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THE EFFECT OF RELIGIOSITY AND PERCEIVED VALUE ON TOURIST SATISFACTION IN VISITING HALAL TOURISM IN WEST SUMATRA

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Abstract

West Sumatra is one of the ten National priority halal destinations in 2018 which refers to the Global Muslim Travel Index (GMTI) standard. West Sumatra also won awards from The World Halal Tourism Award 2016 namely the World's Best Halal Destination and Best Halal Culinary Destination. It is undeniable that the Covid-19 that hit Indonesia certainly had an impact on the tourism sector, not to mention the tourism sector in West Sumatra. Efforts to increase the number of visitors, related parties must improve and increase competitiveness so that tourism in West Sumatra can develop which will ultimately make the economy grow. This study examines the effect of religiosity and perceived value on tourist satisfaction visiting halal tourism in West Sumatra. The sample in this study consisted of 72 samples of tourists who had visited halal tourism in West Sumatra. The sampling technique used is purposive sampling. The data used in this study are primary data and secondary data. The data analysis technique used was multiple linear regression using IBM SPSS statistic 26. The results of the regression equation in this study were $Y = 1.762 + 0.308X_1 + 0.703X_2 + 0.079X_3$. The results showed that religiosity had a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra. Quality has a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra. The price has no significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra. Religiosity, quality and price simultaneously have a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra.

Keywords: Religiosity, Perceived Value, Satisfaction, Halal Tourism

INTRODUCTION

The COVID-19 pandemic has ravaged almost all aspects of people's lives. One of the sectors most affected by the Covid-19 pandemic is the tourism sector. Before the Covid-19 pandemic attacked the Indonesian tourism industry, halal tourism became a hot topic in early October 2019 [1].

The concept of halal tourism is very suitable to be applied in the world of tourism in the province of West Sumatra, where West Sumatra is one of the ten national priority halal destinations in 2018 which refers to the Global Muslim Travel Index (GMTI) standard. West Sumatra also won awards from The World Halal Tourism Award 2016 namely World's Best Halal Destination and Best Halal Culinary Destination [2].

To maintain this, the government, both at the provincial and regional levels in West Sumatra, must always innovate and improve in maintaining the satisfaction of tourists visiting tourist destinations in West Sumatra Province. So that it will increase the number of tourists visiting West Sumatra which will eventually make the economy excited again.

Customer satisfaction or service users is something that must be created by service providers, because high satisfaction of service users with the services provided will be able to increase the profits of service providers or companies and the loyalty of service users will also be created.

Religiosity is known as one of the most important and major cultural forces influencing individual behavior [3]. A study conducted by Abror found that religiosity influences product decision

making by Muslim consumers through the influence of their beliefs about what products they should consume or use.

According to previous research, customer perceived value can have positive and negative values on customer satisfaction, the six dimensions of customer perceived value proposed by [6] include functional values, emotional values, and social values have been selected, other positive components of value perceived (Islamic physical attributes and Islamic non-physical attributes). To focus more on this study, the authors limit the customer perceived value variable by analyzing two dimensions, namely Islamic physical attributes and Islamic non-physical attributes.

Several researchers have conducted studies on the relationship between religiosity, perceived value and satisfaction. The only problem is that there are not many studies that discuss the relationship and influence of religiosity and perceived value on tourist satisfaction as an integrated research model. Hopefully this research gap can be filled by this research. Thus, it is hoped that this research will be able to contribute to the development of halal tourism potential, especially in West Sumatra Province.

This study aims to assemble the theoretical foundations of the halal tourism experience in relation to the modern tourism paradigm perceived by tourists visiting halal tourist destinations in West Sumatra. This is useful for knowing the effect of moderation of religiosity and perceived value on the satisfaction of Muslim tourists visiting halal tourist destinations in West Sumatra.

Looking at the phenomena and reality above, the urgency of this research is to see the influence of religiosity and perceived value on tourist satisfaction. Reflecting on this, policy makers in the halal tourism industry can increase the existing potential so that the satisfaction of tourists visiting West Sumatra can be maintained and improved. the authors are interested in raising the title of the research, namely "The Effect of Religiosity and Perceived Value on Tourist Satisfaction in Visiting Halal Tourism in West Sumatra".

LITERATURE REVIEW

Tourist Satisfaction

Competition is very tight, with more and more producers involved in meeting consumer needs and desires, causing every company to be able to place an orientation on customer satisfaction as the main goal. Because the main key to win the competition is to provide value and customer satisfaction through the delivery of quality products at competitive prices. In this case, the customer plays an important role in measuring satisfaction with the product or service received. Satisfaction is the most important factor in various business activities. With the satisfaction of the wants and needs of customers, it has a positive impact on the company [7]. This means that the more satisfied a customer is, the more money he spends, or in other words, he will repeat buying more often so that the company will benefit more.

Satisfaction from a consumer will be caused by the performance of service quality received by the consumer or the customer himself. Kotler [9] states that customer satisfaction is the level of customer feelings after comparing the performance or results he feels compared to his expectations. Customer satisfaction is a condition where customers get what is expected equal to or more from product performance [10]. Satisfaction is very dependent on the expectations of service users.

There is no single "best" measure of customer satisfaction that is universally agreed upon. However, in the midst of the various ways of measuring customer satisfaction, there are similarities in at least six core concepts regarding the object of measurement [11].

- a. Overall Customer Satisfaction
- b. Dimensions of customer satisfaction
- c. Confirmation of expectations
- d. Repurchase value
- e. Willingness to recommend
- f. Customer dissatisfaction

Religiosity

Religiosity is a religious appreciation and depth of belief which is expressed by performing daily worship, praying, and reading scriptures. perform other activities driven by supernatural forces. The source of the religious soul is a sense of absolute dependence. There are fears of threats from the natural environment and human beliefs about all their limitations and weaknesses. Religiosity is

known as one of the most important and major cultural forces in influencing individual behavior [12]. According to Ateeq Ur-Rehman [13], religiosity affects the use of products by Muslim consumers through the influence of their beliefs about what products they should use.

Dimensions of religiosity Batson [14] measures religiosity using two main dimensions, namely beliefs and practices. Eid [15] also uses two main dimensions of religiosity, namely belief and practice. There is no consensus among experts on the number of dimensions that make up the construct of religiosity. To facilitate data collection, the author uses two main dimensions of religiosity, such as the research conducted by Batson and Eid, namely beliefs and practices.

Perceived Value

Percived value or commonly called the perceived value of consumers is an overall consumer assessment of the usefulness of a product based on perceptions of what is received and what is given in Zaithmal (2021). According to previous research, perceived value can have positive and negative values on customer satisfaction, the six dimensions of customer percived value proposed by eid [16] include functional value (quality and value for money), emotional value, and social value. selected, other positive components of perceived value (Islamic physical attributes and Islamic non-physical attributes). To be more focused in this study, the authors limit the perceived value variable by analyzing the benefits received by tourists, namely from the aspect of quality and price of the tourism products offered.

RESEARCH METHOD

The approach used in this study is a quantitative research with multiple linear regression analysis techniques using the IBM-SPSS Statistics 26 data processing application. The sample in this study were tourists who had visited halal tourism in West Sumatra Province. The number of samples used in this study amounted to 72 samples. Research data are primary data obtained through field surveys by filling out questionnaires or questionnaires as research instruments.

The technique in collecting the sample used is purposive sampling where the sample selection is based on the consideration of certain criteria in accordance with the research objectives [17]. The criteria for respondents in taking samples that are adjusted to the research objectives are as follows:

- Tourists who have visited halal tourism in West Sumatra.
- Tourists who visited West Sumatra halal tourism within the last 2 years.
- Travelers aged from 18 to 65 years.

Based on the theoretical study above, a conceptual framework can be drawn as shown below.

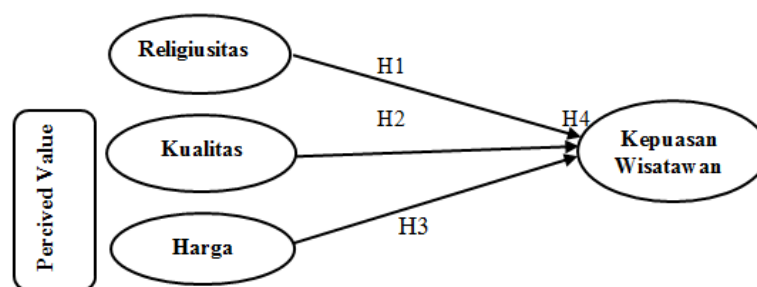


Figure 1. Conceptual Framework

Figure 1 above can be seen that the following hypothesis can be drawn:

H1 : Religiosity has a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra.

H2 : Quality has a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra.

H3 : Price has a significant effect on tourist satisfaction visiting halal tourism in West Sumatra.

H4 : Religiosity, quality and price simultaneously have a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra.

RESULTS AND DISCUSSION

Sample Description

The sample in this study amounted to 72 respondents who were visitors or tourists who had experience with halal tourist destinations in West Sumatra within the last 2 years. the following data were obtained.

Table 1. Demographics of Respondents

No.	Demographic Characteristics	Category	F	(%)
1	Gender	Male	39	54,2
		Female	33	45,8
2	Age	< 21 years	11	15,3
		25-35 years	24	33,3
		35-45 years	23	31,9
		46-55 years	9	12,5
		> 55 years	5	6,9
3	Occupation	PNS/TNI/POLRI	22	30,6
		Private Employee	11	15,3
		Entrepreneur	7	9,7
		Student	12	16,7
		Others	20	27,8
4	Elementary Education	Junior High School	1	1,4
		High School	14	19,4
		DIII	2	2,8
		S1	34	47,2
		Postgraduate	21	29,2
5	Monthly Income	< Rp 1.000.000	20	27,8
		Rp 1.000.000 – Rp 3.000.000	16	22,2
		Rp 3.000.001 – Rp 5.000.000	21	29,2
		Rp 5.000.001 – Rp 7.000.000	6	8,3
		> Rp 7.000.000	9	12,5

Kalsik Assumption Test

The regression model in this study is feasible to use. It is proven by the Kolmogorov-Smirnov test which is seen from the table of unstandardized residuals showing that the significant value is 0.200 or greater than 0.05.

The regression model does not have multicollinearity. It is proven by the VIF value of 3.974 on the variables of religiosity (X1) and quality (X2) and price (X3). The multicollinearity test shows that all of the independent variables show values below 10 so that it can be concluded that there is no multicollinearity in the regression model. Multicollinearity test is used to determine whether or not there is a similarity between the independent variables and other independent variables in one model. The similarity of independent variables in one model will cause a very strong correlation between one independent variable and other independent variables. In addition, the multicollinearity test aims to avoid bias in the process of making conclusions regarding the effect of the partial test of each independent variable on the dependent variable.

The results of the regression analysis meet the requirements of the autocorrelation test. evidenced by the Durbin-Watson value of 0.979 where the D-W number is counted in positions -2 to +2, which is between -2 0.9979 2. The regression analysis meets the provisions of the heteroscedasticity test. evidenced by the spread of the points below and above the number 0 on the Y axis. One of the tests to test this heteroscedasticity is to look at the spread of the residual variance. If the spread of residual variance forms a certain pattern, then there is heteroscedasticity in this research model. On the other hand, if the residual variance does not form a certain pattern, then heteroscedasticity is not found in this research model.

Multiple linear regression

In proving the influence of religiosity, quality and price on the satisfaction of tourists visiting halal tourism in West Sumatra, multiple linear regression analysis is used. In the following, multiple linear regression analysis data is presented.

Table 2. Results of Coefficient Analysis
Coefficients^a

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	1,762	4,146
Religiusitas	,308	,159
Kualitas	,703	,112
Harga	,079	,118

It can be concluded from the table above that the multiple linear regression equation is as follows:

$$Y = 1.762 + 0.308X_1 + 0.703X_2 + 0.079X_3 + e$$

Coefficient of Determination Test.

In proving the influence of the independent variable, namely religiosity (X1) quality (X2) and price (X3) on the dependent variable, namely tourist satisfaction visiting halal tourism in West Sumatra (Y), it can be seen from the coefficient of determination (Kd) the following table:

Table 3. Results of the Coefficient of Determination
Model Summary^b

Model	R	R Square
1	,739 ^a	,546

It is proven from the table above that the R Square value is 0.546 or 54.6%. It can be concluded that religiosity, quality and price affect 54.6% of tourist satisfaction visiting halal tourism in West Sumatra, while 45.4% is influenced by other variables that have not been studied in this study.

T test or Partial Test.

In seeing the significance of the effect of each independent variable on the dependent variable, a t test or partial test is carried out. To determine the level of critical value with a level of significant = 5% obtained from $dk = n - k - 1 = 72 - 4 - 1 = 67$, and t table = 1.66757. It can be proven from the following table that the t-test in the Coefficients^a table:

Table 4. Partial Test Results

Model	t	Sig.
1 (Constant)	,425	,672
Religiusitas	1,940	,057
Kualitas	6,268	,000
Harga	,667	,507

In the table above, the t-count of the money supply and profit-sharing variables is obtained, a partial test is needed as follows:

The religiosity variable (X1) has a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra (Y). This is evidenced by the obtained t-count religiosity value at 1.940 which is compared with the t-table value at 1.66757 where t-count is greater than t-table, it can be stated that H_0 is rejected and H_a is accepted.

The quality variable (X2) has a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra (Y). This is evidenced by the t-count value of the quality variable at 6.628 which is compared with the t-table value at 1.66757 where t-count is greater than t-table, so it can be stated that Ho is accepted and Ha is rejected.

The price variable (X3) has no significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra (Y). This is evidenced by the t-value of the price variable at 0.667 which is compared to the t-table value at 1.66757 where t-count is smaller than t-table, so it can be stated that Ho is accepted and Ha is rejected.

F Test or Simultaneous Test.

In seeing the significance of the influence of the independent or independent variables on the dependent or dependent variable simultaneously, it is necessary to carry out an F test using a confidence level of 5%.

Table 5. Simultaneous Test Results

	Model	Sum of Squares	F	Sig.
1	Regression	238,704	27,247	,000 ^b
	Residual	198,574		
	Total	437,278		

The variables of religiosity, quality and price have a significant effect jointly or simultaneously on the satisfaction of tourists visiting halal tourism in West Sumatra, this is evidenced by the F test based on the table above the results of SPSS data processing. By looking at the calculated F, the value is 27,247 which is compared to the F table with a value of 2.74 where the calculated F is greater than the F table and the significance value is 0.000 less than 0.05.

The Effect of Religiosity on Satisfaction.

The religiosity or religious commitment of tourists visiting halal tourism in West Sumatra has a significant effect and shows a positive direction on satisfaction. This indicates that tourists who have a high commitment to their religion, especially Islam will create satisfaction for themselves in using the religious facilities provided by the manager of tourist attractions, the higher the achievement of expectations for Islamic values from the tourist attractions offered, the higher the satisfaction arising from traveler. Individuals who are motivated by their religion have a greater tendency to integrate their religion into their daily lives.

This study is relevant to previous research conducted by Eid and El-Hary (2015) which stated that tourists who have a high level of religious commitment will be more satisfied in utilizing tourist sites in the United Kingdom, Egypt and the United Arab Emirates. Likewise with research conducted by Novitasari (2021) which states that religiosity has a positive and significant effect on job satisfaction of manufacturing industry employees. In line with that research conducted by Abror (2019) stated that religiosity had an effect on customer satisfaction of Islamic commercial banks in West Sumatra.

Effect of Quality on Satisfaction.

The higher the quality of products and services provided by the managers of halal tourist attractions in West Sumatra will increase tourist satisfaction with all dimensions of quality so that the value received by tourists will also increase. In this study, it was found that quality had a significant effect on tourist satisfaction. Therefore, the management or managers of halal tourist attractions must always improve the quality of their tourist attractions both in terms of facilities or facilities and infrastructure and services provided to visiting tourists.

The results of this study are relevant to the research conducted by Meesala and Paul (2016) which states that the servqual dimension has an important influence in creating patient stripping in developing countries. In his research, the dimension that has the most influence in increasing patient satisfaction in hospitals is the tangible dimension which includes up-to-date hospital equipment, attractive visuals of hospital facilities and well-groomed hospital employees. In line with research

conducted by Raynaldo (2020) which states that service quality has a significant effect on customer satisfaction at Hotel 101 Suryakencana Bogor.

The Effect of Price on Satisfaction.

In this study, it was found that the price variable had no significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra. This is evidenced by the t-count value of the price variable at 0.667 which is compared to the t-table value at 1.66757 where t-count is smaller than the t-table.

The results of this study are in line with research conducted by Kresnamurti (2019) which states that price does not have a significant effect on consumer satisfaction of GRAB online motorcycle taxi transportation users. Unlike the research conducted by Raynaldo (2020) which found that price had a significant effect on customer satisfaction at Hotel 101 Suryakencana Bogor. In line with that research conducted by Abror (2022) with the title "Perceived risk and tourist's trust: the roles of perceived value and religiosity" states that Perceived value affects tourist satisfaction.

CONCLUSION

Based on the results of the research above, it can be concluded in this study that religiosity has a significant effect on tourist satisfaction visiting halal tourism in West Sumatra. Quality has a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra. The price has no significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra. Religiosity, quality and price simultaneously have a significant effect on the satisfaction of tourists visiting halal tourism in West Sumatra.

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