

The Influence of Marketing Mix, Islamic Tourism and satisfaction on Visitor Loyalty: a Literature Review

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Abstract

This research is motivated by one of the construction sector development goals in Indonesia is tourism sector. Besides that, according to Battaour and Ismail (2016) and Shafaei (2017) that halal tourism is an interesting topic in recent studies. This is more interesting when Indonesia as a Muslim-majority country. So Islamic tourism and with mix marketing strategy of tourism consisting of product, price, promotion, location, personal, process and physical evidence affect on improvement of visitor satisfaction and loyalty. This study aim to gather and analyze published articles regarding the Influence Marketing Mix, Islamic Tourism and satisfaction to Visitor Loyalty. The research design is a literature review. Articles published in the last ten years appearing in six different academically recognized journals of tourism have been reviewed in the present study. Based on the results of the review literature that Islamic's tourism and marketing strategy is expected to increase visitor loyalty. Visitor loyalty can be measured with higher selling ticket, the bigger regional income. So Islamic's tourism and marketing mix has a significant effect on visitor satisfaction and loyalty.

Keywords: marketing mix, Islamic tourism, satisfaction, loyalty.

Introduction

One of the construction sector development goals in Indonesia is tourism sector. The sustainable of development tourism is needed as the way to keep the beauty of Indonesia's nature and natural resources spreading and varying in the archipelago. Tourism is also important sector of economy development and national culture development as stated on law of the Republic of Indonesia number 10 of 2009. West Sumatra is one of provinces in Indonesia who's many beaches as it is located along the western coast of Sumatra island. In addition, West Sumatra also received The Word Halal Tourism Award in 2016 for two categories World's Best Halal Destination and World's Halal Culinary Destination. So in Indonesia all regencies whose a lot of potential beach tourism destinations.

Today, tourism destination of Indonesia has been stunning, amazing and subject of conversation by many parties in domestic and even for international scope since marketing strategy conducted by the local government locally and globally. Selling ticket is profitable as side income of tourism destination. Marketing strategy is expected to increase visitor loyalty. Visitor loyalty plays the main role in developing tourism destination at Indonesia. It can be clearly noted that mix marketing strategy of tourism consisting of product, price, promotion, location, personal, process and physical evidence affect on improvement of visitor loyalty. Besides, the local government also needs to put attention on Islamic Tourism at every city. According to Battaour and Ismail (2016) and Shafaei (2017) interesting the topic in research study is halal tourism. This is more interesting when Indonesia is a moeslim majority country.

Based on theory of Kotler (2009) said that factors influencing loyalty are customer satisfaction, service quality, belief, and adaptation displacement. Loyalty on company services are directly determined by customer's expectations through service marketing mix application. Customer expectations and service marketing mix applications affects customer satisfaction. If a company satisfies customer satisfaction, it will be easy to get customer loyalty. Loyalty is clearly emphasized as defining factor to make a company runs well and survives. According to Zeithaml, et all (2009), one of the main determinants of customer loyalty is customer satisfaction in all markets and businesses,

customers must be satisfied so that their loyalty is created. So, between satisfaction and loyalty has a relationship and interdependence (Ibojo et al, 2015)

Fandy (2006) states that customer loyalty in service companies are affected by service marketing mix performance. Better service marketing mix (product, price, promotion, location, personal, process and physical evidence) encourages higher customer loyalty. This is in line with a study conducted by Al Muala Ayed and Majed (2012) finds that product and location significantly impact to visitor loyalty. Furthermore, Setiawardi (2013) finds that promotion, process, people, physical evidence give significant effect on customer loyalty in Darajat Hot Water Parks Pass.

Marketing mix

The first factor affecting visitor loyalty is product. According to Kotler and Armstrong (2012) the product is anything that can be offered by company both tangible and intangible goods to attract attention, acquisitions, be seek, be requested, be used or be consumed by customer to satisfy needs. Examples of intangible goods that can be provided for visitors are trip service, water travel, water games, etc. In this study, the definition of satisfaction can be seen from happiness or sadness expression of visitor when they visit tourism region. Mowen and Minor (2002) said that having high-quality product is crucial thing in order to see the successful of company activity. The product quality is defined as a thorough evaluation of product performance. High quality product is the quality of service perceived visitors and has more benefits than what was expected. Visitor will be satisfied and loyal when obtaining a high-quality product.

The second factor affecting visitor loyalty is price. According Mursid (2010), company can set its price based on customer's ability. Elements of price are in line with product quality. The price plays an important role in communicating the quality of products and services. Customers tend to associate high prices with high performance of product or service.

Customers are able to pay high price if product obtained having high grade and price itself is still affordable. Price satisfaction has positive effect to customer loyalty. Price is not problem for customer if their sacrifice to get better services reflecting convenience and satisfaction. The price of entrance ticket price is set by tourism region needs to meet capabilities of visitors, building sense of satisfaction to entry fee, as a result visitors loyalty can be achieved and felt.

The third factor affecting visitor loyalty is promotion. Payne (2000) states that promotional element of service marketing mix plays main role in helping to communicate positioning services to customers and the main markets relationship. Good communication products will be readily accepted by customers so that they are interested to buy products. On sale satisfaction is one of main factors in creating loyalty. Promotion gives positive feedback to visitors of Tourism Region to get quick response of strengths and weaknesses of certain products in order to acquire visitors' loyalty.

The fourth factor affecting visitor loyalty is location. According to Buchari (2005) that company location is one of considerations for customer to use company products. Locations of Tourism Region need consideration about how this tourism object can operate runs well. Accessible location is very helpful visitors to go to tourism object for recreation. The more accessible of tourism destination, the more visitors will come. In conclusion, if Tourism Region considers about the accessible of tourism object location, it will help visitors to come and create the happiness of visitors and their loyalty.

The fifth factor affecting visitor loyalty is personal. Zeithml and Bitner (2009) describes that employees are actors performing role of presenting services to influence buyer. All attitudes and actions of employees, how to dress and appearance affect the customer's perception or successful services delivery. Employees who are directly involved in organization travel services is significant factor in tourism activity. Service quality which is obtained is often being assessed by customers to personal employees as service providers. Behavioral attitudes (courtesy, friendly, responsiveness, empathy, etc) of employees are needed by customers in running service products.

Service quality provided by employees lead to customer satisfaction, this situation will foster loyalty behavior towards Tourism Region. Visitors who feel fully satisfied to provide service by

employees will create loyal behavior which can be seen from visitor attitude and they will make commitment to visit Tourism Region again and also persuade other people to come to Tourism area.

The sixth factor affecting visitor loyalty is process. According to Zeithml and Bitner (2009) process is all of actual procedure, mechanisms and activity flows that are used to deliver services. This element process has sense of a company's efforts in implementing more activities to meet the need of customers. This will be a define factors to achieve customer satisfaction. A good process can meet the expectations and need of customers causing a sense of customers satisfied. If customers satisfied, they are more loyal given to Tourism Region.

The next factor affecting visitor loyalty is physical evidence. Jhannes (2009) said that physical evidence is real anything influencing consumer's decision to buy or use product, this is also related with customer retention paradigm. It is believed that retaining customers is far more difficult than make new customers. Therefore, every effort should be made to retain customers. Customers who retain referred to loyal customers; loyal customers can be made if they get satisfaction of products or service. Visitors feel satisfied if they get complete tourism facilities and loyal behavior is needed by Tourism Area.

Furthermore, Islamic Tourism has many benefits such as helping visitors to prevent and reduce boredom, anxiety and tension as well as entertain people to calm their minds, stress or dilemma. Eid Gohary (2015) explains that travelling value such as non physical and physical attribute of Islam have crucial influence on tourist satisfactions. States in his study that Malaysia tourism, that the Islamic attribut have significant influence on customer satisfaction and loyalty (Rahman, 2014). Furthermore, Wardi, Abror and Trinanda (2018) in his study halal tourism; antecedents of the tourist satisfaction and loyalty or WOM, finds that halal tourism attribute have significant influence on tourist satisfaction and loyalty or WOM.

According to Battour et all, (2016) developing tourism products according to Islam requires consideration of some intangible and tangible elements, availability halal food, clothing, places of worship, religion and gender of hotel personalities, behavior sexual entertainment and public expression. Gohary (2015) explains that tourism such as Islamic non physical and physical attribute and value have a significant influence on visitor satisfaction. The attribute of Islam have significant influence on tourist satisfaction and loyalty. This is in research in the Malaysia tourism context (Rahman, 2014). So, halal tourism influence tourist's satisfaction and behavior towards.

Effect of marketing mix on Islamic Tourism.

Halal tourism prioritizes halal products and is safe for Muslim visitors, but that does not mean that non-Muslim visitors cannot enjoy halal tourism. The use of a halal tourism marketing strategy must ensure the readiness of the product to be sold because it markets a product that is not ready for problems and there is a poor perception of a tourism product. According to Ahmed Selim and M. Habibur Rahman (2015: 19) that the marketing mix (4P) can influence satisfaction based on Islamic sharia perspective. Next, a number of marketing strategies can be used such as customer satisfaction, market driven strategy, financial performance and setting strategies which are basically to encourage sharia tourism activities as well as tourism activities in general, product mix, price and information channels through promotion (Ali Hasan, 2013).

Classification of the Literature

1. The Influence of Satisfaction on Loyalty

Loyalty is a form of reaction that arises from the marketing mix of services carried out by Tourism Areas whose end result is expected to give a positive reaction to visitors to revisit in the future, defend the name of the Tourism area if there are negative statements, provide suggestions with positive goals for development travel and recommend Region to others. And Satisfaction is a feeling of pleasure or disappointment that visitors arise because of their expectations shown by behavior or action after evaluating services from the Tourism Area. Research on Satisfaction has a significant

effect on the loyalty of visitors to the Tourism Area (Al Muala and Majed, 2012) and Wardi, Abror and Trinanda (2018) in his study halal tourism; antecedents of the tourist satisfaction and loyalty or WOM.

2. The Influence of Islamic Tourism on Satisfaction and Loyalty

Islamic Tourism or halal tourism is a type of tourism that adheres to Islamic values. the Islamic attribute have significant influence on customer satisfaction and loyalty (Rahman, 2014). Furthermore, Wardi, Abror and Trinanda (2018) in his study halal tourism; antecedents of the tourist satisfaction and loyalty or WOM, finds that halal tourism attribute have significant influence on tourist satisfaction and loyalty or WOM. Next, Sindhu et all (2018) in study research stated that all dimensions of halal tourism including Islamic, Halal, Islamic culture, and freedom from alcoholic beverages and gambling facilities had a significant impact on satisfaction. Next, Gohary (2015) explains that tourism such as Islamic non physical and physical attribute and value have a significant influence on visitor satisfaction. The attribute of Islam have significant influence on tourist satisfaction and loyalty. This is in research in the Malaysia tourism context (Rahman, 2014). So, halal tourism influence of tourist satisfaction and behavior towards the Tourism area. Yollanda et al (2018)) in study research stated that Islamic facilities, halal, alcohol drinks and free gambling have a positive and significant effect on word of mouth. Islamic culture has a non-significant influence on word of mouth.

3. The Influence of Marketing mix on Satisfaction and Loyalty

Marketing mix is a good marketing tool for companies where companies can control it in order to influence market response. the traditional marketing mix concept consists of four P, namely: product, price, location and promotion. For service marketing needs an expanded marketing mix by adding elements of people / employees, processes and physical evidence so that the service marketing mix becomes seven variable elements. Majed (2012) in study research stated that products, locations have a significant effect on satisfaction and visitor loyalty Jordan *Curative Tourism*. And Christian (2013) Products and prices have a significant effect on consumer loyalty at Shoulder Mall Fresh Mart Manado. Next Arifin (2013)) in study research stated that Promotions, processes, people, physical evidence have a significant effect on customer loyalty in the Darajat Pass Hot Water Park.

Result and Analysis of the Classification

This article is analyzed by the year of publication, journal, topic and country. This analysis will provide guidance for research on the influence of marketing mix, Islamic tourism and satisfaction with the loyalty of tourist visitors. Visitor loyalty will benefit the tourist area. The details are as follows:

Distribution by years of Publication

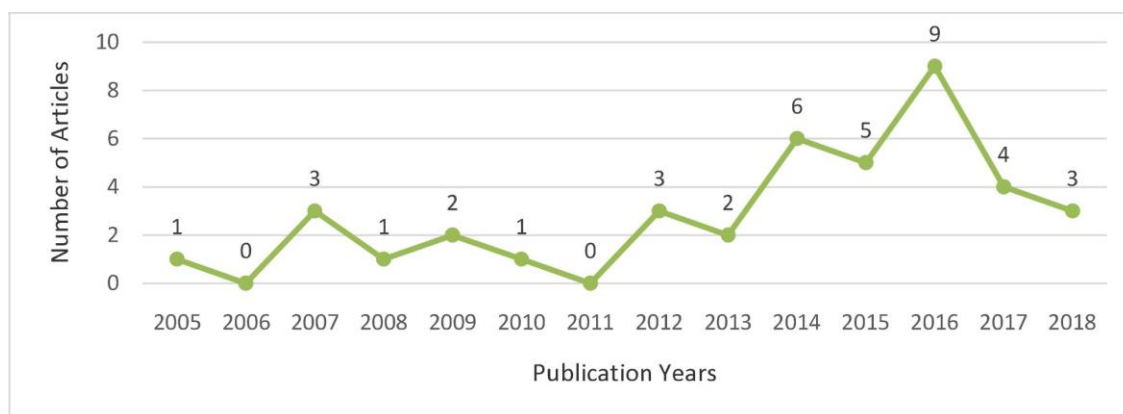


Figure 1 Articles distribution by year

The published articles selected in 2005-2018 are shown in the figure. The research in the field of marketing mix and Islamic tourism on average has increased. Meanwhile since 2010 researchers published a total of 33 papers (52.5 percent of the total).

Distribution of articles by Journal

There are a total of 40 different journals from various scientific disciplines (eg marketing mix and Islamic tourism and others). Articles publish on topic. Table 1 shows a list of published of Journal of consumer marketing, tourism management and the Turkish journal of Islamic economics. Articles about management tourism are 6 pieces or 15 percent of the total.

Table 1 Distribution of articles by Journal

Journal	Number of Articles
Journal of consumer marketing	1
Tourism management	6
Economics, business and management research	2
Procedia economics and finance	1
Journal of business research	3
Asia pacific journal of tourism research	2
Jurnal kalibrasi sekolah tinggi teknologi Garut	1
Jurnal EMBA	1
Journal of tourism and hospitality management	1
Tourism management perspectives	5
Literature and history of Turkish	1
Jurnal manajemen pemasaran modern	1
International journal of educational management	1
IJMSR	1
International conference on applied business research	1
Jordan university journal	1
International journal of quality and service science	1
Journal of product and brand management	1
Innovative marketing	1
Article in current issue in tourism	1
SHS web of conferences	2
International journal of tourism research	2
Procedia – social and behavioral sciences	1
American academic and scholarly research journal	1
Turkish Journal of Islamic economics	1

Distribution of articles by country names

Distribution of articles with the names of countries is shown in Figure 2. There is a big difference between the number of publications from Malaysia and Indonesia and other country, Malaysia is ranked first with a total of 12 articles or 30 percent of the total. Although like that, the work of researchers carried out in Indonesia contains 7 articles or 17.5 percent of the total, because Indonesia is a Muslim country.

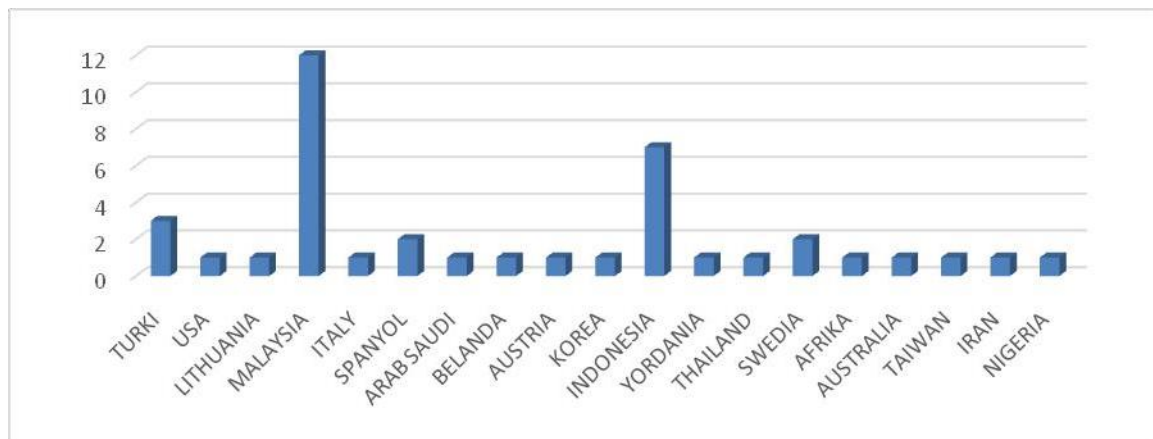


Figure 2 Distribution of articles by country names

Classification of the reviewed articles

Then 30 articles have been selected according to the topic of discussion, and then can be classified into two categories, namely marketing mix and Islamic tourism. Where marketing mix there are 12 articles (40% of the total), and the rest are articles on Islamic tourism, which is as many as 18 articles (60 percent of the total).

Table 2 Classification of the reviewed articles

Topics	
1. Marketing and loyalty	
Marketing Strategy (Ahmed, S., & Rahman, M. H. 2015, Al Muala , A., & Al Qurneh , M. 2012, Cengiz, E., & Yayla, H. E. 2007, Hapsari,R.,Clemes,M.D.,&Dean,D.2017, Hall.Addmour, H., & 1.1 Ayish, H. 2005, Hirankitti, P., Mechinda, P., & Manjing, S. 2009, Ivy, J. 2008, Johannes. 2009, Kiliñ, Akyol. 2014, Selang, C. 2013, Setiawardi, A., Ramdhani, M., & ikhwana, A. 2013, Zineldin M., & Philipson, S. 2007)	
2. islamic tourism and loyalty	
Islamic tourism (Battour, Mohamed. 2010, Battour, M., Battor, M., & Bhatti, M. A. 2014, Battour, M., & Ismail, M. N. 2014, Battour, M., & Ismail, M. N. 2016, Battour, Mohamed &Moh.Nazari Ismail. 2014, Battour, Mohamed &Moh.Nazari Ismail. 2015, Battour, Mohamed &Moh.Nazari Ismail. 2017, Carboni, M., & Idrissi Janati, M. h. 2016, Eid,R.,&El-Gohary,H.2015, El-Gohary, H. 2016, Mohsin, A., Ramli, N., & Alkhulayfi, B. A. 2016, Saputro, M. S., Wardi, Y., & Abror, A. 2018, Shafaei, F. 2017, Wardi, Y., Abror, A., &Trinanda, O. 2018, Yollanda, Y., Wardi, Y., & Abror, A. 2018, Zamani-Farahani,H.,&Musa,G. 2012)	
2.2	Islamic tourist (Zailani, S., Ali, S. M., Iranmanesh, M., Moghavvemi, S., & Musa, G. 2016, Rahman, M. 2014)

Conclusion

Based on the results of the review literature, Marketing Mix has a significant effect on visitor satisfaction and loyalty in the Tourism Area. Visitor loyalty is the goal that the tour manager wants to achieve because visitor loyalty can guarantee the survival of the Tourist Area. To achieve these objectives, a marketing mix strategy is needed that can meet the needs and expectations of visitors so as to create satisfaction and visitor loyalty. Islamic Tourism has a significant effect on satisfaction and loyalty visitors to the Tourism Area. Tourism is not only beneficial for Muslims, but also for non-Muslims. so the level of comfort and halal tourism will determine the level of visitor satisfaction that will create loyal behavior So satisfaction has a significant effect on visitor loyalty in the Tourism Area. The results of this review are only a conceptual starting point for starting an integrated discipline. It is realized that this literature study has several shortcomings, including the minimum number of publication provider websites that are used as data sources. In addition to the three websites that are

used as data sources in this literature review there are actually many more websites that provide scientific publications. However, the website cannot be included because of the limited access that the author has. Thus further studies need to be improved on the wider literature sources to gain an understanding of the implementation of concepts in more diverse case studies.

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