The Influence of Destination Image and Islamic Value on Perceived Value and Satisfaction (Survey on Moslem Tourist of Halal Tourism in Banyuwangi)

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1. Introduction

In its development in Indonesia, tourism is the main object that is aimed at by Generation Z as a refreshing destination to relieve fatigue after many days of work. Tourism is a travel activity to get pleasure, seek satisfaction, know something, improve health, enjoy sports or resting, carry out tasks, make pilgrimages, and others (James, Spillane, 1982). Nowadays, many people make tourism their hobby, making tourism fun and routine activity that must be done as part of increasing scientific knowledge, and increasing cultural awareness of the existing ethnic and cultural diversity. Tourism is also widely used by people as a stress reliever and can provide a relaxing effect for some people, especially urban people who miss and look for the beauty of nature after being busy with various activities in the city.

Tourism is one of the largest service industries in the world and one of the economic sectors that are very strategic in causing a multiplier effect, either directly or indirectly, thus providing benefits in increasing a country's foreign exchange. Thus, the regions have a large enough opportunity to introduce their tourism potential so that they can attract tourist visits both locally and internationally (Ciptosari, 2015). In Indonesia, halal tourism has started to develop, this can happen because more and more tourists are starting to enjoy halal tourism. This should immediately be reviewed more deeply about matters that will later be related to aspects that make halal tourism attractive to visitors, halal tourism in Indonesia needs to get special attention from the government, which will later become a valuable asset for a company in that area. The expectations and assessments held by visitors need to be analyzed in depth, considering that halal tourism is a unique touch that is labeled on a tour for visitors. It is important for government and company stakeholders that in its development, halal tourism will increase significantly by taking into account the various halal values contained in it.

One of the areas that are now starting to develop itself as an area with Halal Tourism is Banyuwangi Regency, which for the last 2 years, precisely on 17-22 October 2017, has been designated as a tourist place with halal tourism, specifically on Santen Beach, Banyuwangi Regency. Banyuwangi has a variety of tourist destinations, ranging from mountains, forests, and beautiful beaches, and the island of Santen which is now known as halal tourism is one of the tourism destinations in Banyuwangi Regency.

Keywords: Destination Image; Islamic Value; Perceived Value; Satisfaction; Halal Tourism
According to (Lasaroeddin, 2018), where the results of the study show that there is a positive influence of Destination Image, Trip Quality, and Perceived Value on the satisfaction of tourists to return to visit. The formation of halal tourism can be influenced by various variables in maximizing the sharia concept in halal tourism. Research conducted by (Sulistiyowati, 2018), shows that the Travel Motivation and service quality variables have a significant effect on visitor satisfaction, while the Destination Image variable does not show a significant effect on visitor satisfaction. Therefore, the test results from this study state that two independent variables support the hypothesis and one variable that does not support the hypothesis. The purpose of this research is to investigate and analyze the Effect of Destination Image and Islamic Value on Perceived Value and Satisfaction (Survey on Moslem Tourist Of Halal tourism in Banyuwangi).

2. Theory

2.1. Tourism

Tourism is a traveling activity that is carried out temporarily from the original place of residence to the destination area because it is not to settle or make a living but only to fulfill curiosity, spend leisure time or holidays, and other purposes (Mayer, 2009).

2.2. Sharia Tourism

The term sharia began to be used in Indonesia in the banking world in 1992, which later developed into other sectors, namely sharia insurance, sharia pawnshops, sharia hotels, and sharia tourism. The term sharia tourism in other countries uses different terms, such as Islamic tourism, halal tourism, and halal travel (Adinugraha et al., 2021). Regarding the definition of sharia tourism, (Siregar, 2018), argues that the definition of sharia tourism is broader than religious tourism which is defined as tourism based on Islamic values. The Ministry of Tourism (Adinugraha et al., 2021) defines sharia tourism as an activity that is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments that comply with sharia provisions.

2.3. Destination Image

(Kotler, 2000), define an image as The set of beliefs, ideas, and impressions a persons holds regarding an object. People's attitudes and actions toward an object are highly conditioned by that object's mage. When associated with tourists, it is not much different from the opinion of (Zhang, 2015) who states that image is a picture of an overarching impression made in the mind of tourists. Thus it can be concluded that the definition of image is a comprehensive picture of a person or tourist about a product.

2.4. Islamic Value

According to (Priansa Alma, 2014), Islamic marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders, which in the whole process is following the contract and the principles of the Qur'an and Hadith. Meanwhile, according to (Fauziah, Utin. Hairida. Dan Melati, 2013), marketing in Islamic business is an activity based on mutual pleasure and grace between the seller and the buyer in an activity in a market. Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing the value from the initiator to its stakeholders, which in the whole process is following the contract and the principles of muamalah (business) in Islam (Hermawan Kartajaya, 2006). Another definition of Islamic Value Marketing is all activities carried out in business activities in the form of value-creating activities that allow the perpetrators to grow and utilize benefits based on honesty, fairness, openness, and sincerity according to a process that is principled in the Islamic muamalah contract (Amrin, 2007).

2.5. Satisfaction

According to Kotlera and Keller (2013), satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (or outcome) to their expectations. According to Irawan (2008), there are five driving factors related to the level of customer satisfaction with products and services, the five driving factors are:

- Product/service quality, consumers will feel satisfied if the results of their evaluation show that the products they used are high quality.
- Quality of service, consumers will be satisfied if they get the service that is as expected, especially in the service industry.
- Emotionally, consumers will feel proud and gain confidence that other people will admire the consumer.
- Price, products that have the same quality but are set at a relatively cheap price will provide a higher value to consumers.
- Cost, Consumers do not need to incur additional costs or do not need to waste time to get a product or service.

3. Research Method

Type of Research: In essence, this research is a form of explanatory research. Based on the problem formulation and research objectives, the type of research used is descriptive research. This study uses a quantitative approach with associative methods and the distribution of questionnaires to consumers and customers encountered.

Location: The location of this research will be carried out on halal tourism on Santen Island, Banyuwangi Regency.

Population and Sample: The population is the entire research subject (Arikunto, 2006). The population in this
study were all tourists in halal tourism in Banyuwangi Regency.

The number of samples in this study using the sample size in this study was determined using the Machin and Campbell, (1989) formula. The use of this formula is because the research population is not yet known. The formula for calculating the number of samples is as follows:

\[ n = \frac{(Z_{\alpha/2}^2 \sigma^2 + 9)}{U_p^2} \]

\[ U_p = \frac{1}{2} \ln \left( \frac{1 + r}{1 - r} \right) + \frac{r}{2(n-1)} \]

Based on the consideration that if the lowest \( p \) value that is expected to be obtained through this research is \( p = 30 \), where \( Z_{1/2} \) using \( \alpha = 5\% \) then \( Z_{1/2} = 1.96 \). Where found a sample calculation of 189 visitors with the following calculations:

\[ U_p = \frac{1}{2} \ln \left( \frac{1 + 0.30}{1 - 0.30} \right) = 0.309 \]

\[ N = \frac{(1.96 + 1.96)^2}{(0.309)^2} + 28 = \]

\[ 188.936 = 189 \]

The sampling used in this study is accidental sampling, which is a sampling technique based on chance, i.e. any respondent who coincidentally meets the researcher and is included in the population category, can be used as a sample or data source (Sugiono, 2011).

**Data Collection Methods:** This study was divided into two parts, namely, the first part was the respondent’s identity question. The second part is a statement of all variables using a closing statement and a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals in their groups towards the social phenomena they experience (Sugiyono, 2013). In this study, the researchers used 4 indicators, namely Destination Image, Islamic Value, Perceived Value, and Satisfaction with the format:

- Strongly Disagree: Score 1
- Disagree: Score 2
- Agree: Score 3
- Agree : Score 4
- Strongly Agree: Score 5

In this study, a questionnaire was distributed by contacting several whatsapp contacts owned by the researcher from some contact information provided by several people. The distribution is through information posted on the researcher's social media, ranging from whatsapp status, Instagram, Facebook, and others that allow all to help in finding the right sample in filling out the questionnaire that has been created and has been distributed then spread the questionnaire online via google form with link address below.

https://docs.google.com/forms/d/1UkylbqCiCSDo7ejop 94cOEVOole3Hhio1_wS-aUf1_0/edit

Which is filled by the majority of the Banyuwangi Community and several people outside the Banyuwangi area who have visited halal tourism in Banyuwangi for approximately 1 month starting from April 28, 2020 - May 22, 2020.

**Analysis Techniques:** Descriptive statistical analysis was used to describe the characteristics of the respondents and the distribution of items for each variable. The data collected will be edited and tabulated in a table, then the data that has been obtained is interpreted in the form of numbers and percentages.

**And the Inferential Statistical Analysis Technique** is used to analyze the sample data and the results are applied to the population. This study uses statistical inferential analysis in the form of partial least squares or PLS analysis. To test the five hypotheses proposed in this study, each hypothesis will be analyzed using WARP PLS 7.0 software to test the relationship between variables. The advantages of PLS in this study are:

- PLS (Partial Least Square) can be used to analyze theories that are still considered weak.
- PLS is suitable for research with large or small sample sizes (Hair, et al., 2014) so that it is relevant for research.

The WarpPLS method can perform indirect effect testing equipped with 3 (three) segments. WarpPLS facilitates testing of mediating variables which are usually in other software using the Sobel test.

**4. Results**

the original sample and \( p \)-value data. The decision rules for hypothesis testing are as follows: When the significance value is less than 0.05 or (\( p \)-value <0.05) then the hypothesis is nil or rejected (Dimitrios et al., 2013) and if the Original Sample value is positive then it is said to have a positive effect and if the Original Sample result is negative then said to have a negative effect (Ghozali, 2009).

Hypothesis testing in the Warp PLS version 7 analysis uses .

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<th>Relationship between variables</th>
<th>Original Sample</th>
<th>( p ) value</th>
<th>explanation</th>
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Tabel 4.1 Hypothesis Testing Result

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The table above shows that of the 5 hypotheses proposed, there are 4 accepted hypotheses. The following hypotheses are accepted: Destination Image has a significant positive effect on Perceived Value (H1), Destination Image has a significant positive effect on satisfaction (H2), Islamic Value has a significant positive effect on Perceived Value (H3), Islamic Value has a significant positive effect on Satisfaction (H4), and Perceived Value has a significant positive effect on Satisfaction (H5). Based on the results of the Warp PLS analysis using the theory that when the significance value is less than 0.05 (p-value < 0.05), one hypothesis is declared null or rejected (Field, 2013), which is presented in the table above.

5. Discussion and conclusion

This study revealed several interesting findings, where four hypotheses were declared to have a significant effect, and one was stated to be insignificant. This confirms previous research, where (Febinanda et al., 2018) in his research said that Destination Image had no significant effect on Satisfaction.

The results of the WarpPLS analysis have proven that Destination Image has a significant positive effect on Perceived Value, whereas a high Destination Image affects Perceived Value for visitors to halal tourism in Banyuwangi. The better the Destination Image, the higher the Perceived Value for visitors to halal tourism in Banyuwangi. On the other hand, the Destination Image is low, the Perceived Value of tourists will also be lower for visitors to halal tourism in Banyuwangi. This research is in line with research conducted by Jessica (Lasaroeddin, 2018), entitled "The Effect of Destination Image and Other Factors on Visitor Satisfaction to Visit Bali Again" which explains that there is an influence of Destination Image on Perceived value. Where this is in line with the theory which says that the customer's perception of value will also affect the purchase decision of the customer (Kusdiyah, 2012). While the concept of a visitor's Perceived Value is made up of many factors, the Destination Image is perhaps the most directly influential.

The results of the WarpPLS analysis prove that Destination Image has no significant positive effect on Satisfaction, whereas a high Destination Image does not affect Satisfaction in halal tourism in Banyuwangi. The better the Destination Image, the better it will not affect the high Satisfaction of halal tourism in Banyuwangi. This study supports the research conducted by Ilda Amalia and Murwatiningsih (2016) entitled "The Effect of Destination Image and Customer Value on Visitor Loyalty Through Visitor Satisfaction" which explains that the image of the destination does not directly affect visitor satisfaction and loyalty, and this is reinforced by research conducted by Denis Twi Febinanda, Peter Remy Yosy Pasla, and Uki Yonda Asepta at Ma Chung University Malang (2018) which says that Destination Image has no significant effect on Satisfaction. The factors that researchers can explain regarding the rejection of the influence of Destination Image on Satisfaction are due to the absence of tourism sites that can manage images and manage tourism designs which will later become of added value for visitors, they get and obtain Destination Images from online and offline. This opinion is in line with what was expressed by (Febinanda et al., 2018) that "The research implies that the management of Jatim Park 1 continues to develop promotions, compete with other tourism sites, to improve the destination image." and said clearly in his research "destination image and amenity variables do not show significant influence".

The results of the WarpPLS analysis have proven that Islamic Value has a significant positive effect on Perceived Value, where high Islamic Value affects Perceived Value. The better the Islamic Value, the higher the Perceived Value. On the other hand, if

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<tr>
<td>1</td>
<td>Destination Image, Perceived Value</td>
<td>0.249</td>
<td>&lt;0.001</td>
<td>Significant Positive Effect</td>
</tr>
<tr>
<td>2</td>
<td>Destination Image, Satisfaction</td>
<td>0.261</td>
<td>0.020</td>
<td>Significant Positive Effect</td>
</tr>
<tr>
<td>3</td>
<td>Islamic Value, Perceived Value</td>
<td>0.543</td>
<td>&lt;0.001</td>
<td>Significant Positive Effect</td>
</tr>
<tr>
<td>4</td>
<td>Islamic Value, Satisfaction</td>
<td>0.435</td>
<td>0.005</td>
<td>Significant Positive Effect</td>
</tr>
<tr>
<td>5</td>
<td>Perceived Value, Satisfaction</td>
<td>0.464</td>
<td>&lt;0.001</td>
<td>Significant Positive Effect</td>
</tr>
</tbody>
</table>

Source: Research, 2020
Islamic Value is low, the Perceived Value of tourists will also be lower. This research is in line with research conducted by (Purnomo & Qomariah, 2019), entitled “Islamic Values As Moderating Variables Influence of Service Quality Variables, Institutional Image on Customer Satisfaction (Study on Muhammadiyah Elementary School 1 Jember Regency)” which explains that there is an influence of Islamic Value on Perceived Value, and this research is in line with the theory which says that customer perception of value will also affect customer purchasing decisions (Kusdiyah, 2012).

The results of the WarpPLS analysis have proven that Islamic Value has a significant positive effect on Satisfaction, where a high Islamic Value affects Satisfaction, the better the Islamic Value, the higher the satisfaction. Conversely, with low Islamic Value, tourist satisfaction will also be lower. This research is in line with and supports research conducted by Irdra, Reni Yuliviona, and Elfitra Azliyanti (2019) entitled "The Influence of Islamic Attributes and Quality Service on Islamic Tourist Satisfaction of Foreign Tourists Visiting Indonesia". Padang City” explains that Islamic attributes and service quality have a positive and significant impact on tourist satisfaction from foreign tourists visiting the city of Padang. Recognition that there is a positive (though not perfect) relationship between satisfaction in general, the emergence of satisfaction or dissatisfaction that follows will influence the behavior of tourists. The results of this study are in line with the theory which says that satisfied tourists will develop a supportive attitude towards the destination. On the other hand, those who do not fast develop attitudes that do not support administration (Zeithaml and Bitner 1996 (in Chulaifi and Styowati 2018)).

The results of the WarpPLS analysis have proven that Perceived Value has a significant positive effect on Satisfaction, whereas a high Perceived Value affects Satisfaction. The better the Perceived Value, the higher the Satisfaction. Conversely, with low Perceived Value, tourist satisfaction will also be lower. This research is in line with and supports the research conducted by (Putra & Rahyuda, 2018) entitled "The Role of Perceived Value in Mediating the Relationship between Service Quality and Consumer Satisfaction” which explains that Perceived Value has a positive and significant effect on consumer satisfaction. Satisfied tourists will develop an attitude to support the destination, while those who are not fast develop regular support (Zeithaml and Bitner 1996 ((Muhammad In’amul Chulaifi, 2018)).

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