

Muslim Tourist Experiential Value in Indonesian Halal Tourist Destination

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Abstract

Halal Tourism is crucial to the Muslim Tourists in any destination. A Muslim has met a special need to fulfil his requirements while travelling. This paper aims to uncover the issues encountered on Muslim experiential value for Halal tourist destinations in order to ensure that Muslim tourists are satisfied with the Islamic attributes in a destination. Studies relating to the issues encountered on Muslim experiential value in Tourist destination is very limited within the tourism area. How can tourists be satisfied with their travels if they cannot go about their Muslim traditions as well? There is a need for greater study of Muslim experiential value because a lot of studies are solely conducted on products or shopping malls only. Hence, further research, could be done in order to uncover more issues pertaining to Muslim's experiential value. In addition, the present study presents the conceptual framework of Muslim experiential value in halal tourist destinations.

Keywords: Halal tourist destination, Islamic attributes, Muslim experiential value, Indonesia.

1.0 Introduction

Muslim tourists are more interested in travelling to Islamic destinations compared to non-Islamic destinations because they feel secured and safe in an Islamic environment and with similar culture (Shafaei, 2017). As a consequence, countries attract as many tourists as possible to their country through price, promotion, service, and all of the available Muslim tourist attributes. Muslims, seeking halal goods is a must in order to get Allah's blessings. It means that Muslims has a special need to fulfil their obligations towards their religion while travelling. The availability of Muslim friendly services at a certain destination and their satisfaction affect tourist's intention to revisit. For that reason, achieving tourist satisfaction could be really challenging for rural areas compared to urban (Famiza, Samsinar, & Firdaus 2017).

Satisfaction is an important factor, especially where tourist loyalty is the goal for the tourism industry and it is a pulling factor that draws tourists to the destination and revisiting the destination (Oktadiana et al. 2016). However, experiential value has been interpreted differently by many researchers, especially for products, but the relationship between Islamic attributes and experiential value for Halal tourist destination has not been examined before. This report proposes a holistic view of the relationship among various variables such as Islamic attributes at the destination, experiential value, satisfaction and intention to revisit.

A number of previous studies have expressed that the evaluation of Islamic attributes towards the experiential value as a part of value from the tourists has not been investigated. The causal relationship among these concepts are important to halal destinations, in that

improving Islamic attributes of the destination such as quality, experiential value and developing higher levels of satisfaction might, finally, increase the number of repeating visitors who are aware of tourist destinations. The most important reason why this problem needs to be researched is for Indonesia to become a world class halal tourism destination as it is bestowed with beautiful landscape and islands such as Lombok and Bali.

1.1 Research Problem and Research Objective

The relationship between Islamic attributes of a destination and experiential value variables have not been examined simultaneously before. This work is performed by assessing the strength of value as a crucial facet of successful long-term management of destination (Blain, Levy & Ritchie, 2005). The essential dimensions of experiential values are positively linked to customer behavioural intentions and this position may contribute to loyalty intention. Thus, this matter needs to be considered further because it may offer meaningful information for the destination stockholder in the quest of creating memorable destination experiences for Muslim tourists. The higher the Islamic attributes of destination are available, the higher experiential value of Muslims and their satisfaction that it will greatly affect their intention to revisit. This is possible to happen because when their experiential value of Islamic attributes is growing well, it is also strengthened by the perception of service quality, hence it will have an impact on the increasing satisfaction of the tourists.

- i. The specific objectives of the study are as follows:
- ii. To determine the relationship of Islamic attributes of a destination on Muslim experiential value.
- iii. To determine the relationship of Islamic attributes of a destination on Muslim tourist satisfaction.
- iv. To determine the relationship of Islamic attributes of a destination on Muslim revisit intention.
- v. To determine the relationship of Muslim experiential value on Muslim revisit intention.
- vi. To determine the relationship of Muslim tourist satisfaction on Muslim revisit intention

2.0 Literature Review

This paper presents four observed variables (adverted to as indexes); (1) revisit intention; (2) Islamic attributes of a destination; (3) satisfaction and (4) intention to revisit. Islamic attributes of a destination and the experiential value are the focus of this study, which sets the boundary of the research as it does not include other components that are not immediately affiliated with the independent variables which may determine the dependent variable (Muslim tourist revisit intention).

2.1 Halal Tourism

Halal is derived from the Arabic word meaning “permissible” or “lawful” and it is found that 70 percent of Muslims follow this condition as a standard of their belief (Ozgen, and Kurt, 2013). The term halal is often associated with Islamic regulations related to Muslim product, however in today world Halal should be viewd beyond just a religious regulation instead it should be seen as business opportunity Wan Rusni et al., (2017). Nowadays, the term halal is used in a larger scale, not only limited to food and beverages, but also reflected and

implemented in every aspect of daily life. Jefferey, Chairman of World Travel Market, defines halal tourism as a type of religious tourism that represents allowable activities under the Islamic teachings in terms of behaviour, dressing, conduct and diet (Battour, Battor and Ismail, 2012). In reality, there is no formal definition of halal tourism, but it is accepted predominantly in the Muslim world by Muslims with leisure purposes.

2.2 Intention to Revisit

Intention to revisit represents the focus of this study in halal tourism destination as consumer behaviour research warrants thorough investigation globally and how its implications for both practitioners and staff members. The concept of intent to repurchase comes from behavioural intention. Baker and Crompton in Lin (2014) explain that the intention to revisit is the possibility of tourists to repeat the activity or return to a destination. There are two dimensions proposed; Intention to recommend (desire to recommend to others); and Intention to revisit (desire to return to visit). Timur (2018), Eid and El-Gohary, (2015), Um, Chon, and Ro (2006), found in their study that loyalty is an indicator that can be tied up to intention to revisit and the recommendation for a name and address.

According to Mujihestia et al. (2018), based on previous studies, visitors' intention to revisit can be divided into two dimensions: behavioural dimension and attitudinal dimension. The behavioural dimension represents the consumers' decision to revisit the destination and the attitudinal dimension represents the whole of customers' behaviour, not only their intention to revisit but also the possibilities for them to recommend the destination to others (Bowen & Shoemaker, 1998; Kandapully & Suhartanto, 2000). Behavioural intention can be determined as an individual's planned future behaviour (Shirazi & Som 2013). Behavioural intentions can also be considered as a form of loyalty. Loyalty, as reflected by revisiting intention, has been frequently investigated by researchers of consumer behaviour, including tourism researchers (Baker and Crompton, 2000). Customer loyalty is an important goal for companies since it is a critical component of a company's sustainability.

In line with this idea, Mat Som et al. (2012) highlighted that willingness to recommend a destination is every bit a sign of destination loyalty. In a tourism context, the concept of customer loyalty may be referred to as "destination loyalty" (Aswin Sangpikul, 2017). Essentially, the study on revisiting intention is substantially crucial for tourism businesses and authorities to fundamentally learn better on how to develop effective tourism marketing strategies to build up travel motivation effectively and efficiently as the promotion costs in attracting the existing tourists are certainly less than with first time tourists.

Ensuring loyal tourists to revisit is highly indispensable to generate revenue in tourism destinations as well as reducing marketing expenses. Retaining existing clients is widely admitted to possess a lower cost than obtaining new ones (Thiumsak & Ruangkanjanases, 2016). In line with this, Um et al. (2006) in their study highlighted that many destinations rely strongly on repeated visitations because it is less expensive to retain repeat tourists than to attract new ones. To stress further, Baker and Crompton (2000) illustrate that there are strong connections between consumer loyalty and profitability in the tourism industry. It is mostly believed that satisfaction results in repeated purchase and positive word-of-mouth recommendation, which are the primary indicators of commitment. A routine of subjects has confirmed a significant positive relationship between client satisfaction and commitment/retention (Anderson & Sullivan, 1993; Cronin, Brady & Hunt, 2000). In line with other empirical studies, evidences of tourist satisfaction are a strong indicator of their intentions to revisit and recommend the destination to other people (Yao & Shun, 1990; Ross 1993; Juaneda 1996; Bramwell, 1998; Kozak & Rimmington, 2000; Kozak, 2001; Yoon & Uysal, 2005).

2.3 Islamic Attributes of a Destination

Islamic attributes are crucial for Muslims when choosing their travel destinations (Battour, 2010). Islamic attributes have a positive effect on Muslim tourist satisfaction, the results clearly show that Muslim tourist satisfaction with a halal destination has significant influence on Muslim tourists' satisfaction. According to Battour and Ismail (2016), in Islam, Muslims should travel to different places so that they can praise the greatness and beauty of God. Based on Quranic practices, Muslims must be hospitable and generous towards visitors, therefore, religion is bound to be a very important consideration when a Muslim decides to travel abroad. Bazazo et al. (2017) explore Islamic religious attributes among tourists in Jordan with four dimensions, namely worship facilities, halal, alcohol and gambling free, and Islamic morality. Relating to the study of Battour et al. (2010), which examine the impact of Muslim destination attributes on Muslim tourists' choice in Malaysia, four indicators are adopted; places of worship, availability of halal food, banning of alcohol consumption and gambling, and sexual permissiveness.

The success of marketing destinations for Muslim tourists could be achieved by following Islamic teachings in tourism activities. This study is a test to explore which Islamic attributes of destinations could be used as a base to tailor Halal tourist packages. This is assuming that religion represents one of the important elements in the decision-making process with regard to travel destinations. According to Eid and El-Gohary (2015), it is important to ensure that Islamic religious attributes are available in those destinations.

Rahman (2014) researched on Islamic attributes comprising destination attributes, quality of service, tourist satisfaction, destination loyalty and demographic variables. In his case, it is pertinent to identify the motivational components that influence Islamic tourist's satisfaction and intention to revisit, and recommend as well as formulate strategies to get the Islamic tourism industry in Malaysia. The findings reveal that Islamic attributes and quality of service have significant relationship to Islamic tourist satisfaction and destination loyalty, while destination attributes have no significant impact on the relationship (Hassan 2015). Bazazo et al. (2017) found that Islamic attributes of destination and tourists' satisfactions have significant impact on destination loyalty directly, and tourists' satisfaction has significant impact on tourists' destination loyalty.

In line with this, Mohamed Battour and, Mohd Nazari Ismail (2016) highlighted that motivation in tourism are significantly and positively related to tourist satisfaction. Religion significantly moderates the relationship between pulling motivation and tourist satisfaction, the moderating effect of religion on the relationship between pushing motivation and tourist satisfaction was not supported. To encompass this case, Hassan (2015) asserts that Halal food, prayer facilities, Muslim friendly tour packages, religious affiliated sites, and general morality are factors that directly influence Muslim tourist satisfaction.

Meanwhile, Putra, Hati, and Daryanti (2016) reveal that only traditional values significantly and directly influences customer satisfaction with a halal destination, while Islamic values have no significant influence on customers satisfaction. Islamic value, specifically non-physical Islamic attributes, significantly influence customers' satisfaction only under the moderation of religiosity.

2.4 Experiential value

According to Lewis and Chamber (2000), experience can be suggested as "the full result for the customer from the combination of the environment, goods, and services purchased". However, the definition of customers may be different based on experiences gained through encounters with service providers. In addition, Yuan and Wu (2008) claim that

customers can obtain experiential value of different varieties of experiences. Aswin Sangpikul (2017) suggests that travel experience refers to the exposure of tourists to the tourism environment and the interaction between tourists and service providers, through engagement, involvement, and participation in events or activities at the destination.

In the case of tourism, when tourists have a positive travel experience while visiting the destination, they are more likely to be happy or satisfied with their trip, and later, they may go back to the same destination (Kim and Brown, 2012). As a result, tourists who have positive travel experience with services and destination attributes may spread positive word-of-mouth to their friends or relatives after the trip, and they may be more likely to return to the same destination (Kim & Brown, 2012). According to Aswin Sangpikul (2017), it is found that travel experience is important to island destinations as it is one of the key destination competitive factors and the quality of travel experience is the key factor in driving people to travel to a particular destination (Noypayak, 2001).

Loureiro (2014) pointed out that experience has been considered as a single and differentiated construct since the 1990s. The definition of experience by the Oxford English Dictionary is “An event or occurrence which leaves an impression on someone”. The first person who studied the concept of consumer/tourist experience was Mihaly Csikszentmihalyi, a psychologist. He described how experience can provide a sense of enjoyment and be cherished for a long time, until finally becoming a landmark in the memory hence he called this “optimal experience” (Csikszentmihalyi, 1975). Later, Csikszentmihalyi applied his insights to consumer behaviour, claiming that consuming is a process of exchange for existential or experiential rewards.

It has also been pointed out that travel experience is an important factor that may influence tourist satisfaction and the desire to return. When visiting a destination, there are several attributes of destination or features that may create tourists’ travel experience of the destination. To sum up, this explains that travel experience is an important factor that may influence tourist satisfaction and the desire to return. In contrast, if a destination has successfully attracted tourists, but they fail to have enjoyed trips or good travel experiences at the destination, it is unlikely that they will revisit the destination or recommend it to others (Bramwell, 1998).

Given past studies that examine the relationships between travel experience, tourist satisfaction and destination loyalty (Ekiz and Khoo-Lattimore, 2014; Kim and Brown, 2012; Martin et al., 2013), scholars have not deeply investigated these relationships in the context of halal tourism. Indeed, in the case of Islamic attributes destination, they have only examined the influence of travel experience on tourist satisfaction and destination loyalty.

2.5 Satisfaction

In the tourism industry, there are empirical evidences that tourist’s satisfaction is a strong indicator of their intentions to revisit and recommend the destination to other people (Yao and Shun, 1990; Ross 1993; Juaneda 1996; Bramwell, 1998; Kozak & Rimmington, 2000; Kozak, 2001; Yoon & Uysal, 2005). Tourists are more likely to come back to the same terminus, and are more willing to share their positive traveling experience with their friends and relatives.

Tourist satisfaction with the attributes of destination also highly influenced destination loyalty. It is found that tourist satisfaction had a bigger effect on tourist loyalty than destination image. In the instance of a theme park in Orlando (USA), Kim, Holland, and Han (2013) found that destination image had a direct relationship with destination loyalty through satisfaction as a moderating variable. The survey indicates that destination image and satisfaction are important variables influencing tourist loyalty at the theme park. In the context of Hainan

Island, (China), Sun, Chi and Xu (2013) find that destination image significantly affect satisfaction, which in turn influence Chinese domestic tourists' destination loyalty.

Baker and Crompton (2000) investigate the relationship between quality, satisfaction and behavioural intentions in a festival context. The research discovers that quality of performance influences satisfaction; but satisfaction does not fully mediate the effect of quality on behavioural intentions. In particular, quality has a stronger effect on behavioural intentions than satisfaction; suggesting that high performance and quality encourage participants to be more loyal (e.g. Giving back and spreading positive word-of-mouth about the festival). Rajaratnam et al., (2015) studied the direct issue of destination quality on tourist behavioural intentions at rural tourist destinations in Malaysia. It was disclosed that the destination quality of rural tourism destinations had a substantial positive influence on tourist satisfaction which in turn significantly influenced behavioural intentions. Moreover, the survey revealed that tourist satisfaction was an important variable mediating the effect of rural destination quality on behavioural intentions.

Deng and Chad (2011) examine the similarities and divergences in the impact of past experiences on perceived value, overall satisfaction, and destination loyalty for visitors and residents attending the National Cherry Blossom Festival (USA). It is found that the visitor group was different from the resident group in terms of perceived value, overall satisfaction, and destination loyalty. The survey also brought out that overall satisfaction mediates the effect of perceived value on destination loyalty for first-time and repeated visitor groups, irrespective of past experience perceived quality (Baker & Crompton, 2000; Rajaratnam & Nair, 2015), and travel experience (Deng & Chad, 2011).

The present study analyses the relationship of Islamic attributes of a destination with experiential value, Muslim tourist satisfaction and Muslim intention to revisit. This study focuses on international Muslim tourists visiting Indonesia. The framework is shown as below;

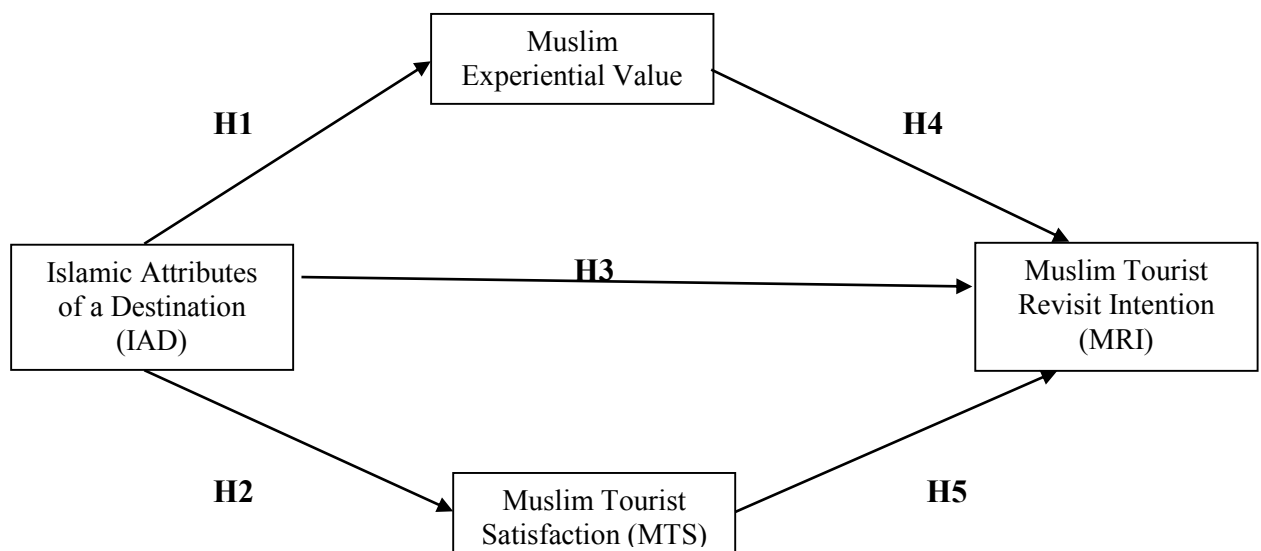


Figure 1: Conceptual Framework

From the prior study, the hypotheses generated from this study are:

H1: Islamic attributes of a destination has significant relationship on Muslim experiential value.

H2: Islamic attributes of a destination has significant relationship on Muslim tourist satisfaction.

H3: Islamic attributes of a destination has significant relationship on Muslim revisit intention.

H4: Muslim experiential value has a significant relationship with Muslim revisit intention.

H5: Muslim tourist satisfaction has a significant relationship with Muslim revisit intention.

3.0 Conclusion

The finding of this study would lead to a significant contribution to the existing body of knowledge which is reached by the testing and subsequent confirmation of Islamic attributes of a destination and Muslim experiential value with mediating roles of Muslim tourist satisfaction on Muslim intention to revisit. This study has wide applications for Indonesia's government policies, strategic business plans and the tourism industry as they will provide insight on Muslim tourist satisfaction. This study enables the government and tourism business to understand the character of Muslim tourists and their personalities when addressing the most viable strategies to achieve Muslims intention to revisit. It would contribute to increase Islamic attributes of a destination and Muslim experiential values.

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