kissing) in public places.
5. Ban the broadcast of indecent films that appear on tv.

Relationship between Islamic attributes of Destination and Destination Loyalty

According to research conducted by Rahman (2014) is found between Islamic Attributes of Destination and Destination Loyalt. Islamic Attributes of Destination has a significant relationship to the Destination Loyalty. Bazazo et al (2017) showed that Islamic attributes of destination are positive, significant and have direct effect on the destination loyalty.

Relationship between Islamic attributes of Destination and Tourist Satisfaction

Research conducted by Bazazo et al (2017) showing the relationship between Islamic attributes of destination and tourist satisfaction that Islamic attributes of destination direct effect and positively to tourist satisfaction. According to research conducted by Wardi et al (2018), Islamic facilities have a significant relationship to the satisfaction or satisfaction of tourist visitors. In his research showed that the Islamic facility upgrades must be done to improve the satisfaction of tourists.

Relationship between Tourist Satisfaction and Destination Loyalty

In a study be conducted by Bazazo et al (2017), tourist satisfaction and significant direct impact on the destination loyalty. Tourist satisfaction and destination loyalty known to have a significant positive effect on loyalty destinations of 0.489 with t variable traveler satisfaction at 4.472 and 0.000 significant value less than 0.05. In this case it was revealed that tourist satisfaction significant positive effect on loyalty destination (Rizal, Rachma Priyono, 2019).

Conceptual Framework

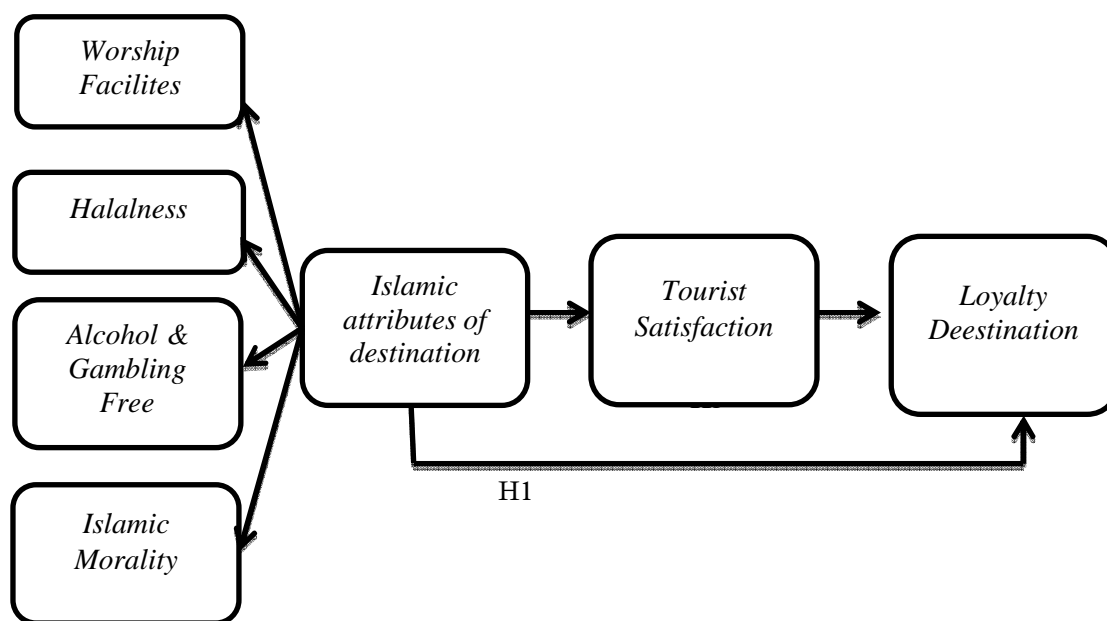


Figure 1
Conceptual Framework

Hypothesis

- H1: Islamic Attributes of Destination has a significant influence on Destination Loyalty at Muslim tourists who have visited Kabupaten Pesisir Selatan, Sumatera Barat.
- H2: Islamic Attributes of Destination has a significant influence on Tourist Satisfaction at Muslim tourists who have visited Kabupaten Pesisir Selatan, Sumatera Barat.
- H3: Tourist Satisfaction has a significant influence on Destination Loyalty at Muslim tourists who have visited Kabupaten Pesisir Selatan, Sumatera Barat.

Method

The populations in this study were respondents who are Muslim tourists that already visited Kabupaten Pesisir Selatan, Sumatera Barat. The sampling technique used for sampling is non-probability sampling with a purposive sampling method. Data collection techniques used in this study is online questionnaire. With the scale used is the Likert scale. The analysis technique used in this study is descriptive analysis, reliability validity test and path analysis.

Result and Discussion

Respondents in this study were grouped by gender, age, type of works, marital status and monthly income. Here are the results of research on the characteristics of respondents in this study:

1. The majority of respondents are female which are 54.8 % and for male is 45.2 %.
2. The majority of respondents are in age of 21-30 which is 75.4 %.
3. The majority of respondents are College student which is 52 %.
4. For the marital status the majority of respondents are single which is 71.2 %.
5. For the monthly income the majority of respondents are having Rp 1,000,001-5,000,000 worth of income which is 47 %.

Discussion

According to Guo et al. (2018) is an adjustment convergent validity between measures of the same construct assessed and methods are different. convergent validity is usually used rule of thumb on condition of loading factor value must be greater than 0.6 for the research that is confirmatory or 0.6 - 0.7 for exploratory research that is the value of average variance extracted (AVE) should be more than 0.5.

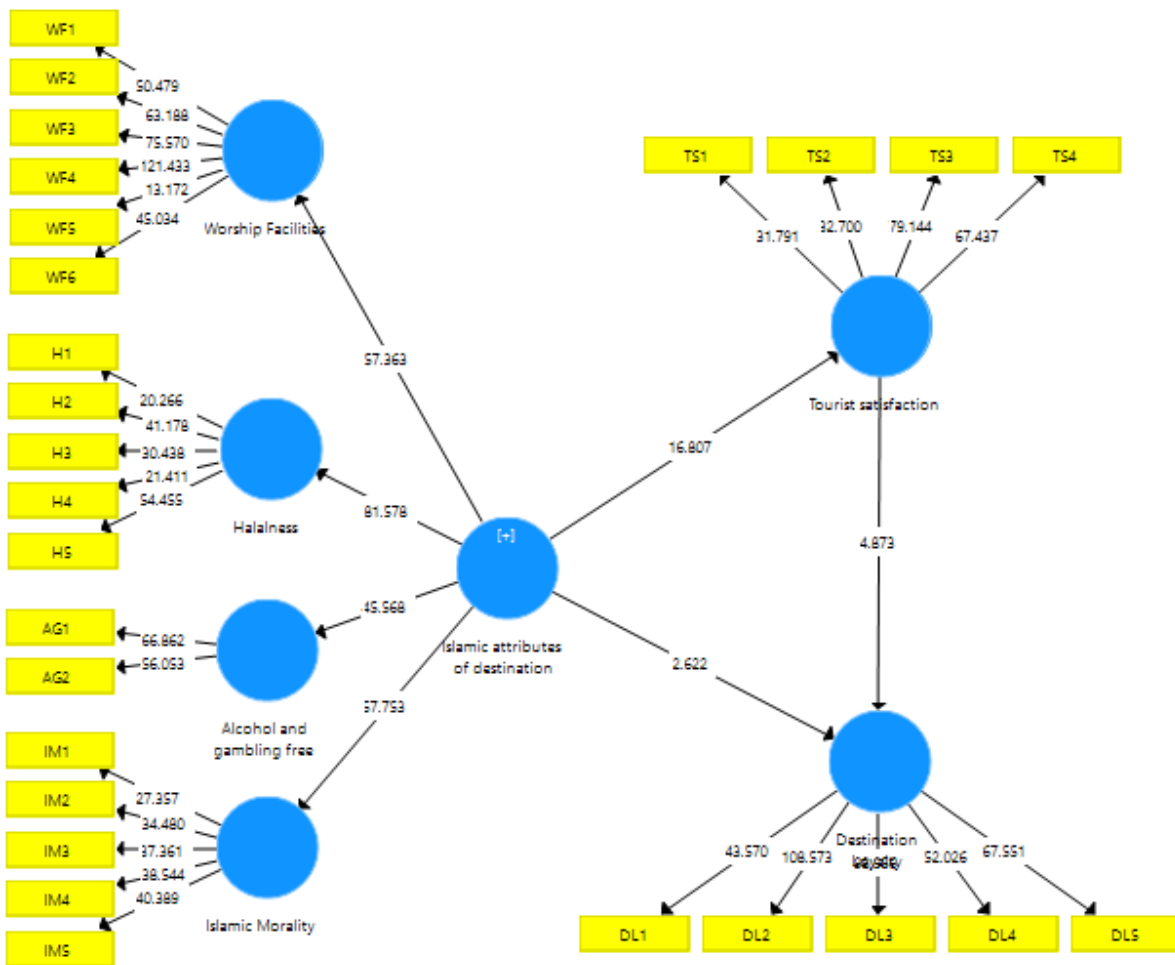


Figure 2
Source: Data Primer, 2019

AVE Test

Table 1

Variables	AVE value (> 0.5)
<i>Destination loyalty</i>	0.901
<i>Tourist satisfaction</i>	0.857
<i>Islamic attributes of destination</i>	0,751
<i>Worship facilities</i>	0.863
<i>Halalness</i>	0,781
<i>Alcohol and gambling free</i>	0.916
<i>Islamic morality</i>	0.838

From Table 1 shows the AVE value of all variables that have met the required rule of thumb (AVE > 0.50). If referring to the rule of thumb the required outer loading value is 0.50, then all indicators in this study are declared valid because each indicator meets the requirements.

Reliability Test

Table 2

Variables	composite Reliability	Cronbach's Alpha	Information
<i>Destination Loyalty</i>	0973	0979	Reliable
<i>Tourist Satisfaction</i>	0944	0.96	Reliable
<i>Islamic Attributes of Destination</i>	0.98	0982	Reliable
<i>Worship Facilities</i>	0967	0974	Reliable
<i>Halalness</i>	0.93	0947	Reliable
<i>Alcohol & Gambling Free</i>	0908	0956	Reliable
<i>Islamic Morality</i>	0952	0963	Reliable

Based on Table 3, it can be seen that each variable used in this study has a good composite reliability value and cronbach's alpha which is greater than 0.6. Therefore, constructs that are constructed indicate accuracy.

Path Analysis

Table 3

	Original Sample (O)	T Statistics (O / STDEV)	P Values	Information
<i>Islamic attributes of destination -> Destination Loyalty</i>	0,28	2,622	0009	H1 accepted
<i>Islamic attributes of destination -> Tourist Satisfaction</i>	0811	16 807	0000	H2 received
<i>Tourist satisfaction -> Destination Loyalty</i>	0528	4,873	0000	H3 is accepted

The data above shows that all hypotheses in this study were accepted. Hypothesis testing can be seen from the results of the significance test (P value), where the significance level used in this study is 5%. At a significance level of 5% or 0.05 it is considered significant and if the t-statistic value is greater than 1.96. The following is a summary of the results of hypothesis testing.

H1 : Islamic Attributes of Destination has a significant influence on Destination Loyalty at muslim tourists who have visited Kabupaten Pesisir Selatan, Sumatera Barat.

The first hypothesis states that Islamic attributes of destination has a significant influence on Destination Loyalty. From Table 3, it can be seen that there is a significant influence of Islamic attributes of destination on Destination Loyalty with a path coefficient of 0.009, with T count of 2,622. Thus the proposed hypothesis can be accepted. This study is in line with research conducted by Bazazo et al (2017) which states that the Islamic attributes of destination has an influence on destination loyalty.

H2 : Islamic Attributes of Destination has a significant influence on Tourist Satisfaction at muslim tourists who have visited Kabupaten Pesisir Selatan, Sumatera Barat.

The second hypothesis states that Islamic attributes of destination has a significant influence on tourist satisfaction. From Table 3 it can be seen that there is a significant influence of Islamic attributes of destination on Destination Loyalty with path coefficients of 0.000 with T count of 16087. Thus the proposed hypothesis can be accepted. In a study conducted by Rahman (2014) found that the influence of which is owned by the Islamic attributes of destination to tourist satisfaction. Similar results were also obtained by the research conducted by Bazazo et al (2017). As a result, Islamic attributes of destination a significant effect on tourist satisfaction.

H3 : Tourist Satisfaction has a significant influence on Destination Loyalty at Muslim tourists who have visited Kabupaten Pesisir Selatan, Sumatera Barat.

The third hypothesis states that tourist satisfaction has a significant influence destination loyalty. From Table 2 it can be seen that there is a significant effect of tourist satisfaction on destination loyalty with a path coefficient of 0.000 with T count of 4873. Thus the proposed hypothesis is accepted. The results of this study in line with the results of research conducted by Rizal et al (2019) that Tourist satisfaction and destination loyalty known to have a significant positive effect on loyalty destinations.

Conclusion

1. Dimensions of Islamic attributes of the destination that is worship facilities, halalness, alcohol and gambling free, Islamic morality have significant influence on loyalty destination on Muslim travelers visiting the Kabupaten Pesisir Selatan. That is, Islamic attributes of destination will affect the loyalty of the tourists visiting the Kabupaten Pesisir Selatan. Tourists loyalty can benefit Kabupaten Pesisir Selatan government in promoting Kabupaten Pesisir Selatan as halal tourism.
2. Dimensions of Islamic attributes of the destination that is worship facilities, halalness, alcohol and gambling free, Islamic morality have significant influence on tourist satisfaction. This means that the satisfaction of Muslim tourists visiting Kabupaten Pesisir Selatan can be affected by their attributes of Islam which is owned by Kabupaten Pesisir Selatan.
3. Tourist satisfaction significantly influential to destination loyalty. This means that the satisfaction of Muslim tourists visiting Kabupaten Pesisir Selatan will cause the loyalty of Muslim tourists to visit Kabupaten Pesisir Selatan.

Suggestion

Kabupaten Pesisir Selatan government should pay more attention to the attributes of Islam such as prayer facilities, halal, free alcohol and gambling, and Islamic morality. This is because after this study showed that the attributes of Islam such as prayer facilities such as the availability of the mosque and the availability of prayer facilities at tourist spots, shopping malls, hotels, conference hall and a garden getting the highest that is very important for Muslim tourists.

Researchers expected in future be able to examine the other variables that can affect or be affected by variables loyalty destination, tourist satisfaction, and the dimensions of Islamic attributes of destination. Researchers in the future is also expected to conduct research with different objects.

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