

# Effects of Service Quality, Halal Tourism, Brand Image, Tourist Satisfaction and E-WOM on Muslim Tourist Loyalty in West Sumatra

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## ABSTRACT

This research is motivated by the determination of West Sumatra as one of the world's halal tourist destinations so as to make the rapid growth of tourism in Indonesia, especially in the region of West Sumatra. This has led to a large opportunity for economic progress, especially in tourism. Loyalty of tourist visitors is the key to maintaining the existence of a tourist attraction. The purpose of this study was to analyze the extent of the influence of Service Quality, Halal Tourism, Brand Image, Tourist Satisfaction and E-WOM on Muslim Tourist Loyalty in West Sumatra. The sample determination method use in this study was purposive sampling wiyh 300 respondent as the samples. The data used is primary data. Observation period was in 2019. The data obtained were analyzed by Sructural Equation Modeling (SEM) using the AMOS 24. The resul of the paper are: Service Quality, Halal Tourism, Brand Image, Tourist Satisfaction and E-WOM have a positive and significant influence on Tourist Loyalty. Tourist Satisfaction influences the size of the role of ServiceQuality on TouristLoyalty, E-WOM influences the size of the role of Service Quality on Tourist Loyalty, Brand Image influences the size of the role of halal Tourism on Tourist Loyalty, and E-WOM affects the size of the role of halal tourism on Tourist Loyalty.

**Keywords:** *Service Quality, Halal Tourism, Brand Image, Tourist Satisfaction, E-WOM, and Tourist Loyalty*

## 1. INTRODUCTION

Changing people's consumption patterns from traditional to the global internet era allows consumers to easily buy goods or services. West Sumatra has halal tourism destinations was expected to encourage tourist visits to West Sumatra. According to the 2019 Global Muslim Travel Index (GMTI), Indonesia is designated halal tourism destination in 2019. Indonesian halal tourism is outperforming 130 halal destinations from all over the world. The position of Indonesia as the best halal tourist destination in the world has not been able to be maximized to increase tourist visits, especially Muslim tourists to Indonesia, especially West Sumatra,

which is one of the halal tourist destinations in West Sumatra. If the availability of Islamic facilities is well managed by the government it can affect the electronic word-of-mouth of a destination touris. Consumer demands for the importance of Islamic values in tourism facilities triggered the establishment of West Sumatra as Islamic-based tourism. The establishment of West Sumatra as one of the provinces based on halal tourism by the Indonesian government is expected to be can meet the demands of these touris. Islamic-based tourism can be used as one of the guidelines calculated in tourism development in West Sumatra.

### 1.1 Tourist Loyalty

Fandy (2014: 392) found that the customer loyalty is a commitment to repurchase or subscribe to products/services that are consistently like a product/service in the future, resulting in repeated purchases, even though situational influences and marketing efforts have the potential to has brand switching behavior. Kotler & Keller (2009: 153) argues that customer loyalty is make a strong and close relationships with customer, this is the key to long-term success. It can be interpreted that customer loyalty is important in building the company's long-term success and success.

### **1.2 Service Quality**

Fandy (2012: 157) argues that simply the quality of service is a how good the level of service provided is able to likes customer expectations. service quality if managed appropriately, contributes positively to the realization of customer satisfaction and loyalty. Quality provides a plus in the form of special motivation for customers to establish a long-term mutually beneficial relationship with the company.

### **1.3 Halal Tourism**

Asad (2015:138), argues that the Halal tourism is a tourism product service that have the needs of Muslim tourists to islamic facilitate and halal food needs in accordance with Islamic teachings. halal relating to forms of behavior that are approved and permitted in Islamic law. Muhamad (2014: 76) found the tourist satisfaction is a critical scale of how well a Muslim tourist needs are as a measure of the likelihood that tourists will re-engage in the activity of tourism again.

### **1.4 Brand Image**

Etta&Sopiah(2013:327) argues that the images are impressions, and beliefs that a person has of an object. The image of a brand is related to attitudes and beliefs and preferences towards a brand.

### **1.5 Touris Satisfaction**

Muhamad, (2018:276) argues that the Satisfaction is a condition where the desires, hopes and needs of customers are met. Customersatisfaction is an evaluation where the alternative chosen is at least the same as or exceeds customer expectations, while dissatisfaction arises when the results can't meet customer expectations.

### **1.6 Electronic Word of Mouth (E-WOM)**

Chinho (2013:468) argues that the rapid technological of the internet with improved communication and capabilities has directly increased the scale and scope of word of mouth (WoM) communication. As a version of word of mouth(WoM) communication via the internet in the form of online reviews. Steven & Ronald (2007: 461) argues that the suggested that with the advancement of internet technology more and more tourists are using the internet to find out destination information and use online transactions.

## **2. METHODS**

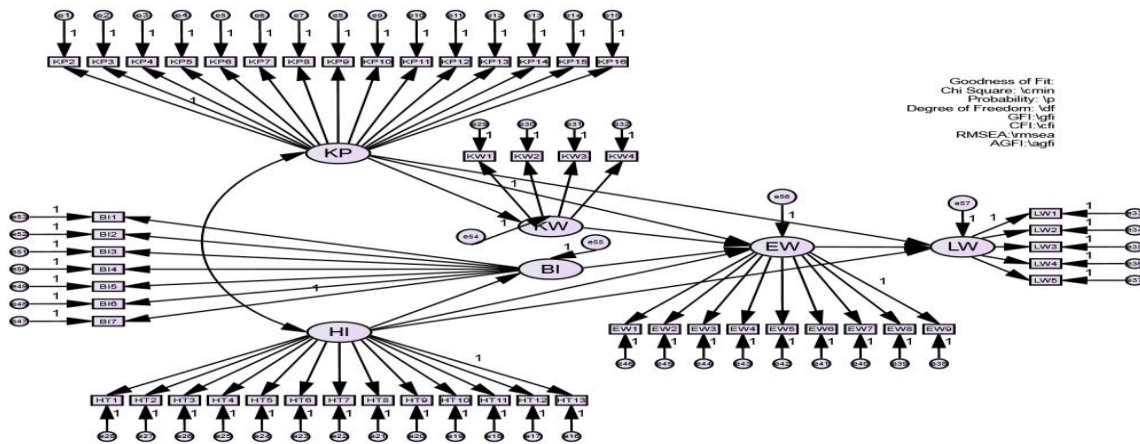
The data obtained were analyzed by Sructural Equation Modeling (SEM) using the AMOS 24. Population in this research is all of Muslim visiting tourist destination in West Sumatra. The distribution of samples using the type of conveninece sampling Convenience sampling is a sampling technique based on element availabilityThe quantity samples in this study ere 300 samples with the following sample distribution:

Tabel 1 Distribution of sample

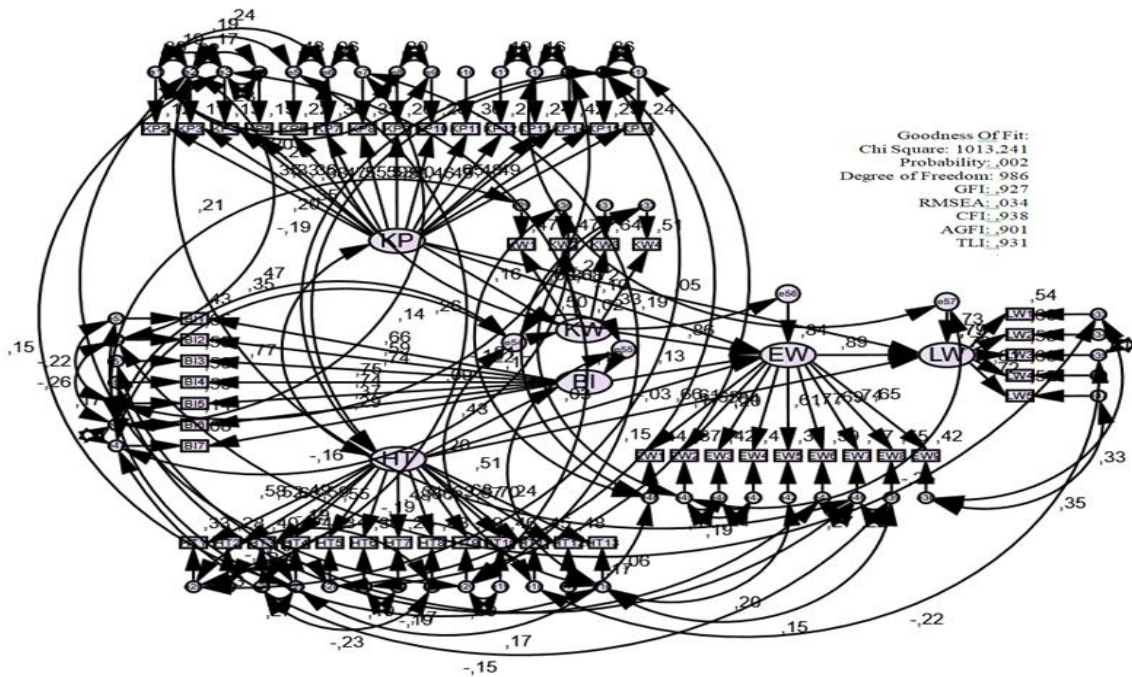
NO	City	Quantity of Tourism Object	Sample
	Padang	44	115
	Bukit Tinggi	31	82
	Pariaman	22	58
	Pesisir Selatan	17	45
	<b>Total</b>	<b>114</b>	<b>300</b>

### 3. RESULTS AND DISCUSSION

#### Research Model



#### Modification Model



To determine of the research model, *Goodness of Fit* in the test was conducted. The index of the research results is compared with the

critical limit value of the SEM criteria or Goodness of Fit Index, the following results are compared in the following table,

**Table 2** Evaluation Goodness Of Fit

Criteria	Cut - Off Value	Estimation value	Evaluasi
Chi square	< 1042,831	1013,241	Better Fit
Probability	> 0,05 / > 0,01	0,02	Better Fit
RMSEA	< 0,08	0,034	Better Fit
GFI	≥0,90	0,927	Better Fit
AGFI	≥0,90	0,901	Better Fit
TLI	≥0,90	0,931	Better Fit
CFI	≥0,90	0,938	Better Fit

On the comparison of the full model fulfillment, we get the actual criteria value of the structural model that is already fit, because overall the measurements have met the GOF criteria, where the value of the model fit is in

accordance with the cut off value. For this reason, the model can be used because it has a good fit model with good chisqueries and other good indices that indicate the model is getting more fit.

**Hypothesis**

**Direct Effect**

**Table 3** *Modification Regression Weights Structural Model*

			Estimate	S.E.	C.R.	P	Δ
<b>Touris Satisfaction</b>	<---	<b>Service Quality</b>	,307	,128	2,404	,016	,156
<b>Brand Image</b>	<---	<b>Halal Tourism</b>	,446	,126	3,531	***	,429
<b>E-WOM</b>	<---	<b>Touris Satisfaction</b>	,815	,090	9,054	***	,856
<b>E-WOM</b>	<---	<b>Brand Image</b>	,304	,151	2,013	,044	,131
<b>E-WOM</b>	<---	<b>Halal Tourism</b>	,332	,196	3,370	,021	,030
<b>E-WOM</b>	<---	<b>Service Quality</b>	,288	,154	2,166	,044	,096
<b>Tourist Loyalty</b>	<---	<b>E-WOM</b>	1,032	,084	12,260	***	,886
<b>Tourist Loyalty</b>	<---	<b>Halal Tourism</b>	,379	,218	2,660	,014	,028
<b>Tourist Loyalty</b>	<---	<b>Service Quality</b>	,313	,179	2,574	,015	,047

**Hypothesis 1**

Service quality of west sumatra tourist destinations are proven to have an effect on Tourist Loyalty, as evidenced by the value of C.R = 2.574 with SE = 0.179. As evidenced by the regression coefficient of 0.047 with a probability value (p = 0.015 ≤ 0.05)

**Hypothesis 2**

Service quality of west sumatra tourist destinations has a positive effect on Electronic-Word of Mouth (E-WoM), evidenced by the value of C.R = 2.166 with SE = 0.154. As evidenced by a

regression coefficient of 0.096 with a probability value ( $p=0.044 \leq 0,05$ ).

### Hypothesis 3

Service quality of west sumatra tourist destinations has a positive effect on Tourist Satisfaction, as evidenced by the value of C.R = 2.404 with SE = 0.128. As evidenced by a regression coefficient of 0.156 with a probability value ( $p = 0.016 \leq 0.05$ )

### Hypothesis 4

Halal Tourism of west sumatra tourist destinations has a positive effect on Destination Image of Tourism, evidenced by the value of C.R = 3.531 with SE = 0.126. Evidenced by a regression coefficient of 0.429 with a probability value ( $p = 0.001 \leq 0.05$ ).

### Hypothesis 5

Brand Image Tourism of west sumatra tourist destinations are proven to have an effect positive on Electronic-WordOfMouth (E-WoM) Tourism, evidenced by the value of C.R = 2.013 with SE = 0.151. as evidenced by a regression coefficient of 0.131 with a probability value ( $p = 0.044 \leq 0.05$ ).

### Hypothesis 6

#### Indirect effect

Tourist satisfaction of west sumatra tourist destinations are proven to have an effect positive on Electronic-WordOfMouth (E-WoM) Tourism, evidenced by the value of C.R = 9.054 with SE = 0.090. Evidenced by a regression coefficient of 0.856 with a probability value ( $p = 0.001 \leq 0,05$ ).

### Hypothesis 7

Halal Tourism of west sumatra tourist destinations are proven to have an effect positive on Electronic-WordOfMouth (e-WoM) Tourism, evidenced by the value of C.R = 3.370 with SE = 0.196. Evidenced by a regression coefficient of 0.030 with a probability value ( $p = 0.021 \leq 0.05$ ).

### Hypothesis 8

Halal Tourism of west sumatra tourist destinations are proven to have an effect positive on Tourist Loyalty, evidenced by the value of C.R = 2.660 with SE = 0.218. Evidenced by a regression coefficient of 0.028 with a probability value ( $p = 0.014 \leq 0.05$ ).

### Hypothesis 9

Electronic-WordofMouth (E-WoM) of west sumatra tourist destinations are proven to have an effect positive on Tourist Loyalty, as evidenced by the value of C.R = 12.260 with SE = 0.084. Evidenced by a regression coefficient of 0.886 with a probability value ( $p = 0.001 \leq 0.05$ ).

**Table 4 Indirect Effects**

	HT	KP	BI	KW	EW	LW
<b>Brand Image</b>	,000	,000	,000	,000	,000	,000
<b>Touris Satisfaction</b>	,000	,000	,000	,000	,000	,000
<b>E-WOM</b>	,136	,250	,000	,000	,000	,000
<b>Tourist Loyalty</b>	,215	,073	,314	,841	,000	,000
<b>Brand Image 1</b>	1,147	,000	,000	,000	,000	,000
<b>Brand Image 2</b>	,951	,000	,000	,000	,000	,000
<b>Brand Image 3</b>	1,246	,000	,000	,000	,000	,000
<b>Brand Image 4</b>	1,201	,000	,000	,000	,000	,000
<b>Brand Image 5</b>	1,209	,000	,000	,000	,000	,000
<b>Brand Image 6</b>	,599	,000	,000	,000	,000	,000
<b>Brand Image 7</b>	,446	,000	,000	,000	,000	,000
<b>E-WOM 1</b>	,210	,071	,307	,823	,000	,000
<b>E-WOM 2</b>	,189	,064	,276	,739	,000	,000
Table cont..						
<b>E-WOM 3</b>	,201	,068	,293	,785	,000	,000

<b>E-WOM 4</b>	,196	,066	,287	,767	,000	,000
Table cont.						
<b>E-WOM 5</b>	,207	,070	,303	,810	,000	,000
<b>E-WOM 6</b>	,255	,086	,373	,999	,000	,000
<b>E-WOM 7</b>	,225	,076	,329	,882	,000	,000
<b>E-WOM 8</b>	,240	,081	,351	,941	,000	,000
<b>E-WOM 9</b>	,208	,070	,304	,815	,000	,000
<b>Tourist Loyalty 5</b>	,131	,168	,302	,808	,992	,000
<b>Tourist Loyalty 4</b>	,161	,207	,370	,991	1,216	,000
<b>Tourist Loyalty 3</b>	,137	,176	,315	,845	1,036	,000
<b>Tourist Loyalty 2</b>	,165	,213	,381	1,019	1,251	,000
<b>Tourist Loyalty 1</b>	,136	,175	,314	,841	1,032	,000
<b>Touris Satisfaction 4</b>	,000	<b>,321</b>	,000	,000	,000	,000
<b>Touris Satisfaction 3</b>	,000	<b>,388</b>	,000	,000	,000	,000
<b>Touris Satisfaction 2</b>	,000	<b>,329</b>	,000	,000	,000	,000
<b>Touris Satisfaction 1</b>	,000	<b>,307</b>	,000	,000	,000	<u>,000</u>

*Sumber: AMOS 24*

**Hypothesis 10**

Tourist Satisfaction influences the size role of Service Quality of west sumatra tourist destinations on Tourist Loyalty. (TouristSatisfaction1=0,037, TouristSatisfaction2=0,329, TouristSatisfaction3=0,388, KW4=321)

**Hypothesis 11**

E-WOM influences the size role of Service Quality of west sumatra tourist destinations of Service Quality on Tourist Loyalty (E-WOM1=0,071; E-WOM2=0,064; E-WOM3=0,068; E-WOM4=0,066; E-WOM5=0,070; E-WOM6=0,086; E-WOM7=0,076; E-WOM8=0,064; E-WOM9=0,070)

**Hypothesis 12**

Brand Image influences the size of the halal role of Tourism towards Tourist Loyalty. (BrandImage1=1,147; BrandImage2=0,951; BrandImage3=1,246; BrandImage4=1,201; BrandImage5=1,209; BrandImage6=0,599; BrandImage7=0,446)

**Hypothesis 13**

E-WOM influences the size of the role of halal tourism on Tourist Loyalty. (E-WOM1=0,210; E-WOM2=0,189; E-WOM3=0,201; E-WOM4=0,196; E-WOM5=0,207; E-

WOM6=0,255; E-WOM7=0,225; E-WOM8=0,240; E-WOM9=0,208).

**4. CONCLUSION**

Tourist loyalty is important in ensuring the loyalty of visiting tourists. Loyalty is to create a strong and close relationship with customers, this is the key to long-term success. Loyalty is considered important to build long-term relationships with tourists, including in building increased tourism in West Sumatra. the availability of Islamic facilities managed well by the government can affect the Electronic-WordOfMouth (E-WoM) of a tourism destination. Consumer demand for the importance of Islamic values in tourism facilities triggers the determination of Islamic-based tourism. The establishment of West Sumatra as one of the provinces based on halal tourism (hallal torism) by the Indonesian government is expected to be able to meet the demands of these consumers. Islamic-based tourism can be used as one of the guidelines calculated in tourism development in West Sumatra. Establish halal tourism by providing the best value to tourists related to several aspects such as satisfaction and loyalty.

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