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The Relationship Between the Quality of Destination and Tourist Satisfaction: The Role of Destination Attributes

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Abstract

This present research seeks to explore the empirical evidence about the relation between quality of destination and Islamic attribute of destination on tourist satisfaction. This research was conducted at the tourism sector in West Java, Indonesia. The participants were Muslim foreign tourists who were traveling to West Java, Indonesia. The total number of participants in the research was 200. Data collection was carried out using a questionnaire. Hypotheses were tested using structural equation modeling methods with AMOS version 23. The exogenous variables in this research consisted of the quality of the destination and Islamic attribute of destination. Tourist satisfaction was an endogenous variable in this research. We used a quantitative approach and structural equation modeling to examine the research hypotheses. The results showed that there was a positive and significant effect of the quality of destination on the tourist satisfaction, and the quality of destination positively affected Islamic attribute of destination, but Islamic attribute of destination had no significant effect on tourist satisfaction. We also found that Islamic attribute of destination did not mediate the relation between quality of destination and tourist satisfaction. We provided recommendations to strengthen or improve the quality of destination in order to increase tourist satisfaction.

Keywords: Quality of Destination, Attribute of Destination, Tourist Satisfaction, Halal Tourism

JEL Classification Code: C12, L98, M16, M31, Y10

1. Introduction

The rapid growth of global Muslim travelers is driving tourist destinations to improve their quality to meet the needs of Muslim tourists. A Muslim tourist has the creed and norm that always underlies every tourist activity (Battour & Ismail, 2016; Din, 1989). Tourist satisfaction criteria become higher and more specific in line with the experience of traveling (Uriely, 2005), the satisfaction of tourists in a destination in the future will be more difficult (Lee & Chuang, 2010).

Halal tourism has now become a global trend and is projected to develop in the future (Mastercard-Crescent Rating, 2019). The rapid growth of world Muslim tourists has made many countries try to make halal tourism as one of the mainstay product icons. Besides Malaysia, Indonesia, Turkey, and countries in the Middle East, other countries like Singapore, Thailand, Japan, and South Korea are working hard to attract Muslim tourists.

The quality of West Java tourism destinations to meet the needs of Muslim tourists or Islamic attributes is greatly influenced by the availability of accurate information about the profile and behavior of Muslim tourists toward destination products (Battour et al., 2011). If there is no market profile information and market behavior, it is feared to obstruct the development (Sriprasert et al., 2014); and Shakona et al., (2015) emphasized the importance of information on the behavior and needs of Muslim tourists for destination products to create tourist's satisfaction with halal tourism destination products. The ability of tourism destination products in applying halal principles (*Islamic values/attributes*) at the destination will create tourist satisfaction (Battour & Ismail, 2014, 2016; Muhammad Khalilur Rahman, 2017; Nassar et al., 2015).

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The quality of the tourism destination is strongly related to the Islamic attribute of destination to create a positive attitude for tourists to visit again (Battour & Ismail, 2014, 2016; Mansouri, 2014); tourist satisfaction (Battour & Ismail, 2014), effective strategies (Namin, 2013). Halal certification of food and beverages and the provision of prayer facilities are conducted in order to become Muslim-friendly destinations (Nassar et al., 2015). Malaysia, Turkey, UAE, Saudi Arabia as Muslim countries with leading halal destinations have developed even further (Battour & Ismail, 2014). Halal tourism destinations try to build positive conditions for tourists and keep them wanting to return and be loyal to the destination (Rahman, 2014).

Research on halal tourism destinations about tourist satisfaction is very important, because the satisfaction of Muslim tourists will be related to the experience of traveling (Uriely, 2005; Mahdzar, Shuib, Ramachandran, Herman, & Afandi, 2015; Carlson, Rosenberger III, & Rahman, 2015; Sastre & Phakdee-Auksorn, 2017); future travel intention (Brent Ritchie et al., 2010; Crouch & Ritchie, 1999; Lee & Chuang, 2010); word-of-mouth (WOM) (Battour & Ismail, 2014; Singh & Mehraj, 2018; Tung & Ritchie, 2011); the loyalty of tourists (Battour & Ismail, 2016; Namin, 2013; Rahman, 2014); and competitiveness (Crouch & Ritchie, 1999; Brent Ritchie et al., 2010; Akkuş & Güllüce, 2016).

Therefore, the questions in our research are:

1. How does the quality of destination affect the Islamic attribute of destination?
2. How does the Islamic attribute of destination affect tourist satisfaction?
3. How does the quality of the destination affect tourist satisfaction?

2. Literature Review

2.1. Quality of Destination

Destinations consist of various attributes that significantly affect visitors' evaluation (Mahdzar, Shuib, Ramachandran, & Afandi, 2015). Destination quality is the basis of competitiveness in tourism (Mukherjee, Adhikari, & Datta, 2018).

In the context of halal tourism, the tourism destination is an environment in which various elements contribute to the quality of tourism destinations in the perspective of Muslim tourists (Morrison, 2013). Halal tourism destinations can be interpreted as a destination that serves/meets the needs of Muslim tourists. The condition of tourism products available at a tourism destination, include the presence of physical products (tourist attractions, facilities, accessibility, and infrastructure), programs (events, festivals, activities), tour packages, and community (Morrison, 2013).

All components of a tourism destination must be aligned and able to provide quality Muslim tourist services (Battour et al., 2011). Muslim-friendly facilities, destination image, and quality service (Nassar et al., 2015), which are in harmony with tourist motivation and be friendly toward Muslim tourists. Halal tourism is developed and added values by utilizing attractions, facilities, and services that are allowed in Islamic teachings. The development of halal tourism is in line with the ethics of world tourism 'global codes of ethics for tourism' (UNWTO, 1999).

2.2. Islamic Attribute of Destination

Halal is everything that includes permissible acts with no restrictions and are in line with God's law called Islamic guidance (Al-Qaradawi, 2013). Islamic attributes reflect the availability of Islamic norms and practices that are relevant to tourism activities in a destination (Battour et al., 2014) (Jafari & Scott, 2014). Islamic tourism refers to tourism carried out by a Muslim (Eid & Hatem El-Gohary, 2014) who can still maintain the habits as a Muslim while traveling (Carboni et al., 2014); or activities, events, experiences, or pleasures that are carried out on a journey while following Islamic rules, to bring together the Islamic framework with things such as history, culture, art, heritage, ways of life, economy, health, education and other things related to human life (Nassar et al., 2015).

Battour and Ismail (2016) and Zamani-Farahani and Henderson (2010) state that Islamic tourism and halal tourism have the same concept and define Islamic tourism as tourism activities carried out by Muslims who want to keep their beliefs. Zamani-Farahani and Henderson (2010) highlights the benefits of Islamic tourism for non-Muslim tourists visiting the Islamic world. Halal tourism can be declared as an object or tourism activity that is permissible according to Islamic teachings that can be carried out by Muslim tourists (Battour, 2017; Battour & Ismail, 2016). Halal tourism can also be defined as a type of religious tourism that reflects activities that are permissible in Islamic teachings in terms of behavior, clothing, food (Henderson, 2010).

Halal tourism is not only limited to religious tourism and motivation to enjoy 'Islamic culture' (Henderson, 2009), but has a broader understanding as a type of tourism activity by Islamic teachings, which includes behavior, dress code, ethics, products and services, food, and other things that are not contrary to Islamic values (Battour et al., 2011; Weidenfeld & Ron, 2008).

Halal tourism can also provide benefits for non-Muslim tourists (Battour, 2017). Even countries or regions that develop halal tourism do not have to be countries or regions where the population is predominantly Muslim, but can also be developed by non-Muslim countries, as long as they follow Islamic values in their development. Islamic values are applied in developing destinations, hotels, resorts, tour

operators, tourism objects, restaurants, public facilities, transportation, and others. (Carboni et al., 2014) recommend that Islamic tourism is not restricted to religious needs and is not exclusive to Islamic countries.

In managing a destination, it is demanded to develop destinations that can meet market needs (Kotler & Keller, 2016). The themes developed can be in the form of cultural, natural, artificial, combination, or specific theme destinations in accordance with the advantages of the product that is owned or that has become a trend such as halal tourism.

The quality of tourism destinations in meeting the needs of Muslim tourists is greatly influenced by the availability of accurate information about the profile, behavior, and values felt by Muslim tourists (Eid & Hatem El-Gohary, 2014) toward destination products (Battour et al., 2010). The absence of market profile information and behavior is feared to obstruct the development. Information on the behavior and needs of Muslim tourists about destination products is very important to create tourist's satisfaction with halal tourism destination products (Shakona et al., 2015; Sriprasert et al., 2014) and serves as consideration for policymakers and the business sector to effectively improve halal tourism competitiveness (Sriprasert et al., 2014).

2.3. Tourist Satisfaction

Satisfaction is a positive attitude or feeling positive for everything (Siregar et al., 2020). Tourists' satisfaction is very important to make a tourist destination get a competitive advantage (Brent Ritchie et al., 2010; Crouch & Ritchie, 1999). Satisfaction surveys are one of the most essential tools that are used in gathering information about tourist opinions of a destination (Alegre & Garau, 2010). One of the most frequently used definitions says satisfaction is the degree of positive feelings' activation for the experience towards a product. (Çoban, 2012). Satisfaction is an important element to maintain long-term relationships with customers (Adinegara et al., 2017). The increase of Muslim tourists satisfaction can occur because of the availability of Islamic attributes (Battour & Ismail, 2014).

The ability to realize compatibility between destination products (Battour et al., 2011) will be a key success factor for halal tourism destinations. Meeting the needs of Muslim tourists is a reflection of service/added value (extended services) to improve the quality of the traveling experience or satisfaction.

2.4. Hypotheses and Research Model

The quality of the tourism destination has an influence on the Islamic attribute of destinations and can create a positive experience for tourists (Battour & Ismail, 2014, 2016; Mansouri, 2014); the quality of destination also

affects tourist satisfaction (Battour & Ismail, 2014). It is very important to determine the destination image while making decisions for the strategic marketing of tourism destinations. Because it is assumed that it will result in a positive image of a destination, tourist satisfaction (Çoban, 2012). Moreover, tourists who experience satisfactory travelling services and Islamic attribute of destination can be a source of motivation for their families and friends through their persuasive WOM, and they would have more intentions to visit the same destinations again (Kanwel et al., 2019). The Islamic attribute of destination also plays an important role in tourists' evaluation of the attractiveness, image, and satisfaction of a particular destination (Meng et al., 2008). Islamic attributes have an important role to enhance tourist satisfaction (Battour & Ismail, 2014).

Based on the literature, we proposed the following conceptual model:

3. Research Methodology

This research was conducted in the tourism sector in West Java Indonesia. The participants were Muslim foreign tourists who were traveling in West Java, Indonesia. The total number of participants in research was 200. Data collection was carried out using a questionnaire. Hypotheses were tested using structural equation modeling methods with AMOS version 23.

The exogenous variables in this research consisted of the quality of the destination and Islamic attribute of destination. Tourist satisfaction was an endogenous variable in this research. The total instrument in this research consisted of 26 items measured on a 5-point Likert scale: 1-very low, 2-low, 3-moderate, 4-high, 5-very high. More details can be seen in Table 1.

4. Results and Discussion

4.1. The Goodness of Fit Test of the Model

The criteria in evaluating the feasibility of the model consists of adjusted GFI (AGFI) > 0.90, the value of

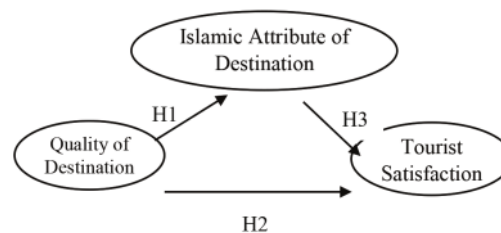


Figure 1: Conceptual Framework

Table 1: Construct and Measurements

Variables	Indicator	n Item
Tourist Satisfaction	1. The quality of the attraction	7
	2. Environment cleanliness	
	3. The quality of the hotel	
	4. The quality of the restaurants	
	5. Transportation convenience	
	6. Infrastructure	
	7. Access to attractions and tourism facilities	
Attribute of Destination	1. Halal packages availability	9
	2. Access to buy halal packages	
	3. Prices of halal tourism package	
	4. Halal events and festival	
	5. Program of activities with specific interest	
	6. Local culture and lifestyle that support halal tourism	
	7. Quality of prayer facilities	
	8. Availability of halal food	
	9. Availability of sharia-compatible television channels	
Tourist Satisfaction	1. This visit was better than expected	10
	2. This was a pleasant visit	
	3. This experience is exactly what i need	
	4. This visit enhance my communication with local community	
	5. I have positive feelings regarding west java	
	6. I enjoyed the visit to west java	
	7. I am satisfied with my decision to visit west java	
	8. I rate west java as a better destination as compared to similar destination	
	9. After this visit to west java, i will stay longer period in next visit	
	10. I will recommend west java to be visited by colleagues and family	

Source : (Morrison, 2013), (M. Battour et al., 2011), (Weidenfeld & Ron, 2008).

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Goodness of Fit Index (GFI) > 0.90, the value of CFI > 0.90, TLI value > 0.90, RMSEA < 0.08, and RMR value < 0.05 (Hair et al, 2017), (Schumacker & Lomax, 2010).

The value of Adjusted Goodness of Fit (AGFI) value is 0.801; this value is in marginal fits criteria. The value of the Goodness of Fit Index (GFI) is 0.832; this value is in marginal fits criteria. Comparative Fit Index (CFI) has a value of 0.947; this value is in good fit criteria. Tucker-Lewis Index (TLI) has a value of 0.942; this value is in good fit criteria. The Root Mean Square Error of Approximation (RMSEA) has a value of 0.058; this value is in good fit criteria. Root Mean Square Residual (RMSR) has a value of 0.036; this value is in good fit criteria. Although the AGFI and CFI values are less than 0.900, this model can already be declared as in fit model. Because it has been represented by other criteria.

4.2. Normality Testing

One of the assumptions that must be fulfilled in Structural Equation Modeling is that data are normally distributed. Therefore, a normality test must be done. According to Schumacker and Lomax (2010), to determine the normality of the data, the skewness and kurtosis values must be between 1.0 to 1.5 and the critical ratio < 2.58. Table 2 shows that the results of the processed data are related to the normality test. Cr value indicates a value of 2,400. Value 2,400 < 2.58. Thus, it can be concluded that the data in this research are nominally distributed.

4.3. Measurement Model

Measurement model is a form of relationship between manifests (observed variables) and latent variables (unobserved variables). The measurement model is performed to determine whether the indicators can measure a construct. The recommended loading factor value of >0.50 (Bagozzi et al., 1991) while the recommended Composite Reliability (CR) value is >0.70 and the Average Variance Extracted (AVE) value >0.50 (Hair et al, 2013). Table 3 shows that the data in this research are valid and reliable. This can be seen from the factor loading value >0.50. The Construct Reliability (CR) value of >0.70, and all Average Variance Extracted (AVE) value of >0.5.

4.4. Hypothesis Results

Hypothesis testing is performed to determine the effect of exogenous on endogenous variables. The critical ratio must > 1.96 and a probability level of 0.05 (Byrne, 2010).

Hypothesis testing shows that there is an effect of quality of destination on Islamic attribute of destination with a critical ratio value of 7.319 > 1.96 and probability value

Table 2: The Goodness of Fit Test of the Model

The Goodness of Fit Index	Result	Decision
C_{min}/DF	1.670	Good Fit
Adjusted Goodness of Fit (AGFI)	0.801	Marginal Fit
The goodness of Fit Index (GFI)	0.832	Marginal Fit
Comparative Fit Index (CFI)	0.947	Good Fit
Tucker Lewis Index (TLI)	0.942	Good Fit
Root Mean Square Error of Approximation (RMSEA)	0.058	Good Fit
Root Mean Square Residual (RMSR)	0.036	Good Fit

Table 3: Normality Testing

Variables	skew	c.r.	kurtosis	c.r.
IAD1	-0.453	-2.618	-0.012	-0.036
IAD2	-0.277	-1.601	-0.108	-0.312
IAD3	-0.162	-0.938	-0.293	-0.846
IAD4	-0.117	-0.673	-0.165	-0.476
IAD5	-0.479	-2.765	0.338	0.975
IAD6	-0.426	-2.459	-0.140	-0.405
IAD7	-0.492	-2.840	0.408	1.179
IAD8	-0.574	-3.312	-0.131	-0.378
IAD9	-0.381	-2.202	0.915	2.641
TS1	-0.783	-4.519	1.893	5.463
TS2	-0.444	-2.566	0.776	2.241
TS3	-0.535	-3.087	0.889	2.565
TS4	-0.475	-2.742	0.064	0.185
TS5	-0.632	-3.649	0.804	2.321
TS6	-0.544	-3.140	0.787	2.271
TS7	-0.557	-3.216	0.635	1.832
TS8	-0.573	-3.310	0.923	2.665
TS9	-0.506	-2.924	0.673	1.942
TS10	-0.637	-3.676	0.980	2.829
QoD1	-0.839	-4.846	0.765	2.208
QoD2	-0.328	-1.891	0.195	0.563
QoD3	-0.434	-2.503	0.355	1.026
QoD4	-0.822	-4.747	1.358	3.920
QoD5	-0.464	-2.678	-0.022	-0.064
QoD6	-0.363	-2.097	0.211	0.609
QoD7	-0.125	-0.724	-0.032	-0.092
Multivariate			12.953	2.400

of 0.000. It means that there is a positive and significant effect of the quality of destination on Islamic attribute of destination. The second hypothesis examines the effect of the quality of destination on tourist satisfaction. The result shows that the value of critical ratio is $5.853 > 1.96$ and the probability value of 0.000. It means that there is a significant effect of the quality of destination on tourist satisfaction. The third hypothesis testing shows that there is no significant effect of Islamic attribute of destination on tourist satisfaction. The critical ratio value of $1.440 < 1.96$ and the probability value of 0.150. It means there is no significant effect of Islamic attribute of destination on tourist satisfaction.

4.5. Discussion

In this research, we discuss tourist satisfaction as endogenous variables, while the quality of destination and Islamic attribute of destination as exogenous variables. According to the literature we have reviewed, we formulated three hypotheses, i.e. quality of destination positively influences Islamic attribute of destination, quality of destination positively influences tourist satisfaction, and Islamic attribute of destination positively influences job satisfaction. The first hypothesis posits that there is a positive and significant effect of the quality of destination on Islamic attribute of destination. It can be seen from the critical value of $7.319 > 1.96$ and a probability value of 0.00. It means that the quality of the destination will give a good perception of the Islamic attribute of destination. In other terms, the quality of the destination can improve the value of the Islamic attribute of destination.

The second hypothesis testing posits that there is a positive and significant effect of the quality of destination on tourist satisfaction. In other words, the quality of the destination of tourism place is very important for tourists who come to West Java, Indonesia. The quality of the destination can improve the tourist satisfaction. The results of this research are relevant to the findings by Meng et al., (2008), which revealed that the quality of services had significant factors in determining the tourist satisfaction.

The third hypothesis examines the effect of Islamic attributes of destination on tourist satisfaction. The results show that there is a positive influence of Islamic attribute of destination on tourist satisfaction, but the relation is not significant. It means that the hypothesis is not supported, because of the critical value of $1.440 < 1.96$ and the probability value of 0.150. This shows that there is a positive, but not significant influence of the Islamic attribute of destination on tourist satisfaction. The Islamic attribute of destination is not a factor that makes the tourist satisfied visiting West Java, Indonesia. The Islamic attribute of destination also plays an important role in tourists' evaluation of the attracti-

Table 4: The Measurement Model

Variables	Item	Factor Loadings	Measurement Errors	CR	AVE
The Quality of Destination	The quality of the attraction	0.602	0.638	0.88	0.51
	Environment cleanliness	0.736	0.458		
	The quality of the hotel	0.728	0.470		
	The quality of the restaurants	0.678	0.540		
	Transportation convenience	0.754	0.431		
	Infrastructure	0.678	0.540		
	Access to attractions and tourism facilities	0.806	0.350		
Islamic Attribute of Destination	Halal packages availability	0.821	0.326	0.92	0.56
	Access to buy halal packages	0.808	0.347		
	Prices of halal tourism package	0.691	0.523		
	Halal events and festival	0.796	0.366		
	Program of activities with specific interest	0.799	0.362		
	Local culture and lifestyle that support halal tourism	0.827	0.316		
	Quality of prayer facilities	0.719	0.483		
	Availability of halal food	0.53	0.719		
	Availability of sharia-compatible television channels	0.675	0.544		
Tourism Satisfaction	This visit was better than expected	0.772	0.404	0.95	0.65
	This was a pleasant visit	0.754	0.431		
	This experience is exactly what i need	0.832	0.308		
	This visit enhance my communication with local community	0.712	0.493		
	I have positive feelings regarding west java	0.871	0.241		
	I really enjoyed the visit to west java	0.817	0.333		
	I am satisfied with my decision to visit west java	0.906	0.179		
	I rate west java as a better destination as compared to similar destination	0.823	0.323		
	After this Visit to West Java. I Will Stay Longer Period in Next Visit	0.79	0.376		
	I will Recommend West Java to be Visited by Colleagues and Family	0.795	0.368		

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Table 5: Hypothesis Testing Results

	Estimate	S.E.	C.R.	P	Decision
Islamic Attribute of Destination ← Quality of Destination	0.874	0.112	7.319	0.000	Supported
Tourist_Satisfaction ← Quality of Destination	0.773	0.143	5.853	0.000	Supported
Tourist_Satisfaction ← Islamic Attribute Destination	0.143	0.111	1.440	0.150	Not Supported

veness, image, and satisfaction of a particular destination (Meng et al., 2008). Islamic attributes have an important role to enhance tourist satisfaction (Battour & Ismail, 2014).

In managing a destination, it is demanded to develop products that can meet market needs. The themes developed can be in the form of cultural, natural, artificial, combination, or specific theme destinations in accordance with the advantages of the product that is owned or that has become a trend such as halal tourism. The ability to realize compatibility between destination products and the Muslim market will be a key success factor for halal tourism destinations.

As regards the direct and indirect effects, the results of the research show that the quality of destination makes the highest contribution to tourist satisfaction in visiting West Java, Indonesia, with a coefficient of 0.773 (77.3%). The indirect effect of the quality of destination through the Islamic attribute of destination on tourist satisfaction has a coefficient of 0.121 (12.1%). This means that the indirect effect has a small effect compared to the direct effect, thus it can be explained that the Islamic attribute of destination has no role as a mediator.

5. Conclusion

The results show that destination quality affects Islamic attribute of destination, and destination quality influences tourist satisfaction when visiting West Java, Indonesia. The quality of the destination has the biggest loading factor in influencing tourist satisfaction. Islamic attribute of destination has no role as mediation between the quality of destination and tourist satisfaction.

We find that the quality of the destination has the most influence on the tourist satisfaction. Therefore, this has implications for the management of tourism objects in West Java to pay more attention to the quality of the destination. Furthermore, the availability of Islamic attributes related to tourism needs to be integrated into destination products. Destination managers need to design the destination products to increase tourist satisfaction. In other hand, consumer behavior in traveling is unique and not always linear with their life values. Some factors that are more dominant in influencing tourist satisfaction, such as promotion, WOM, travel trends in the destination. Both of these findings can provide new perspective for further research. The model of consumer behavior and the quality of destination for Muslim market should be integrated in the development system of a tourism destination. The better the quality of halal destination, the higher the tourist satisfaction.

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