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The Role of Muslim Tourist Satisfaction as a Mediating Factor in the Relationship Between Islamic Attributes of Destination and Service Quality on Destination Loyalty

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Abstract

Muslim traveler is expanding and their travel expenditure estimated about USD 300 billion in 2026. As a Muslim country and have the most Muslim population in the world, Indonesia has less sensitivity to the Islamic destination and become ranking third in the Muslim tourist destination. However, their satisfaction Islamic attribute and service quality toward destination have never been studied. Thus, this research study intends to investigate the tourist satisfaction as a mediating variable in the relationship between the Islamic attributes, service quality and destination loyalty among Malaysian Muslim tourists in the Padang city. A convenience sampling was implemented to gain the primary data of 160 Malaysian Muslim tourists visiting Padang city and only 119 usable replies. Data was analyzed using Partial Least Squares (PLS) structural equation method. The result showed a positive and significant influence of the service quality, the Islamic attributes and the tourist satisfaction on loyalty destination. The results also established that tourist satisfaction were positively and significantly influenced by the service quality and the Islamic attributes. This finding suggests that the tourism industry in Indonesia, especially in Padang must provide the Islamic attribute and quality service to the Muslim tourist satisfaction in order to motivate them to revisit Padang.

Keywords: Islamic attributes, Service quality, Tourist satisfaction, Destination loyalty

1 Introduction

Halal tourism is currently one of the focused areas of marketing. Some countries are aware of halal tourism as an important niche market. The revenue from this niche market is estimated to be around USD 156 million by the year 2020. Additionally, the travel expenditure reaches USD 220 billion and the Muslim travel expenditure is estimated about USD 300 billion in 2026 (10). Halal tourism has just attained around 20% of its development, even though Halal tourism in Indonesia is very extensive. Many elements like lack of Islamic cultural sensitivity, unsupported halal program, bureaucratic nature of halal certification played a vital role in the slow development of the Halal tourism in Indonesia. On the other hand, the government realized the potential of Indonesia tourism, but it has not been supported by the development of its with infrastructure and a good system to

manage the tourism destination in Indonesia (8, 9). The theory of Muslim tourism, especially Muslim tourist satisfaction that relates to halal destination still has not developed. However, there exist several studies that explored physical Islamic attributes toward satisfaction and revisit intention (1-4) From the discussion above, this research study utilizes four variables as stated; the quality of the service, Islamic attributes of the destination, the tourists' satisfaction and loyalty destination. Therefore, it is very important for Indonesian tourism to explore Muslim tourist satisfaction in order to increase their loyalty to revisit the destination. The goal of this study is to analyze empirically the impact of the tourist satisfaction as a mediating variable in the relationship between the quality of the service, the Islamic attributes and destination loyalty of the Malaysian Muslim tourists visiting the Padang city. The Malaysian Muslim tourist is chosen as a respondent because they are the largest number tourist visiting in Padang.

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Table 1: Global Muslim Travel Index 2017

Muslim Countries (OIC)			Non Muslim Countries (Non- OIC)		
Rank	Country	Score	Rank	Country	Score
1	Malaysia	82.5	1	Singapore	67.3
2	Unites Arab Emirates	76.9	2	Thailand	61.8
3	Indonesia	72.6	3	United Kingdom	60.0
4	Turkey	72.4	4	South Africa	53.6
5	Saudi Arabia	71.4	5	Hongkong	53.2
6	Qatar	70.5	6	Japan	52.8
7	Morocco	68.1	7	Taiwan	52.4
8	Oman	69.7	8	France	52.1
9	Bahrain	69.7	9	Spain	48.8
10	Iran	66.8	10	United States	48.6

Source : Mastercard & Crescentrating, 2017

2 Literature Review

In this study three observed variables are: (1) quality of service; (2) Islamic attributes of destination; (3) satisfaction and (4,5) loyalty destination. In order to attain tourists' satisfaction, quality is theorized as a provider's performance measured as well as a benchmark to stakeholders in the tourism industry.

2.1 Islamic attributes on destination

Muslim tourists are really concerned about their religious need at every time and place. The factors to serve the Muslim's needs like providing and serving halal food, a prayer's room facility, dress code and restricting gambling and alcoholic beverages are termed within Islamic attributes (2). These Islamic attributes are usually provided in the Islamic nations and as well as non-Islamic nations to entice the Muslim traveler segments. Islamic attribution is important to Muslim because it makes their worship easier and to avoid adultery, gambling, consumption of pork and others haram food such as alcohol. Study about motivating factors of Islamic tourist's destination loyalty conducted by Rahman, in Kuala Lumpur stated that the good and proper Islamic attributes can motivate Muslim more on travelling (11).

2.2 Service Quality

According to Zabkar et al., the quality of services will influence tourist satisfaction, however, it is really crucial for the provider to provide it (15,16). Service quality is a holistic term indicating the overall evaluation of the intangible offering including destination, core products or services and all the supporting services (17). In the tourism industry, quality is created by the processes of service delivery, such as friendliness, courtesy and efficiency and outcomes of services (13). On the other hand, Rahman et al. revealed that the relationship between perceived service quality and tourist's satisfaction were significant and positive (12).

2.3 Satisfaction

As a tourism provider, the Muslim tourist satisfaction is really significant. There are proven that tourists' satisfaction are a robust indicator of their intentions to revisit and recommend the destination to other travellers (7). Tourists

who are satisfied with the travel experiences are more probable to travel back to the same destination and shared their encouraging travel experiences with their contacts (6). Battour, Ismail, and Battor, also advocate the impact of achieving customer satisfaction may give impact to the company's sustainability and be more competitive (1). There are empirical attestations within the tourism industry that tourists' satisfaction is a robust indicator of their intentions to revisit and recommend the destination to other travelers (7). Tourists who are satisfied with the travel experiences are more probable to travel back to the same destination and along with it share their encouraging travel experiences with their contacts (6).

2.4 Loyalty

Tourist loyalty is highly essential in the tourism industry. For many tourist destinations, 50% of the total tourist arrival are repeating visitors. Travel destination can also be perceived as a product as it can be resold (revisiting the destination) and recommend to other networks of friends and family members who are potential tourist. This study explores the role of tourist satisfaction as a mediator in the relationship between Islamic attributes, quality of service and destination loyalty among Malaysian Muslim tourists visiting Padang city. The hypotheses development in this study is stated below:

The hypotheses development in this study are stated below:

- H1: There is a significant effect of Islamic attributes on destination loyalty among Malaysian Muslim tourists visiting Padang city
- H2: There is a significant effect of quality of service on destination loyalty among Malaysian Muslim tourists visiting Padang city
- H3: There is a significant effect of Islamic attributes on tourist satisfaction among Malaysian Muslim tourists visiting Padang city
- H4: There is a significant effect of quality of service on tourist satisfaction among Malaysian Muslim tourists visiting Padang city
- H5: There is a significant effect of tourist satisfaction on destination loyalty among Malaysian Muslim tourists visiting Padang city

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 H6: Tourist satisfaction mediates significantly in the relationship between Islamic attributes and destination loyalty among Malaysian Muslim tourists visiting Padang city.
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 H7: Tourist satisfaction mediates significantly in the relationship between quality of service and destination loyalty among Malaysian Muslim tourists visiting in Padang city.

3 Methodology

This study wanted to investigate the role of tourist satisfaction as mediating factors in the relationship between the relationship between Islamic attributes, quality of service and destination loyalty among Malaysian Muslim tourists visiting Padang city. A 5-point Likert scale was used to measure all the items which was later analysed by Smart PLS. The variable of Islamic attributes was measured by 17 items adapted from (3). In order to measure service quality, this study adapted 6 items from (17). This study's measure of tourist satisfaction and destination loyalty comprised 9 items, with 4 items measuring tourist satisfaction (14), and 5 items measuring destination loyalty (14).

The questionnaires were set in English language and Bahasa Malaysia language. The targeted population of the research was Malaysian Muslim tourists visiting in Padang city. The research had been restricted to the sample due to the constraints of cost, time and the difficulty to attain all the respondents. The research study was conducted from February – April 2018, and the data were collected via drop and pick survey of 5 hotels, after they fill in a questionnaire, then it collected in respectively.

Table 2: Respondents' Profile

Demography Category	Frequency	Percentage (%)
Gender	Male	61
	Female	58
Age	17 - 27 years old	8
	28 - 38 years old	55
	39 - 49 years old	47
	≥ 50 years old	9
Income per Month	≤ RM. 2,000	54
	RM 2,001 – 5,000	27
	RM 5,001 – 7,500	30
	≥ RM 7,501	8
Travelling per year	1 – 2 times	40
	3 – 4 times	46
	5 – 7 times	25
	≥ 8 times	8

4 Results and Findings

The study utilized the purposive sampling method with 119 respondents participating in the conducted survey. Partial Least Squares-based Structural Equation Modelling (PLS-SEM) was applied to analyze the collected data. Table 2 shows the distribution of the participants on the basis of the gender

with 48.7% being females and 51.3 % being males. The majority of respondents (46.2%) were 28 - 38 years old, 39.5% and 7.6% of them were 39 - 49 years old and above 50 years old respectively. Only 6.7% of respondents were 17 - 27 years old. With respect to the income per month, the results displayed that more than 50% of the respondents have income less than RM 5,000 monthly. Furthermore, the most frequent travelling were 3 – 4 time per year with 38.37% and followed by 1-2 times 33.6%, and above 8 time only 5.7%.

Table 3: Outer Model

Variables	Items	Factor loading	Cronbach's alpha	Composite reliability	AVE
Islamic attribute	IA1	0.762	0.971	0.973	0.683
	IA2	0.808			
	IA3	0.771			
	IA4	0.800			
	IA5	0.791			
	IA6	0.855			
	IA7	0.932			
	IA8	0.871			
	IA9	0.818			
	IA10	0.890			
	IA11	0.797			
	IA12	0.871			
	IA13	0.810			
	IA14	0.851			
	IA15	0.839			
	IA16	0.827			
	IA17	0.838			
Quality of service	QS1	0.810	0.912	0.932	0.695
	QS2	0.838			
	QS3	0.763			
	QS4	0.850			
	QS5	0.854			
	QS6	0.882			
Islamic tourist satisfaction	ITS1	0.961	0.930	0.950	0.827
	ITS2	0.883			
	ITS3	0.902			
	ITS4	0.891			
Destination loyalty	DL1	0.932	0.927	0.945	0.773
	DL2	0.944			
	DL3	0.922			
	DL4	0.941			
	DL5	0.908			

Table 3 displayed the results of validity and reliability tests or outer model. An item identified valid if the value of measurement loading at least 0.700. The results of this study found that the overall value of measurement loading is above 0.700 so that it can be concluded that the construction of the variable is composed by a valid indicator. Furthermore, this study assessed the model's internal consistency using three approaches namely, Cronbach's alpha, composite reliability

and average variance extracted (AVE). For a scale to be considered reliable, Cronbach's alpha and composite reliability must be equal to or greater than 0.70. All the scales used in this study exceeded this threshold. AVE can also be used to assess the reliability of a scale. Chiu suggested that if a scale has an AVE equal to or greater than 0.500 then it can be considered to be reliable (7). The AVE of this study's scales ranged from 0.683 to 0.827, exceeding the threshold value. The structural model or inner model was evaluated by using goodness of fit tests to see the percentage of variances. It is essential to observe the values of R-square for latent exogenous construct and the values of the path coefficients. The stability of this estimation was evaluated using t-tests, which was obtained through the bootstrapping procedure. The structural model was evaluated based on the R-square with similar interpretation to regression

analysis. Table 4 above showed the result of discriminant validity by using Fornell-Larcker criterion. The diagonal bold value had higher scores compared to others. For instance, the coefficient correlation variable of destination loyalty and itself had 0.930 score and it had higher value compared to other variables.

The Table 5 displayed the values of R square adjusted higher than zero (0) for the two endogenous variables. The R square adjusted value of the destination loyalty was 0.689, indicating that 68.9% of the variance in the destination loyalty variable was explained by the Islamic attributes, quality of service and tourist satisfaction. Additionally, the R square adjusted value of tourist satisfaction was found to be 0.739, indicating that 73.9% of the variance of tourist satisfaction was explained by Islamic attributes and quality of service.

Table 4: Discriminant Validity-Fornell-Larcker Criterion

	Destination Loyalty	Islamic Attributes	Islamic Tourist Satisfaction	Quality of Service
Destination Loyalty	0.930	-	-	-
Islamic Attributes	0.082	0.865	-	-
Islamic Tourist Satisfaction	0.022	0.153	0.954	-
Quality of Service	0.347	0.383	0.343	0.884

Table 5: R Square and R Square Adjusted

Endogenous Variables	R Square	R Square Adjusted
Destination loyalty	0.689	0.687
Tourist satisfaction	0.739	0.737

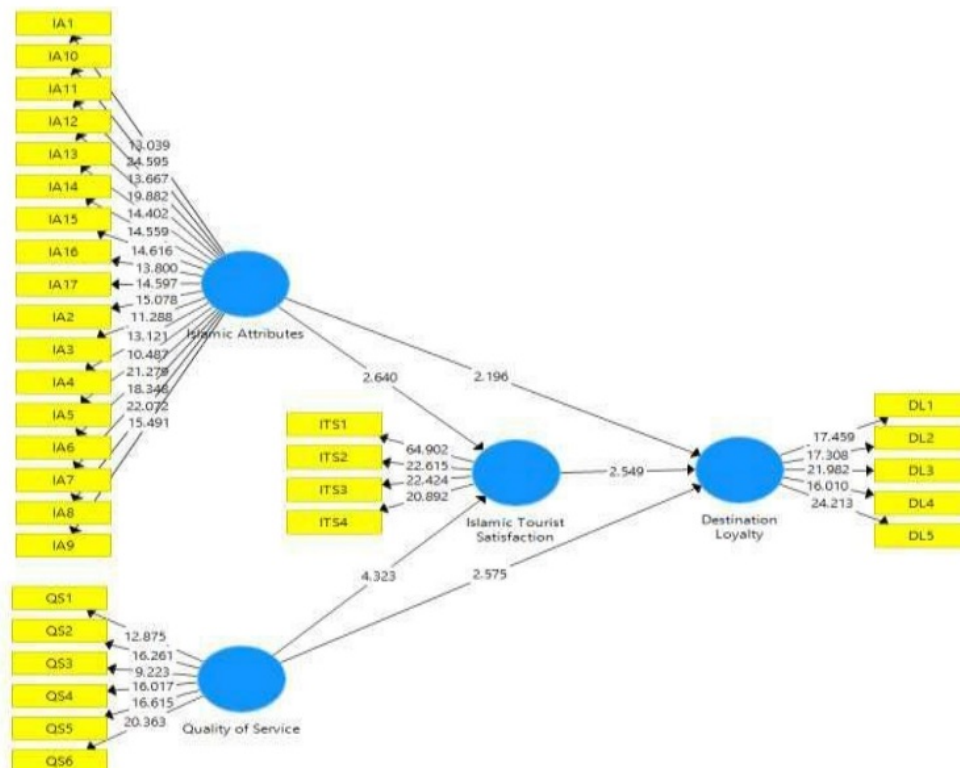


Figure 1: T-Statistics for the Path Analysis

Table 6: Hypotheses Testing of the Study

Direct effects	Path coefficient	t-statistics	p-values
Islamic attribute ¹ Destination loyalty	0.266	2.279	0.023
Quality of service - Destination loyalty	0.389	2.554	0.011
Islamic attribute ¹ Tourist satisfaction	0.376	2.681	0.008
Quality of service ¹ Tourist satisfaction	0.615	4.381	0.000
Tourist satisfaction - Destination loyalty	0.344	2.491	0.013
Indirect effects			
Islamic attribute ¹ Tourist satisfaction ¹ Destination loyalty	0.230	2.749	0.018
Quality of service ¹ Tourist satisfaction ¹ Destination loyalty	0.212	2.035	0.042

Figure 1 and Table 6 summarized the results related to the hypotheses testing of the study. The results of analysis showed that destination loyalty was found to be influenced significantly by Islamic attribute (path coefficient = 0.266, t-statistics = 2.279, p-values=0.023), quality of service (path coefficient=0.389, t-statistics=2.554, p-values=0.011), and tourist satisfaction (path coefficient=0.344, t-statistics=2.491, p-values=0.013). These findings indicated that hypothesis 1, 2 and 5 (H₁, H₂, and H₅) were supported. Furthermore, the findings displayed that variables of Islamic attribute (path coefficient = 0.376, t-statistics = 2.681, p-values=0.008) and quality of service (path coefficient=0.615, t-statistics=4.381, p-values=0.000) were found to have significant effects on tourist satisfaction. Thus, hypothesis 3 and 4 (H₃ and H₄) were statistically upheld by the findings of this investigation.

Additionally, the findings of the indirect effects revealed that tourist satisfaction mediated the relationship between Islamic attribute (path coefficient = 0.230, t-statistics = 2.749, p-values=0.018), quality of service (path coefficient = 0.212, t-statistics = 2.035, p-values=0.042) and destination loyalty. These findings could be concluded that hypothesis 6 and 7 (H₆ and H₇) were supported.

5 Conclusion

The present study has extended the literature on Islamic attributes, service quality, tourist satisfaction, and destination loyalty. The results of this study found that Islamic attributes and service quality have significant effect on tourist satisfaction and destination loyalty. It also revealed that the variable of tourist satisfaction has significant effect on destination loyalty. Furthermore, tourist satisfaction is proven as mediator of the relationship between Islamic attributes, service quality and destination loyalty. Thus, it is important for Indonesia government especially for Padang local government to ramp up a competitive strategic planning for tourism to absorb higher rate of tourist as well to be successful in achieving higher rates of Muslim tourist and encourage revisiting their countries. Other implications of this study are that the government and society need to increase the role of the tourism sector through halal attributes, destination attributes and service quality so as to increase the satisfaction of the Muslim tourists.

5.1 Practical Implications

In light of the discoveries of the investigation, the formation of the travel quarters is influenced by the Islamic

features of destination, the eminence of destination, tourists' satisfaction and their loyalty. Muslim tourists will be satisfied if the destinations have fulfilled their needs (1). According to Battour et al. (2). The advertising and marketing directed towards the Muslim travellers could be directed by the observation of the Islamic rules in the tourism events and activities in order to enhance the Muslim traveller satisfaction. Thus, it is important for countries to ramp up a competitive strategic planning for tourism to absorb higher rate of tourist as well to be successful in achieving higher rates of Muslim tourist and encourage revisiting their countries. Other implications of this study are that the government and society need to increase the role of the tourism sector through halal attributes, destination attributes and service quality so as to increase the satisfaction of the tourists.

5.2 Limitations and Directions for Future Research

The limitation of the study before conversing the directions for the future researches. The implementation of the cross sectional design in the study is the first constraint of the research study. In order to inspect the impact of the tourist satisfaction as a mediating factor in the connection amid the quality of service, Islamic attributes and destination loyalty, the study should also emphasize towards the utilization of the longitudinal research. Along with it, the future researches should replicate this research study in the other developing nations of Southeast Asia (such as, Thailand), in order to validate the results of this research study via the usage of the other developing nation as the targeted tourist destination.

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