

عنوان مقاله:

The Role of Muslim Tourist Satisfaction as a Mediating Factor in the Relationship Between Islamic Attributes of Destination and Service Quality on Destination Loyalty

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خلاصه مقاله:

Muslim traveler is expanding and their travel expenditure estimated about USD ۳۰۰ billion in ۲۰۲۶. As a Muslim country and have the most Muslim population in the world, Indonesia has less sensitivity to the Islamic destination and become ranking third in the Muslim tourist destination. However, their satisfaction on Islamic attribute and service quality toward destination have never been studied. Thus, 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 convenience sampling was implemented to gain the primary data of ۱۶۰ Malaysian Muslim tourists visiting Padang city and only ۱۱۹ usable replies. Data was analyzed using Partial Least Squares (PLS) structural equation method. The result showed a positive and significant influence of the service quality, the Islamic attributes and the tourist satisfaction on loyalty destination. The results also established that tourist satisfaction were positively and significantly influenced by the service quality and the Islamic attributes. This finding suggests that the tourism industry in Indonesia, especially in Padang must provide the Islamic attribute and quality service to the Muslim tourist satisfaction in order to motivate them to revisit Padang.

کلمات کلیدی:

Islamic attributes, Service quality, Tourist satisfaction, Destination loyalty

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