



The Relationship Between Islamic Attributes Destination and Service Quality on Destination Loyalty with Tourist Saisfaction as Mediating Variable

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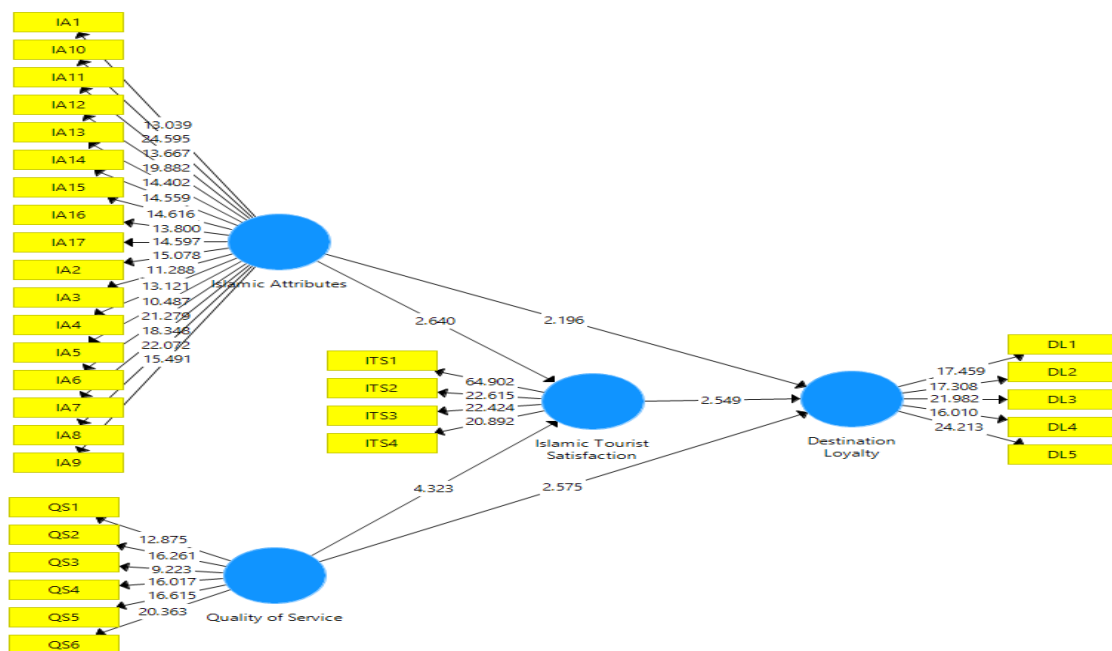




Research Highlights

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 self survey was implemented as the means to attain the primary data among the 160 Malaysian Muslim tourists visiting the Padang city . The sample of 119 usable responses were collected from the 160. To analyze the model, Partial Least Squares structural equation modeling was utilized. The statistical outcomes established the positive and significant influence of the service quality, the Islamic attributes and the tourist satisfaction on destination loyalty. The results also established that tourist satisfaction were positively and significantly influenced by the service quality and the Islamic attributes. Along with it, tourist satisfaction mediated significantly in the relationship between the Islamic attribute, the service quality and the destination loyalty among the Malaysian Muslim tourists visiting in Padang city.

Graphical Abstract





Research Objectives

This research study utilizes four variables as stated; quality of the service, the Islamic attributes, Islamic attributes of the destination, the tourists satisfaction and destination loyalty. Therefore, this research study objectives :

- 1 : Analyze the effect of Islamic attributes on destination loyalty among Malaysian Muslim tourists visiting Padang city
- 2 : Analyze the effect of quality of service on destination loyalty among Malaysian Muslim tourists visiting Padang city
- 3 : Analyze the effect of Islamic attributes on tourist satisfaction among Malaysian Muslim tourists visiting Padang city
- 4 : Analyze the effect of quality of service on tourist satisfaction among Malaysian Muslim tourists visiting Padang city
- 5 : Analyze the effect of tourist satisfaction on destination loyalty among Malaysian Muslim tourists visiting Padang city
- 6 : Analyze the Tourist satisfaction as mediates significantly in the relationship between Islamic attributes and destination loyalty among Malaysian Muslim tourists visiting Padang city
- 7 : Analyze the tourist satisfaction as mediates significantly in the relationship between quality of service and destination loyalty among Malaysian Muslim tourists visiting in Padang city

Methodology

The empirical investigation of the Malaysian Muslim travelers visiting the Padang city was used as the basis for this research study. Preceding authenticated scales were utilized to measure all the variables with the aim to attain the valid and reliable measures of the same. Ranging from strongly disagree (1) to strongly agree (5), the 5 point Likert scales were used to measure all the items. The questionnaires were first formulated in English language and then was translated to the Bahasa Malaysia language. The potentials to occur errors due to the result of the multiple translation of the questionnaires was minimized via the use of only two languages. Data comparability and construct equivalence were ensured due to the minimization of the diversity if the languages (Johnson et al, 2001). Malaysian Muslim travelers traveling to Padang city were encompassed in the targeted population of the





research study. The research study had been restricted to the sample due to the cost constraints, time constraints and the constraints of the difficulty to attain all the respondents (John W.Cresswell, 2009) The research study was conducted from February – April 2018, and the data were collected via drop and pick survey. The study utilized the purposive sampling method with 119 respondents participating in the conducted survey. Partial Least Squares-based Structural Equation Modeling (PLS-SEM) was applied to analyze the collected data (Hair et al, 2014)

Results

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. This result support study (Loi et al., 2017), (Mohamad et al., 2011), (Khan et al., 2013)

Findings

Therefore, it is important for countries to build 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 tourists(Yuliviona et al., 2016)

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