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Research paper

The Effect of Islamic Attributes and Quality Service on Satisfaction Toward Muslim Tourist Visit to Padang City Indonesia

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Abstract

This study aims to examine the influence of Islamic attributes and quality service to the satisfaction of Muslim tourists visit of Padang city Indonesia. The study was conducted on 100 Muslim tourists with purposive sampling technique. Data analysis techniques in this study through two general stages, namely measurement model and structural model, these two stages will be analyzed using software smart PLS 2.0M3. The results showed that the Islamic attributes and quality service have a positive and significant influence on the Islamic tourist satisfaction of foreign tourists visiting in Padang city.

Keywords: *Islamic Attributes; Quality Service; Satisfaction.*

1. Introduction

Tourism is a strategic industry that has become one of the largest industrial sectors in the world today, this is because the countries in the world get foreign exchange from their tourism sector. In the Indonesian national scope, the tourism sector is considered a potential sector in the future. The contribution of the tourism industry in the economy in 2016 to the national economy (GDP) of 4.01%, foreign exchange generated by tourism of US $ 10.69 billion and the number of workers in the field of tourism as much as 10.3 million people (1)

The global tourism market industry is currently increasingly focused on working on the niche needs of the tourist market, one of which is halal tourism. The potential of the Muslim market becomes an alternative *niche* tourism market in several countries in the world. Judging of the value of *expenditure*, the global Muslim market tour is worth USD 142 billion (excluding Hajj and Umrah) or 11% of the total global tourist market. By 2020 it is estimated that Muslim market travel expenses reached USD 233 billion, with the number of tourists reaching 150 million people.

Padang City as the capital of West Sumatera province is the main gateway of the tourists who visit West Sumatra has a promising economic opportunities from the tourism sector because it has a natural beauty, culture, culinary and customs besides the concept of halal tourism with the philosophy of the people of West Sumatra is known with "Adat Basandi Syarak, Syarak Basandi Kitabullah" which means custom based or sustained by Shari'a of Islamic religion which is based on the Shari'a also Al-Qur'an and Hadist (FGD Tourism and Regional Economic Improvement 2016).

Halal tours can be guided by observing the teachings of Islam in tourism activities based on Al-Qur'an practice guidelines, Islamic tourists should be friendly and generous to tourists (2). Islamic attributes are factors that include Muslim needs such as providing Islamic dress codes (3) halal food and halal beverages (4) and availability of prayer facilities and prayer venues (5) . In addition, the factors that become the assessment of tourists to make the decision to visit in general need to be considered by the tour manager. Yuliviona (1) concluded that there are several factors that become the assessment of tourists to make travel decisions to Mandeh tourist destinations is information, location, facilities and infrastructure, and comfort.

Here is the number of domestic tourists and visiting Padang from 2011 to 2016

Table 1. Number of Foreign and Domestic in Padang Year 2011-2016

Year	Number o Tourist	
	Foreign	Domestic
2011	47.609	2.252.336
2012	139,119	2,965,807
2013	53,057	3.001. 306
2014	54,967	3,199,392
2015	57,318	3,298,454
2016	58,903	3,682,820

Source: Tourism, Culture Department of Padang City (2017)

Attribute destination is an important thing that affect the satisfaction of tourists and cause consumers to be loyal, attribute goals can create a positive image to increase the level of tourist visits. Quality services are customer ratings and this is a key tool in the business industry. Every tourism industry should pay attention to improving service quality, if the tourism industry fails to provide quality services, then the customer will switch to another destination (6). From the results of the initial survey conducted on foreign tourists who visited their attraction states that the lack of availability of mosques or mosques and worship facilities, environmental problems that are less clean, especially relate to places of worship and cleanliness in Islam is very important, because cleanliness is part of from faith, and there is no special transportation to the sights, this can be seen in table 2 below.

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Table 2. Table Preliminary Survey Of Foreign Tourists Who Visited Attractions in Padang

No	Representation	Satisfied	Dissatisfied
1	Availability Mosque / Mosque	5	25
2	Availability Eat And Drink Kosher Tourist Location	30	0
3	Existence Of A Convenient Transportation Access To The Sights	12	18
4	Rich Will Be A Lot Of Beautiful Scenery	16	14
5	Clean And Orderly Tourist Destinations	11	19
6	Tour Managers Willing To Help Visitors When There Is A Problem.	13	17

Source: Pre Suve (2017)

Every tourism industry should pay attention to improving service quality if the tourism industry fails to provide quality customer service, then the customer will switch to another destination (6).
The purpose of this research is to analyze the influence of Islamic attributes and quality service to the Islamic tourist Satisfaction of foreign tourists who visit in Padang city.

2. Literature Review

2.1 Tourist Satisfaction

Satisfaction*(satisfaction)* is feeling disappointed or pleased perceived by a person, arising from comparing the performance of the resulting products to the expectations of buyers (7). Satisfaction is a full-time evaluation in which the chosen alternative is at least equal or exceeds the customer's expectation, while dissatisfaction arises when the outcomes do not meet expectations (8). The satisfaction of the tourists is the comparison between tourist instruments offered with the performance of tourist instruments perceived by tourists (9). If it is below expectations, tourists are not satisfied, if the performance meets expectations, tourists will be satisfied, if the performance exceeds expectations of tourists are very satisfied and will inform the tourist destinations through "*word of mouth*" or other social media.
The satisfaction of tourists is an important component in the tourism industry to increase the number of tourist visits and increase national income. The tourism industry is focusing on increasing the satisfaction of tourists who will affect loyalty to one tourist destination (9).
The satisfaction of tourists is one of the main elements in the effort to retain existing tourists or to attract new tourists.
Yuksel *et al.*(10) measures the level of satisfaction with three items, among others:
Relating to the pleasure or not of tourists to their decision visit tourism destinations.
The belief that choosing a related destination is the right thing.
The overall level of satisfaction during a trip to a tourist destination.

2.2 Islamic Attributes

Attributes of Islam is one of the important things in meeting the needs of Muslim tourists who travel to a tourist attraction. The Islamic attributes of the satisfaction of tourists is very important to be based on the explanation of the Halal tourist package. In Islam, Islamic tourists should visit different locations to praise the beauty, greatness and creation of Allah SWT based on the guidelines on the practice of Al-Quran, Islamic tourists Islamic tourists should be friendly and generous to tourists (2).
Islamic attributes are factors that include Muslim needs such as providing halal food and beverages, complete worship facilities and other supporting facilities (3). Tourists who have enjoyed Islamic attributes will feel satisfied and want to revisit the sights or a powerful driver to travel travelers to a tourism destination once again.
Batour (5) in his research said Muslim tourists are required to follow the teachings of Islam that directly or indirectly impact on their decisions about the importance and opportunities of tourism. Assuming that religion affects the tourist destinations of Muslim tourists, it is important to ensure that the Islamic provisions in tourist services are met. This can provide the satisfaction of travelers

2.3 Quality of Service

Quality of service or Quality is the overall characteristics and characteristics of a product or service in terms of its ability to meet the needs that have been determined or latent (11). Service is any action or activity which may be offered by a party to another party, which is essentially intangible and does not result in any ownership (12). Quality of service as a measure of how good the level of service provided is able to match customer expectations (8).
Quality of service is very important along with the development of several variations of the necessities of life offered. Society as a consumer no longer act as an object, but has become a decisive subject in assessing the quality of services / services a company. Better service quality, which satisfy consumer / customer is the first step of the company's success in the future (13).

2.4 Previous Research

From previous research conducted by Rahman (14) concluded that Islamic Attributes, Destination Attributes, and Quality Of Service positively influence the Tourist Satisfaction. Battour (15) says that Islamic Attributes, Destination Attributes, and Quality Of Service have a positive effect on Tourist Satisfaction. Further research conducted by Puspa (16) states that the quality of service positive effect on satisfaction and its impact on loyalty and words of mouth. Farahdel (2) who said that Islamic attributes have a positive effect on the satisfaction of Muslim tourists.

2.5 Framework for Thinking

Based on literature review, previous research and research objectives, the frame of thought in this study can be seen in Figure 1

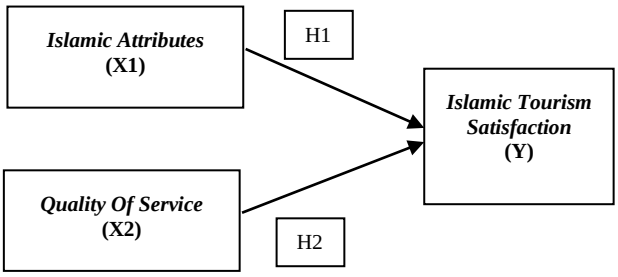


Figure 1. Framework for Thinking

2.6 Hypothesis Research

Hypothesis in this research are:
H1: *Islamic attributes* have an effect on *islamic tourist Satisfaction* of foreign tourists visiting the city of Padang.
H2: *Quality service* influence to *islamic tourist satisfaction* Foreign tourists who visit in Padang city.

3. Research Methodology

3.1 Types and Sources of Data The

The data used are primary data taken through questionnaires and interviews with respondents are foreign tourists who visit the city of Padang. Secondary data obtained from the agencies related to this research namely the Central Bureau of Statistics (BPS) of West Sumatra Province, West Sumatra Tourism Office and Tourism Office of Padang City.

3.2 Population and Sample

The population in this study are all tourists visiting some of the mainstay attractions in the city of Padang. Sampling method used is *purposive sampling* that is choosing sample with certain consideration that is:
1. Tourists who visit the tourism object in Padang City.
2. Gender-male and female tourists aged over 15 years. In this study the number of samples using the formula Slovin Umar(17) with the number of 100 foreign tourists.

4. Research Variables / Variables Observed / Measured

4.1 Dependent Variable (Y)

4.1.1 Islamic Tourist Satisfaction

According to Yuksel *et al.*(10) measures the level of satisfaction with three items, among others:
1. Related to the pleasure or not of tourists to his decision to visit tourism destinations.
2. The belief that choosing a related destination is the right thing.
3. The overall level of satisfaction during a trip to a tourist destination.

4.2 Variable Independent (X)

4.2.1 Islamic Attributes (X1)

Dimensions of Islamic Attributes by Battour (18) include:
1. Availability of places of worship
2. Availability of worship facilities
3. Availability of halal food and beverages
4. The presence of Pray or Qibla directions

4.2.2 Quality of Service (X2)

According Parasuraman in the study of SERVQUAL (1988) in Tjiptono(8) there are five dimensions that can be a determinant of the quality of service, namely:
1. (Tangibles), namely the appearance of physical facilities, equipment and various communication materials are good, attractive and well groomed.
2. Reliability, namely the ability to deliver services as promised, reliable, accurate and satisfactory.
3. Responsiveness (Responsiveness), the ability of employees and employers to help customers and provide services quickly and to hear and resolve complaints from consumers.
4. Assurance and Assurance (Assurance), namely in the form of knowledge, courtesy and ability of employees to generate confidence and trust in the promise that has been presented to the consumer.
5. Emphaty (), ie the employee and employee's willingness to communicate well, caring to give personal attention and understand the needs of the customers

4.3 Research Model

This research is a joint research *explanatory* and confirmatory using descriptive analysis model referring to raw data into a tabular form of easily understood data. Calculation of respondents' answers that have been measured using Likert method. The quantitative model uses the *measurement model* and the *structural model*. Both of these stages will be analyzed using *PLS software smart* 2.0M3.

4.4 Data Analysis Method Data

Analysis techniques in this study through two general stages, namely *measurement model* and *structural model*. Both of these stages will be analyzed using *software smart PLS* 2.0M3. The reason for *using software* this in research because the research model used is complex with multi dimension and consists of many indicators (19). Instrument testing *(measurement model) is* needed to ensure the accuracy of the measurement results of research variables used so as to improve the scientific quality of writing (20). After conducting instrument testing, structural model testing *(structural model)* also needs to be done to test all hypotheses proposed, so the problems in this study can be answered.

5. Results and Discussion

5.1 Test Results Validity and Reliability

Instrument validity for indicators in reflective constructs is evaluated on the basis of *convergent* and *discriminant validity* of the indicators *run* by using *smart PLS software* 2.0 M3. **RESULT** *Convergent validity is* judged by the *outer loading* of the item score or the indicator *(component score)* with the construct score. *Convergent validity is* used to determine the validity of each relationship between the indicator and the latent construct (indicator). Convergent validity is said to be high if the value of *loading* or correlation of indicator scores with construct scores above 0.70 (Chin in Ghozali,(19). The indicator *loading* is less than 0.70 *dropped from* the analysis and *reestimated*.
The *outer loading value* of each indicator at the beginning of the instrument test still shows an invalid result. In the initial instrument test, 6 invalid indicators at the level *first order* and 1 invalid indicator at the level *second order* had anvalue *outer loading* below 0.50. The indicators are all deleted and then the data is*run* reuntil the second reestimation. From the results of the second reestimation test instrument, all indicators already have an value *outer loading* above 0.50. However, the convergent validity in this case still needs to be tested by looking at the AVE *(Average Variance Extracted) value.* Table 3 below shows the AVE values of the initial instrument test results up to the third reestimation.

Table 3. AVE Value

Dimensions / Variables	AVE Beginning	AVE Reestimation 1	AVE Reestimation 2
Islamic Attributes	0.500589	0.610062	0.609299
Quality of Service	0.474613	0.545015	0.544562
Islamic Tourism Satisfaction	0.476792	0.477073	0.578285

Source: Data Smart PLS 2.0 M3Output (2018)

In table 3 above the AVE value on the results a second reestimation test shows that all dimensions and variables already have the required AVE values (> 0.50). This indicates that all the remaining indicators in the test results of this eighth reestimation instrument have met the convergence validity test.
In the next step the researcher performs discriminant validity test. *Discriminant validity is* used to indicate that a latent construct or variable predicts the size of their block is better than the size of the other block. *Discriminant validity* can be seen from the value of *cross loading*. The correlation value of the indicator to the con-

struct must be greater than the correlation value between the indicator terebut with other constructs. The value of *cross loading* shows the correlation score of each indicator to the dimensions and variables are already greater than the correlation of the indicator scores to other dimensions and to other variables. This indicates that this research has fulfilled the *rule of thumb* of the value *cross loading* required.

Another way to measure *discriminant validity* is to compare the roots of the AVE of a construct must be higher than the correlation between latent variables (21). AVE Root Value and correlation between constructs can be seen in table 4 below.

Table 4. AVE Roots and Latent Variable Correlations

	Islamic Attributes	Quality of Services	Islamic Tourism Satisfaction
Islamic Attributes	0.780576		
Quality of Service	0.573007	0.737944	
Islamic Tourism Satisfaction	0.424061	0.676885	0.760451

Source: Data Smart PLS 2.0 M3Result (2018)

Table 4 above shows that all variables has a higher correlation value to its own variable than to other variables (see bold numbers). This shows that the research model has met the discriminant validity test, so that further reliability test is done.

Test Reliability is performed to determine the extent to which the measurement tools have accuracy and accuracy of consistent measurements over time. According to Chin in Ghozali (19), an indicator is said to have good reliability if the value of *composite reliability* is greater than 0.70. Table 5 below shows the value of *composite reliability* to test the reliability of the research instrument.

Table 5. Composite Reliability

	Composite Reliability
Islamic Attributes	0.857355
Quality of Service	0.942380
Islamic Tourism Satisfaction	0.803911

Source: Data Smart PLS 2.0 M3Result (2018)

Table 5 above shows that all the variables tested in this study meets *the rule of thumb* value *composite reliability* the required, which is more great from 0.60. This indicates that all indicators in this study have fulfilled the validity and relative measurement test as the basis of instrument testing to perform structural model testing in the next step.

The structural model is evaluated using *R-Square* (R^2) for the dependent construct and the value of significance determined by the statistical t value of the p value. The value of each path coefficient can be seen from thevalue *original sample* between the constructs. The depiction of the research structural model along with the coefficient value of each path and the value of R^2 of the dependent construct are shown in table 6 and table 7 below. The value of R^2 indicates the magnitude of the variant which can be explained by the independent variable.

5.2 Hypothesis Test Results

Value of the coefficient *path* or *inner model* shows the level of significance in testing the hypothesis. The score of the coefficient *path* or *inner model* shown by the T value *statistic* must be above 1.96 for the hypothesis *two-tailed* with $\alpha = 0.05$ and above 1.64 for the hypothesis *two-tailed* with $\alpha = 0.10$ (22). Table 7 shows the significance value of all hypotheses tested in this study.

Table 7. Total Effects (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (| O / STERR |)
IA -> ITS	0.412699	0.409623	0.059644	0.059644	6.919352
QS -> ITS	0.416603	0.425460	0.070074	0.070074	5.945208

Source: Data *Smart PLS 2.0 M3* (2018)
***)** Significant at p <0.05 *(two-tailed)*

The relationship of influence of variable of *Islamic attributes* to *Islamic tourism satisfaction* showed positive direction (0.412699) and significant at $\alpha = 0.05$ with statistic value **6.919352 > 1.96 .** This finding answers the purpose of the first study that tested *Islamic attributes* to *Islamic tourism satisfaction*. The first hypothesis is supported, because statistically *Islamic attributes* have a significant effect on *Islamic tourism satisfaction* at the confidence level p <0.05.

The relationship test between variables showed that the influence of variable *Quality of Service* to *Islamic tourism satisfaction* positive (0.416603) and significant at $\alpha = 0.05$ with statistic value **5.945208 > 1.96.** This finding answers the purpose of a second study that examined the *Quality of Service* against *Islamic tourism satisfaction*. This second hypothesis is supported, because *Quality of service* has significant effect on *Islamic tourism satisfaction* at confidence level p <0.05.

Table 6. Conclusion Testing Hypothesis

Hypothesis	Statement Hypothesis	Results
H1	Islamic attributes affect the islamic tourist satisfaction of foreign tourists who visit the city of Padang	Supported *
H2	Quality service influence on islamic tourist satisfactionof foreign tourists who visit the city of Padang	Supported *

Source: Hasil Olah Data *SmartPLS* 2.0 M3 (2016)
Note: Testing is done at the significance level of test two-tailed
***)** significant at p <0.05

Hypothesis testing results in research found that Islamic Attributes have positive and significant influence on islamic tourist satisfaction of foreign tourists who visit in Padang city. The results of this study are also in line with research conducted by Rahman (14), Battour (15), Farahdel (2) which concluded that Islamic Attributtes have a positive effect on Tourist Satisfaction. The implication of this research is with the attention of the manager to the Islamic Attributes on the tourist object it will add to the attraction and the desire of tourists to visit the attraction again.

5.3 Quality service influences the islamic tourist satisfaction of foreign tourists visiting the city of Padang

Based on the results of the analysis is known that the quality service has a significant influence on the Islamic tourist satisfaction of foreign tourists visiting the city of Padang, this influence is positive this means that the better the quality of services provided to tourists visiting the city of Padang, the higher the level of customer satisfaction. This is consistent with research conducted by Battour (15), Farahdel (2), Rahman (14) and Puspa (16). The implication of this research is that there are five dimensions of service quality determinant that should be the attention of tourism object managers in Padang city to increase the satisfaction of foreign tourists who visit in padang city that is Tangible, Reliability, Responsiveness, Assurance and Empaty.

6. Conclusion

The conclusion of this research are

1. Islamic Attributes have positive and significant influence on Islamic tourist Satisfaction of foreign tourists who visit in Padang city.

2. Quality Service positively and significantly influence on Islamic tourist Satisfaction of foreign tourists who visit in Padang city

Suggestion given in this research are

1. In order for the management of tourism object more attention to Islamic Attributes and Quality Service because this variable one of the variables that determine satisfaction Tourists to visit
2. Further research in order to investigate in more detail on dimensions f service quality dimension, among these dimensions which are more dominant Affects the satisfaction of the console, as well as the Islamic variable Attributes.

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