Determinant of Tourist Satisfaction on Halal Tourism:

Examining the Religious Aspect as a Moderating Variable

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Abstract

The objectives of this study are to test the relationship between tourism motivations and tourist satisfaction, and to test how 'Religion' moderates the relationship in Bukittinggi City, West Sumatera. The variable 'Religion' is represented by the availability of Islamic norms and practices which are relevant to tourism at the destination. The results of the Partial least square (PLS) indicated that the tourism motivations are significantly and positively related to tourist satisfaction. The results also showed that Islamic attribute significantly affect the tourist satisfaction. Travel motivation consisting of pull motivation and push motivation has also been shown to have a significant effect on tourist satisfaction.

Keywords: halal tourism, Islamic attribute, pull motivation, push motivation, tourist satisfact

Abstrak

Tujuan dari penelitian ini adalah untuk menguji hubungan antara motivasi wisata dan kepuasan wisatawan, dan untuk menguji bagaimana 'Agama' memoderasi hubungan tersebut. Studi kasus dalam Penelitian ini adalah Halal Tourism di Kota Bukittinggi, Sumatera Barat. Variabel 'Agama' diwakili oleh tersedianya norma dan praktik Islam yang relevan dengan pariwisata di destinasi. Hasil Partial least square (PLS) menunjukkan bahwa motivasi wisata berhubungan positif dan signifikan dengan kepuasan wisatawan. Hasil penelitian juga menunjukkan bahwa atribut Islami berpengaruh signifikan terhadap kepuasan wisatawan. Motivasi perjalanan yang terdiri dari motivasi tarikan dan motivasi dorongan juga terbukti memiliki pengaruh yang signifikan terhadap kepuasan wisatawan.

Kata Kunci: *wisata halal, atribut Islami, motivasi tarikan, motivasi dorongan, kepuasan wisatawan.*

Introduction

The World Travel & Tourism Council in 2018 published a report on the economic impact of the travel and tourism sector globally. Until 2017, the Travel & Tourism sector was able to contribute up to 10.4% of the world's gross domestic product (GDP) and absorb about 313 million workers or around 9.9% of the total workforce. This data shows the large and increasingly important role of the tourism sector for the economies of various countries in the world. Maldives, Macau, and several other countries even make the tourism sector as the main support of their economy with a contribution of more than 25% of national GDP. As for Indonesia, according to the Ministry of Tourism in 2017, the contribution of the tourism sector reaches 5% for national GDP (Kemenpar, 2018).

The large population of Muslims in the world, which reaches around 1.5 billion people or 22% of the total population, makes various aspects of tourism for Muslims important to be observed. This is proven by the seriousness of the Organization of the Islamic Conference (OIC) studying and publishing a book entitled "Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries" in 2017. With a number of 57 member countries, the OIC has potential for Muslim tourism (outside of the Hajj and umrah) reached US $ 80 billion in 2006 which then increased to US $ 145 in 2014.[1]

This significant development is one of the reasons for the emergence of the World Halal Tourism Award which in 2016 Indonesia received 12 awards. The awards won include:

World's Best (WB) Airline for Halal Travellers (Garuda Indonesia)

WB Airport for Halal Travellers (Sultan Islandar Muda International Airport, Aceh)

WB Family Friendly Hotel (The Rhadana Hotel, Kuta, Bali)

World's Most Luxurious Family Friendly Hotel (The Trans Luxury Hotel Bandung)

WB Halal Beach Resort (Novotel Lombok Resort & Villas, Lombok, West Nusa Tenggara)

WB Halal Tour Operator (Ero Tour, West Sumatra)

WB Halal Tourism Website (www.wonderfullomboksumbawa.com)

WB Halal Honeymoon Destination (Sembalun Village Region, Lombok, Nusa Tenggara Barat)

WB Hajj & Umrah Operator (ESQ Tours & Travel, Jakarta)

WB Halal Destination (West Sumatra)

WB Halal Culinary Destination (West Sumatra)

WB Halal Cultural Destination (Aceh)

From the 12 winning categories, West Sumatra Province was able to win 3 categories, namely Halal Tour Operators, Halal Destinations, and Halal Culinary Destinations. Following up on this achievement, the provincial government plans to improve all infrastructure and education for all components of tourism supporters.

The Ministry of Tourism has mentioned 3 (three) provinces that can be used as a halal tourism model in the country. The three provinces are West Nusa Tenggara (NTB), West Sumatra and Aceh. Commitment to build halal tourism while maintaining the noble culture of Minangkabau, namely Adat Basandi Syara, Syara Basandi Kitabullah. The West Sumatra Central Statistics Agency (BPS) recorded that foreign tourist visits to the province in May 2019 reached 3,582 people.

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[1] OIC, Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries (2018).

Most tourists from Malaysia as many as 2,253 people, the rest, from Australia 373 people, the United States 113 people, 50 Chinese people, France 48 people, British 30 people, Germany 22 people, Singapore 21 people, the Netherlands 21 people, Thailand 20 people and others 632 people. That is, the opportunity to reach Muslim tourists from various parts of the world is still wide open.

The study of the potential of halal tourism has received attention several years ago. Bhuiyan et al. used the term Islamic Tourism when analyzing the potential for Islamic tourism in several areas of the east coast of Malaysia.[2] Bhuiyan found that some of these regions had various aspects that were in line with Islamic values, principles and history. The existing Islamic cultural heritage is very likely to be developed into a center for Islamic tourism in Malaysia. Yan et al. try to describe the development and potential of halal tourism in various countries.[3] For the Southeast Asian region, countries with high potential include Malaysia, Indonesia, Thailand and Singapore. Some countries in the Middle East also have great halal tourism potential such as Saudi Arabia, Iran, United Arab Emirates and Turkey. In fact, some countries with a majority of non-Muslim residents have also provided halal tour packages, such as Japan and New Zealand. This is in line with the study of Mansouri regarding efforts to supply the need for halal tourism in Thailand.[4]

In Indonesia, Jaelani tries more in analyzing the potential and prospects for halal tourism in the country.[5] The tourism industry aims not only to provide material and psychological aspects for tourists themselves, but also to contribute to increasing government revenue. This halal tour is not exclusive, but it is inclusive for all tourists. The essence of halal tourism emphasizes the principles of sharia in the management of tourism and services that are polite and friendly to all tourists and the surrounding environment. Suradin examined the websites of tourism information providers in 10 provinces in Indonesia (Aceh, West Sumatra, Riau, Riau Islands, South Sulawesi, Jakarta, NTB, West Java, Central Java, East Java, and Jakarta).[6] An interesting finding from this study is that there are still many websites that have not optimally included information related to halal tourism attributes. The availability of information about religious celebrations is only on the Aceh Province website. Regarding halal food, information is only available on the Aceh and South Sulawesi websites. Information about Muslim clothing is on the websites of Aceh, Jakarta and West Java.

The availability of Islamic attributes is considered very important when a Muslim decides to travel abroad.[7] Weidenfeld and Ron found that religion also influences choice of destination, tourist product favourites, and the selection of religious opportunities and facilities offered.[8] Battour et al. said it is important to

[2] Md Anowar Hossain Bhuiyan and others, 'Potentials of Islamic Tourism: A Case Study of Malaysia on East Coast Economic Region', *Australian Journal of Basic and Applied Sciences*, 5.6 (2011), 1333–40 (2011)

[3] Lee Shi Yan and others, 'Halal Tourism: A New World for Tourism Industry', *International Journal of Asian Social Science*, 7.8 (2017), 643–57 <https://doi.org/10.18488/journal.1.2017.78.643.657> .

[4] Shirzad Mansouri, 'Role of Halal Tourism Ideology in Destination Competitiveness: A Study on Selected Hotels in Bangkok, Thailand', in *International Conference on Law, Education and Humanities (ICLEH'14) Jan. 30-31, 2014 Pattaya (Thailand)* (2014)

[5] Aan Jaelani, 'Halal Tourism Industry in Indonesia: Potential and Prospects', *SSRN Electronic Journal*, 76237, (2017) <https://doi.org/10.2139/ssrn.2899864>.

[6] Muhammad Suradin, 'Halal Tourism Promotion in Indonesia :An Analysis on Official Destination Websites', *Journal of Indonesian Tourism and Development Studies*, 6.3 (2018), 143–58. <https://doi.org/10.21776/ub.jitode.2018.006.03.01>

[7] World Travel Market, 'WTM Global Trends Report 2007 In Association With ':, 2007, 18–21.

[8] Adi Weidenfeld and Amos S. Ron, 'Religious Needs in the Tourism Industry', *Anatolia: An International Journal of Tourism and Hospitality Research*, 19.2 (2008), 357–61 <https://doi.org/10.1080/13032917.2008.9687080>

understand Islamic attributes of destination (IADs).[9] The Muslim tourist may not select a particular destination if these attributes are absent. [10] If the destination marketers understand and are aware of the preferred destination attributes of Muslim tourists, they may be able to launch successful marketing campaigns that are developed on the basis of tourist motivation. [11] Islamic attributes represent the availability of Islamic norms and practices, which are relevant to tourism at the destination.

In the tourism context, tourist satisfaction is considered to be the key to the success of the tourism industry. [12] Tourist satisfaction is a central concept in understanding tourism behavior. [13] Tourist satisfaction is "the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor's desires, expectations and needs in relation to the trip". [14] In specific, tourists'

destination satisfaction is based on the comparison of their pre-travel expectations and images about the destination and their post-travel experiences at this destination. [15] Many previous studies provided that travel motivation, including internal or psychological forces (push factor) and external forces of the destination attributes (pull factor), is the fundamental reason to explain a particular traveling behavior of tourists, the causal affecting tourists' motivation. [16]

This study tries to find out travel motivation and examine how Islamic attribute, push and pull factor explain and influence tourist satisfaction the halal tourism in West Sumatra Province. Battour et al., found that Islamic attributes influence on overall tourist satisfaction. [17] Yoon and Uysal said that tourist emotional aspect on which push and pull factor are likely to influence on tourist satisfaction formation process, [18] where push factor is the desire of travel and pull factors are the appeal of the destination [19].

[9] Mohamed Battour, Mohd Nazari Ismail, and Moustafa Battor, 'The Impact of Destination Attributes on Muslim Tourist's Choice', *International Journal of Tourism Research*, 13.6 (2011), 527–40 <https://doi.org/10.1002/jtr.824>

[10] Mohamed Battour and Mohd Nazari Ismail, 'The Role of Destination Attributes in Islamic Tourism', *SHS Web of Conferences*, 12.May (2014), 01077 <https://doi.org/10.1051/shsconf/20141201077>.

[11] Mohamed Battour, Moustafa Battor, and Muhammad Awais Bhatti, 'Islamic Attributes of Destination: Construct Development and Measurement Validation, and Their Impact on Tourist Satisfaction', *International Journal of Tourism Research*, 16.6 (2014), 556–64 <https://doi.org/10.1002/jtr.1947>.

[12] Ehsan Sadeh and others, 'Factors Affecting Tourist Satisfaction and Its Consequences', *J. Basic. Appl. Sci. Res*, 2.2 (2012), 1557–60.

[13] Gaki and others, 'The Evaluation of Tourism Satisfaction in Island Destinations: The Case of The Ionian Islands of Greece', in *56th Congress of the European Regional Science Association: 'Cities & Regions: Smart, Sustainable, Inclusive?', 23-26 August 2016, Vienna, Austria* (European Regional Science Association (ERSA), 2016).

[14] Ching Fu Chen and Dung Chun Tsai, 'How Destination Image and Evaluative Factors Affect Behavioral Intentions?', *Tourism Management*, 28.4 (2007), 1115–22 <https://doi.org/10.1016/j.tourman.2006.07.007>.

[15] Siriporn McDowall, 'International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand', *Asia Pacific Journal of Tourism Research*, 15.1 (2010), 21–42 <https://doi.org/10.1080/10941660903510040>.

[16] Mai Ngoc Khuong and Huynh Thi Thu Ha, 'The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam — A Mediation Analysis of Destination Satisfaction', *International Journal of Trade, Economics and Finance*, 5.6 (2014), 490–96 <https://doi.org/10.7763/ijtef.2014.v5.421>; Ram N. Acharya and Jay Lillywhite, 'The Role of Push and Pull Motivations on Satisfaction and Consumer Loyalty to Agricultural Fairs', *Agriculture (Switzerland)*, 11.10 (2021) <https://doi.org/10.3390/agriculture11100923>; Swati Prasad, GGirish Karunakaran Nair, and Harsh Purohit, 'Tourist Satisfaction: An Analysis of Push and Pull Factors - a Case of Qatar Tourism', *Journal of Management*, 6.2 (2019) <https://doi.org/10.34218/jom.6.2.2019.022>.

[17] Mohamed Battour and Mohd Nazari Ismail, 'The Role of Destination… (2014)

[18] Yooshik Yoon and Muzaffer Uysal, 'An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model', *Tourism Management*, 26.1 (2005), 45–56 <https://doi.org/10.1016/j.tourman.2003.08.016>.

[19] Mohamed Battour and Mohd Nazari Ismail, 'The Role of Destination… (2014).

Halal Tourism

Vargas and Perano shows that the concept of halal tourism still has nothing in common from various experts.[20] In the context of Indonesia, the younger generation expressed quite familiar with the term halal tourism. They hope that the halal of tourism can be linked to aspects of a healthy lifestyle, care for the environment, and still pay attention to the spiritual side of tourists, such as the need to worship. This is slightly different from the research of Elaziz and Kurt which states that tourists in Muslims in Turkey have views that are no different from tourists in general. Religious values (Islam) do not really affect their travel patterns.[21]

The term tourism is not explicitly mentioned in the Qur'an and the hadith. However, tourism is often equated with the term rihlah (journey) as contained in al-Qur'Aan surah al-Quraysh. The concept of travel can also be found in the Qur'an 29:20 which encourages people to travel on earth to take lessons from God's creation and take His grace. Rihlah (trip) is meant to be a trip to Mecca and Medina (a series of pilgrimage), or a trip to another place for various purposes, including for pleasure.[22]

Referring to various references, the Islamic Conference Organization (OIC) defines Islamic tourism (Islamic tourism) as a tourism product and process that is in accordance with the values or principles of Islamic teachings.[23] Other terms that are also commonly used are halal tourism (halal tourism), sharia tourism (sharia'h tourism), and tourism that is friendly to Muslims (Muslim-friendly tourism). Islamic tourism is closely related to the satisfaction of tourists in enjoying attractions that do not violate the prohibitions of Islamic teachings in various aspects. Some elements which are clearly forbidden to be consumed by Muslims must be completely kept away from objects or tourist events. For example, prohibited food and drink, gambling, prostitution, and so forth.

In addition, a good Muslim still must perform his daily worship (obligatory prayer) or other temporary worship (such as fasting). Therefore, the existence of adequate places of worship, the direction of Qibla, and the availability of food when breaking the fast is also important to be provided. Some general criteria of halal tourism are:[24]

Table 1. General Criteria for Halal Tourism

Category	Indicator
Tourism Destinations (Nature, Culture, Artificial)	Choice of tourism, arts and cultural activities that do not lead to pornography and polytheism
	If possible there is a halal life style festival
	Guides dress and dress modestly
	Separate baths for men and women and visitor rules are not minimal in dressing
Hotel	Halal food available
	Facilities that make it easy to worship, such as mosques, prayer rooms and cleaning facilities
	Service available during Ramadhan to meet the needs of the meal and breaking the fast
	The absence of non-halal activities such as gambling, alcoholic drinks, and discotheque activities
	There are recreational pool facilities and separate fitness facilities for men and women

[20] Alfonso Vargas-sanchéz and Mirko Perano, 'Halal Tourism through the Lens of Generation Z in a Muslim Majority Country : Implications on Tourist Services', 13.9 (2018), 36–49 <https://doi.org/10.5539/ijbm.v13n9p36>.

[21] Elaziz, Muhammet Fatih, and Abdurrahman Kurt, 'Religiosity, Consumerism and Halal Tourism: A Study of Seaside Tourism Organizations in Turkey', Tourism, 65.1 (2017), 115–28.

[22] Muhammad Suradin, 'Halal Tourism Promotion in Indonesia :An Analysis on Official Destination Websites', Journal of Indonesian Tourism and Development Studies, 6.3 (2018), 143–58.

[23] OIC, Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries (2018).

[24] Garit Bira Widhasti, Christy Damayanti, and Herning Suryo Sardjono, 'Diplomasi Publik Pemerintah Republik Indonesia Melalui Pariwisata Halal', Jurnal Solidaritas, 1.1 (2018).

	Male spa facility therapists for male customers and female therapists for female customers. Therapy does not use ingredients that contain pork, alcohol or its derivatives
Travel Agency	Providing tour packages that fit the general criteria of Halal Tourism
	Does not offer non-halal activities
	Have a list of halal food and beverage providers
	Look polite and attractive in accordance with Islamic ethics

Islamic Attribute

Islamic Sharia has explained the law of travel, its importance. tourism in Islam must be maintained which has three elements: 1) Ad-Dharuriyah is something that must be realized for the benefit of religion and the world if it cannot be understood; the benefits of faith cannot be established and even will experience destruction. 2) Tourism is part of at-Tahsiniyah, meaning that it is entertainment for tired souls by playing and refreshing after doing various activities that burden the soul. 3) Most tours are part of al-Hajjyah it means that is legal is a benefit that does not mix with the slightest damage, tourism is a legal matter and is permitted because everything is in syara 'allowed. But tourism is related to the intentions and intentions of people who do it. Understanding of travel in the present is to play and have fun. If not fulfilled, it will reduce the performance of someone who makes someone bored to stay in their place with a monotonous job and will experience failure, depression, laziness.[25]

Battour et al. discussed the development of Islamic-oriented tourism standards, such as alcohol- and gambling-free zones and the availability of Halal food.[26] The study also recommends that future research is needed to explore religious attributes of destination, which may satisfy Muslim tourists. Another qualitative study conducted by Battour et al. identifies IADs that may attract Muslim tourists, such as the inclusion of prayer facilities, Halal food, Islamic entertainment, Islamic dress codes, general Islamic morality and the Islamic call to prayer. This study used IAD measures from Battour et al. to measure Islamic attribute in halal turism in west Sumatra.[27]

Travel Motivation

Travel motivation is influenced by two forces - the concepts of Push and Pull factors.[28] Tourist motivations are related to tourist destinations selection decisions that are based on Push and Pull factors. Crompton said that most tourist motivations are related to tourist destinations selection decisions that are based on Push and Pull factors.[29] Tourists are pushed and pulled by some sources from various forces. These forces explain how the individual is driven by internal variables, and how they are driven by a tourist destination.[30]

Push motivation is the factors that motivate or create the intangible or intrinsic desires of the individual travelers to go on a vacation. Crompton said that he push factor consists of seven socio-psychological motives

[25] Desmadi Saharuddin and Ilda Hayati, 'Islamic Perspective on Tourism and Its Benefits', *Majalah Ilmu Pengetahuan Dan Pemikiran Keagamaan Tajdid*, 23.1 (2020), 10–19.

[26] Mohamed Battour, Mohd Nazari Ismail, and Moustafa Battor, 'The Impact of Destination Attributes on Muslim Tourist's Choice', *International Journal of Tourism Research*, 13.6 (2011), 527–40 <https://doi.org/10.1002/jtr.824>

[27] Mohamed Battour and Mohd Nazari Ismail, 'The Role of Destination Attributes in Islamic Tourism',

SHS Web of Conferences, 12.May (2014), 01077 <https://doi.org/10.1051/shsconf/20141201077>.

[28] Graham M Dann, 'Tourist Motivatio An Appraisal', *Annals of Tourism Research*, VIII.2 (1981), 187–219.

[29] John L. Crompton, 'Motivations for Pleasure Vacation', *Annals of Tourism Research*, 6.4 (1979), 408–24 <https://doi.org/10.1016/0160-7383(79)90004-5>

[30] Muzaffer Uysal and Claudia Jurowski, 'Testing the Push and Pull Factors', *Annals of Tourism Research*, 21.4 (1994), 844–46 <https://doi.org/10.1016/0160-7383(94)90091-4>.

(escape, self-exploratory, relaxation, prestige, regression, kinship enhancement, and social interaction) and two cultural motives (novelty and education). These push factors are recognized as the first step and useful tool in explaining the desire for travel and understanding tourists' behavior. Pull motivation, on the other hand, is the tangible resources and traveler's perception and expectation towards the features, attractions, or attributes of a specific destination; therefore, it plays an important role in destination choice of tourists once the decision to travel has been made. Pull factor is the external forces related to natural and historic attractions, food, people, recreation facilities, and marketed image of the destination.[31]

Tourist Satisfaction

Tourist satisfaction is the overall experience tourists have with the given destination. [32] Tourism satisfaction is a phenomenon which is cognitive and emotional.[33] Chon and Olsen [34] said that tourist satisfaction is the result of the comparison of the tourists perception for the goods and services they receive and the expectation which is generated before and during the trip. Pizam and Ellis defined tourism satisfaction "as the estimation that the product or service itself provides a pleasant level of feeling during the purchase - consumption or a general market assessment." consider that satisfaction can be

categorized as service satisfaction (of a specific transaction) and overall satisfaction (of specific corporate identity).[35] Tourism satisfaction has been associated with quality, commitment (loyalty), tourism incentives, the image of a tourism destination, a tourists previous experience.[36]

Tourists' destination satisfaction is based on the comparison of their pre-travel expectations and images about the destination and their post-travel experiences at this destination. [37] While destination expectations are formed by visitors' past experience, recommendation of friends and family, tourist information and promises of destination marketers, tourists' real experiences are based on what they see, feel, and achieve at this destination. [38] Based on the expectation disconfirmation theory if the actual performance is better than customers' expectation, this leads to positive disconfirmation and high satisfaction; on the other hand, if the actual performance is worse than their expectations, this leads to negative disconfirmation and dissatisfaction.[39]

The hypotheses were proposed:

H1: Islamic Attribute (IA) positively influences tourist satisfaction (TS) with Halal Tourism in West Sumatra Province

H2: Push Factors (PsF) positively influence tourist satisfaction (TS) with Halal Tourism in West Sumatra Province

[31] John L. Crompton, 'Motivations for Pleasure Vacation', *Annals of Tourism Research*, 6.4 (1979), 408–24 <https://doi.org/10.1016/0160-7383(79)90004-5>

[32] Siriporn McDowall, 'International Tourist Satisfaction … (2010), 21–42.

[33] Javier Sánchez and others, 'Perceived Value of the Purchase of a Tourism Product', *Tourism Management*, 27.3 (2006), 394–409 <https://doi.org/10.1016/j.tourman.2004.11.007>.

[34] Kye-Sung Chon and Michael D Olsen, 'Functional and Symbolic Approaches to Consumer Satisfaction/Dissatisfaction in Tourism'', *Journal of The International Academy of Hospitality Research*, 8.3 (1991), 55.

[35] Abraham Pizam, Valeriya Shapoval, and Taylor Ellis, 'Customer Satisfaction and Its Measurement in

Hospitality Enterprises: A Revisit and Update', *International Journal of Contemporary Hospitality Management*, 28.1 (2016), 2–35 <https://doi.org/10.1108/IJCHM-04-2015-0167>

[36] Gaki and others, 'The Evaluation of Tourism Satisfaction… (2016).

[37] Kye-sung Chon, 'Understanding Recreational Travelers' Motivation, Attitude and Satisfaction', *The Tourist Review, Vol. 44*, 44 (1989), 3–7.

[38] Yooshik Yoon and Muzaffer Uysal, 'An Examination of the Effects of … (2005), 45–56.

[39] Oliver R. L., 'A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions', *Journal of Marketing Research*, 17(4).November (1980), 460–69.

H3: Pull Factors (PlF) positively influence tourist satisfaction (TS) with Halal Tourism West Sumatra Province

Method

This is a field research that digs data from the community that is analyzed quantitatively. Referring to the background of the problem, this research takes an object in West Sumatra Province where the aim of it's subjectis to clarify the effect between factors that can affect to tourist interest which visit the City of Bukittinggi which describes itself as a Tourism City. Developing Bathour's research which discusses the factors that influence people's interest in tourism this study then relate these factors to satisfaction in tourism.[40]

This research uses quantitative data that is a numeral data obtained from the questionaire. The statistical analysis used in this research used the Second Order of Confirmatory Factor Analysis (CFA) model, which will measure the model consisting of two levels. [41] By using CFA modeling in this research, the researcher examined each indicator's contribution to the variable which one will be significant between laten variables. The data will be processed using Structural Equation Modeling. Structural/Equation Modeling (SEM) is an evolution of multiple equation model (regression) developed from the principles of econometric and coupled with regulatory principles (factor analysis) of psychology and sociology.

Data for analysis acquired by a structured questionnaire which required respondents to answer the questions related to 63 indicators (see Appendix A). According to Roscoe [42], quoted by Sekaran and Bougie more than 30

samples and less than 500 is appropriate for most research. [43] Taking 60 respondens are enough to represent the entire population of the specified samples. Also, in the multivariate study sample size should be 10 times or greater than the number of variables in the study. And the 60 respondents have been far greater than the minimum amount of multivariate research stated by Roscoe with the variables used in this study.

Result
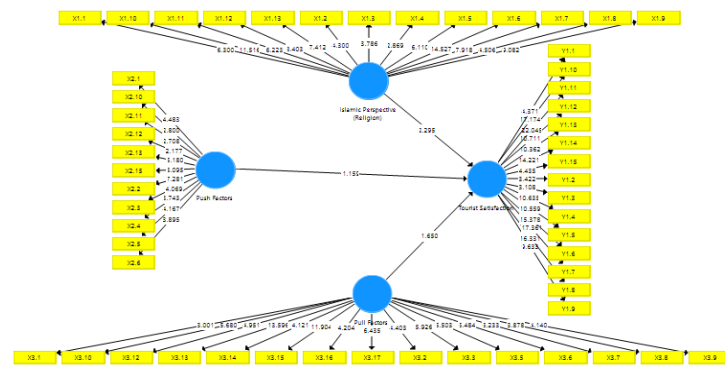
Figure 1: Path diagram results of estimation parameter from Output Smart PLS (version 3)

Table 2. Loading factor score on Islamic Perspective (Religion)

Variable	Dimension	Item Code	Loading Factors	Result
Islamic Attribute	Worship Facilities	X1.1	0,740	Accepted
		X1.2	0,629	Accepted
		X1.3	0,640	Accepted
		X1.4	0,501	Accepted
	Halalness	X1.5	0,669	Accepted
		X1.6	0,823	Accepted
		X1.7	0,709	Accepted
		X1.8	0,528	Accepted
	General Islamic Morality	X1.9	0,723	Accepted
		X1.10	0,768	Accepted
		X1.11	0,658	Accepted
	Alcoholic drinks and	X1.12	0,719	Accepted
		X1.13	0,672	Accepted

[40] Mohamed Battour and Mohd Nazari Ismail, 'The Role of Destination … (2014).

[41] T. A Brown and M. T Moore, 'Confirmatory Factor Analysis. In R. H. Hoyle (Ed.)', in *Handbook of Structural Equation Modeling* (The Guilford Press, 2012), pp. 361–379.

[42] John T. Roscoe, *Fundamental Research Statistics for the Behavioral Sciences*, 2nd editio (New York: Holt, Rinehart and Winston, 1975)

[43] Uma Sekaran and Roger Bougie, *Research Methods for Business*, 7th edn (West Sussex: John Wiley & Son, 2016)

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Source: Output Smart PLS (version 3)

Table 2 shows the loading scores of the thirteen indicators of Islamic attribute. All items have a loading greater than 0,60, it means that all the indicators are valid and have good contributions in measuring the Islamic attribute's variable. Also, it can be seen that the indicator which contributes most to the variable of Islamic attribute is X1.6 (availability of a halal kitchen in restaurant or hotel) with a score of 0.826.

Table 3. Loading Factor Score on Push Factors

PuS h Fact ors	Achieve ment	X 2.1	0 ,630	Accepted
		X 2.2	0 ,661	Accepted
		X 2.3	0 ,679	Accepted
	Exciting and Adventu re	X 2.4	0 ,719	Accepted
		X 2.5	0 ,770	Accepted
		X 2.6	0 ,665	Accepted
	Family Together ness	X 2.7	0 ,132	Not accepted
		X 2.8	0 ,177	Not accepted
		X 2.9	0 ,331	Not accepted
	Knowled ge and Educatio n	X 2.10	0 ,676	Accepted
		X 2.11	0 ,626	Accepted
		X 2.12	0 ,611	Accepted
	Escape	X 2.13	0 ,618	Accepted
		X 2.14	0 ,449	Not accepted
		X 2.15	0 ,602	Accepted
	Sports	X 2.16	0 ,356	Not accepted
		X 2.17	0 ,235	Not accepted
		X 2.18	0 ,319	Not accepted

Source: Output Smart PLS (version 3)

Table 3 shows the loading scores of the eighteen indicators of push factor. Ten items have loading factor > 0,60 and eight items have loading factor < 0,60, indicator X2.7 (0,137), X2.8 (0,177), X2.9 (0,331), X2.14 (0,449),

X2.16 (0,356), X2.17 (0,235), and X2.18 (0,319). It means that some of these indicators should be eliminated from the model because they do not meet the test requirements. This study eliminates indicators X2.7, X2.8, X2.9, X2.14, X2.16, X2.17, and X2.18 from the model.

Table 4. Loading Factor Score on Pull Factors

Pull Factor s	Natural Scenery	X2.1	0,63 1	Accepted
		X2.2	0,67 1	Accepted
		X2.3	0,66 9	Accepted
		X2.4	0,75 9	Accepted
	Wide Space and Activities	X2.5	0,74 0	Accepted
		X2.6	0,76 5	Accepted
		X2.7	0,23 2	Not accepted
	Clearness and Shopping	X2.8	0,18 8	Not accepted
		X2.9	0,45 1	Not accepted
		X2.1 0	0,68 6	Accepted
	Modern Atmospher e	X2.1 1	0,73 6	Accepted
		X2.1 2	0,64 1	Accepted
		X2.1 3	0,65 8	Accepted
		X2.1 4	0,45 4	Not accepted
	Different Culture	X2.1 5	0,65 2	Accepted
		X2.1 6	0,34 5	Not accepted
		X2.1 7	0,32 5	Not accepted

Table 4 shows the loading scores of the seventeen indicators of pull factor. Eleven items have loading factor > 0,60 and six items have loading factor < 0,60. Indicator X2.7 (0,232), X2.8 (0,188), X2.9 (0,451), X2.14 (0,454), X2.16 (0,345), and X2.17 (0,325), all those indicators are smaller than 0,60. It means that some of these indicators should be eliminated from the model because they do not

meet the test requirements. This study eliminates indicators X2.7, X2.8, X2.9, X2.14, X2.16, and X2.17 from the model.

Table 5. Loading Factor Tourist Satisfaction

	RePurchase	Y1.1	0,584	Accepted
		Y1.2	0,568	Accepted
	Word of Mouth	Y1.3	0,533	Accepted
		Y1.4	0,739	Accepted
		Y1.5	0,779	Accepted
		Y1.6	0,845	Accepted
Tourist Satisfaction	Hope	Y1.7	0,812	Accepted
		Y1.8	0,813	Accepted
		Y1.9	0,759	Accepted
		Y1.10	0,828	Accepted
		Y1.11	0,797	Accepted
	Overall Satisfaction	Y1.12	0,738	Accepted
		Y1.13	0,724	Accepted
		Y1.14	0,786	Accepted
		Y1.15	0,576	Accepted

Source: Output Smart PLS (version 3)

Table 5 shows the loading factor of the independent variable, tourist satisfaction. The table above explains that all items have a loading greater than 0,60, it means that all the indicators are valid and have good contributions in measuring the tourist satisfaction. All indicators of tourist satisfaction are used in this study.

Table 6. Hypothesis Testing Results

Hypothesis	Variables	Original Sample	P Values	Result
H₁	IA → TS	0.164	0.019*	Supported
H₂	PsF →TS	0.334	0.034*	Supported
H₃	PlF →TS	0.313	0.048*	Supported

Note:**= significance level at 5%

We calculated path coefficients and p-values for hypothesized relationships using a bootstrapping technique. Results all of the hypothesis testing had positive values and were significant at the level of 5%. The significant path coefficient from Islamic perspective religion to tourist satisfaction (b= 0.164, p value = 0,019 < 0.05), push factor had significant influence to tourist satisfaction (b= 0.334, p value = 0,034 < 0.05, and pull factor had significant influence to tourist satisfaction (b= 0.334, p value = 0,048 < 0.05). This result confirmed our theoretical expectation and provided H1, H2, and H3.

Discussion

This study found that Islamic attributes have a positive relationship with tourist satisfaction. This shows that the availability of these Islamic attributes can make Muslim tourists satisfied when they spend their holidays in certain destinations. the availability of Islamic attributes in Islamic tourist destinations is a source of satisfaction for Muslim tourists. The results of this study confirm the research conducted by Battour et al. [44] and Battour et al. [45].

This study also has important marketing implications. For example, it may help destination marketers to understand 'Islamic tourism' and so to develop marketing strategies to attract Muslim tourists and encourage repeat purchases. A destination can improve the chance of its selection by identifying and marketing its ability to meet Muslim tourist needs. Furthermore, this study could offer some useful and practical guidelines for tourist organizations and other types of business

[44] Mohamed Battour, Mohd Nazari Ismail, and Moustafa Battor, 'The Impact of Destination … (2011), 527–40.

[45] Mohamed Battour and Mohd Nazari Ismail, 'The Role of Destination Attributes … (2014).

wishing to successfully satisfy Muslim customers.

An additional implication related to 'Halalness', which was found to be the second most important Islamic attribute, could help destination marketers to satisfy Muslim tourists. By providing Halal 'Islamic' products/services, a specific destination may be able to differentiate itself from other destinations. For example, the availability of Halal food in hotels and restaurants could represent a high priority for Muslim tourists in destination selection. Therefore, when marketers promote a destination to Muslim tourists, promotional campaigns should focus more on the availability of Halal food. Furthermore, the availability of segregated entertainments,

Islamic Tourism such as segregated swimming pools and the banning of adult channels in hotel entertainment, could delight Muslim tourists. Muslim tourists may not be happy if their children are exposed to such things. It is known that Muslim customers constitute a broad market, which has special requirements and culture and which cannot be ignored. In response to these, 'worship facilities', represent important factors identified by the current study and thus could be used by destination marketers as a tool to satisfy Muslim tourist needs on their vacation. For example, the provision of maps indicating the locations of mosques/ prayer facilities could be made available in key areas, such as tourist information centers, airports, hotels and parks to please and satisfy Muslim tourists. Providing worship facilities for Muslim tourists may encourage them to travel to a specific destination.

Travel motivation also had positive relationship with tourist satisfaction. The statistical findings that Push and Pull factors affect tourist satisfaction. This means that when travelers have stronger intrinsic desires to go on a vacation and perception towards the features, attractions, or attributes of a specific destination, they may get higher satisfaction about this destination as well as higher intention to re-visit it in the future. The results was supported by some previous researches.[46] They agreed that travel motivation, including internal or psychological motives (Push factor) and external motives of the destination attribute (Pull factor) positively affected tourist satisfaction of destination, as well as their return intention to this place in the future.

Conclusion

The results show that four factors were extracted from the eighteen Islamic norms and practices items and labelled; worship facilities, halalness, general Islamic morality, alcoholic drinks and gambling free. The results of the PLS indicated that Islamic attribute significantly affect tourist satisfaction. The relationship between the pull motivation and push motivation also have significantly relationship with tourist satisfaction. This result confirms that the availability of Islamic norms and practices related to tourism at the destination contributes to the overall tourist satisfaction and strengthens the relationship between conventional destination attributes and tourist satisfaction for Muslim tourists. By having Islamic norms and practices, destination marketers can achieve tourist satisfaction among Muslim tourists. Furthermore, if destination marketers determine the preferable Islamic norms and practices to Muslim tourists,

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[46] Samuel Seongseop Kim, Choong Ki Lee, and David B. Klenosky, 'The Influence of Push and Pull Factors at Korean National Parks', *Tourism Management*, 24.2 (2003), 169–80 <https://doi.org/10.1016/S0261-5177(02)00059-6>; Mai Ngoc Khuong and Huynh Thi Thu Ha, 'The Influences of Push … (2021); Swati Prasad, GGirish Karunakaran Nair, and Harsh Purohit, 'Tourist Satisfaction: An Analysis of Push and Pull Factors - a Case of Qatar Tourism', *Journal of Management*, 6.2 (2019); Mohamed Battour, Moustafa Battor, and Muhammad Awais Bhatti, 'Islamic Attributes of Destination… (2014).

this could help them to design and tailor Halal products and services. The findings of this study should help marketers to better understand "Islamic tourism" and to develop marketing strategies to attract Muslim tourists. Furthermore, destination marketers might be able to design creative programmes that harness the unique characteristics of tourism products to satisfy and delight Muslim tourists. For example, design resorts fully meet Islamic religious needs such as segregated beaches, segregated swimming pool, and alcoholic drinking free.

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