

# Effects of Islamic Tourism, E-Wom and Satisfaction on Tourism Loyalty Visiting Muaro Lasak Beach in Padang City

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## ABSTRACT

The objective of this research is to analyze the effect of Islamic tourism on tourist loyalty in visiting Muaro Lasak Beach Padang, the effect of E-WOM on tourist loyalty in visiting Muaro Lasak Beach Padang, tourist satisfaction on tourist loyalty in visiting Muaro Lasak Beach Padang, and the effect of Islamic tourism, E-WOM, and tourist satisfaction on tourist loyalty in visiting Muaro Lasak Beach, Padang City. This is a descriptive research. The population in this study were tourists visiting Muaro Lasak Beach, Padang City or unknown participants. 200 people were used as samples by using non-probability sampling technique with the accidental sampling method. The results of this study revealed that (1) Islamic Tourism has a significant positive effect on the tourist loyalty in visiting Muaro Lasak Beach Padang, (2) E-WOM has a significant positive effect on the tourist loyalty in visiting Muaro Lasak Beach Padang, (3) tourist satisfaction has a significant positive relationship to the tourist loyalty in visiting Muaro Lasak Beach Padang and, (4) Islamic tourism, E-WOM and tourist satisfaction have significant influence on the tourist loyalty in visiting Muaro Lasak Beach in Padang City.

**Keywords:** *Islamic Tourism, E-WOM, Satisfaction, and Tourist Loyalty*

## 1. INTRODUCTION

Tourism has a significant role in the acquisition of state or regional revenue. Nowadays, Indonesia as one of the developing countries began to introduce and compete in increasing regional tourism in order to attract domestic and foreign tourists. Indonesia has enormous natural tourism potential, such as the beauty of the beaches, mountains, valleys, hills, historical buildings and sites, and wide variety of ethnic groups and cultures. According to Suwantoro (2002: 3) that "Tourism is a journey from a place to another place, is temporary carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, and cultural dimensions".

Indonesia is a country where the majority of the population is Muslim, so to improve existing tourist attractions and attract tourists' curiosity, it should have Islamic tourism standards in accordance with the Shari'a for Muslim tourists, such as halal food and drinks, Islamic tourism facilities, Islamic cultures, Islamic arts and entertainment and many others. Halal food, halal facilities, Islamic culture, free from gambling and alcoholic drinks, as well as halal lodging are widely promoted by various countries (Battor and Ismail, 2014: 2).

In the group of countries known as the Organization of Islamic Cooperation (OIC), Indonesia ranks second as the main destination for Muslim tourists with an index score of 72.8. In the same rank, Indonesia competes with the

United Arab Emirates which previously won second place while Malaysia is still the best destination for Muslim tourists (Tirto.id, 2018).

Rank second as a Muslim tourist destination described in table 1.1 above (TABELNYA MANA KAK), Indonesia must enhance the existing Islamic tourism destination further, so that Indonesia will be number one in the world as a major destination for Muslim tourists and can maintain the existence of Indonesia as a country with a Muslim majority.

Sindonews.com (2015), The Government of Indonesia itself had prepared 13 Provinces which declared ready to develop Islamic tourism, one of them is West Sumatra. Islamic tourism is very well implemented, especially in West Sumatra, where the majority of the population is Muslim and has strong Minangkabau customs cultures that has a philosophy of "adat basandi syara', syara' basandi kitabullah", this is the foundation of the value system that makes Islam a the main source of governance and patterns of behavior in society. Therefore tourism will be even better if everything is based on Islam.

Three provinces in Indonesia had been designated as halal tourism destinations, namely, Aceh, West Nusa Tenggara (NTB) and West Sumatra. Padang City had been designated by the government as halal tourism destination in Indonesia, so changes should be implemented, starting from the availability of delicious and halal culinary, the Islamic culture implementation by the people, and the famous Islamic tourist destinations, such as mosques, pilgrimage tours and so on (Wardi, et.al, 2017).

One of the tourist destination in the Padang city is Muaro Lasak Beach. Muaro Lasak Beach, which is located next to the Padang beach, indeed has a certain attraction, besides enjoying the beautiful beach views, tourists also gather at the Merpati Peace Monument to take pictures with friends and family. The Merpati Perdamaian Monument was inaugurated by President Jokowi on April 12, 2016. Muaro Lasak Beach is a tourism destination that provides a

variety of culinary, playgrounds, and various kinds of games are available.

Muaro lasak beach is a beach area that often visited by domestic tourists and foreign tourists who come to enjoy the beach during the holidays either with family, friends, friends or spouses. Muaro Lasak beach park which being claimed as a new recreation area in the city of Padang as an international class destination, located at the Purus Beach area, Rimbo Kaluang Sub-District, Padang Barat District, Padang City, West Sumatra (Ksmtour.com, 2019).

To implement Islamic tourism at Muaro Lasak Beach, it is necessary to pay attention to aspects such as halal food and drinks, Islamic tourism facilities, Islamic culture, Islamic events and performances, and Islamic arts and entertainment. This is supported by Wardi. et.al, (2017), When tourists come to visit, it takes a variety of excellent services so that tourists can be satisfied, Starting from supporting facilities such as the availability of clean places to pray, qibla guidance in each lodging rooms, various facilities and aspects of the service are well integrated, so that Islamic tourism services are a comprehensive experience received by tourists. Battor and Ismail (2014), in their research argued that Islamic facilities influence the tourist satisfaction.

Electronic Word of Mouth (E-WOM) is communicating information about the quality of a product, services, including positive or negative experiences conducted by people who will buy a product, people who have purchased a product, or anyone who wants to comment related to a product or service to consumers others in the form of text, sound, images, videos or a combination altogether by using online forums, e-mail, search engines and other online platforms (Auliya, et.al, 2017). With current technological developments, people can access information about tourist destinations that they will be visited easier, various kinds of social media can describe tourists experiences, satisfied or not in visiting tourist attractions. In addition, E-WOM is a feedback that can help companies to

improve the quality of their products and also the way to get new customers (Hennig,et.al, 2004).

In the world of tourism business, the influence of people around them who communicate or discuss the quality of certain tourist attractions is one thing that can foster the tourist loyalty who will be visiting. The current trend of promotional activities especially through internet such as E-WOM (Electronic Word of Mouth) can spread more about tourism destination, attract more tourists to visit, and create more jobs so people's income will increase. Tourists will feel happy and comfortable if maximum services are provided and Islamic tourism will serve the tourist needs. High level of tourist satisfaction will create tourist loyalty, so the tourists will stay and increase due to the decision to revisit the same tourist attraction in the future. Many studies prove that the higher the level of satisfaction, the loyalty of tourists visiting the destination will be increasing (Hermawan, 2017; Priyanto, 2016; Ihshani, 2005).

Based on the background above, the researchers are interested in conducting research with the title "The Effect of Islamic Tourism, E-WOM and Satisfaction Against Tourism Loyalty Visiting Muaro Lasak Beach in Padang City".

The objective of the current study

- a. The effect of Islamic tourism on tourist loyalty in visiting Muaro Lasak Beach, Padang City.
- b. The effect of E-WOM on tourist loyalty in visiting Muaro Lasak Beach, Padang City.
- c. The effect of tourist satisfaction on tourist loyalty in visiting Muaro Lasak Beach, Padang City.
- d. The effect of Islamic tourism, E-WOM and tourist satisfaction on tourist loyalty in visiting Muaro Lasak Beach, Padang City.

### 1.1. Hypothesis

H1: Islamic tourism has a significant positive effect on tourist loyalty in visiting Muaro Lasak Beach, Padang City.

H2: E-WOM has a significant positive effect on tourist loyalty in visiting Muaro Lasak Beach, Padang City.

H3: Tourist satisfaction has a significant positive effect on tourist loyalty in visiting Muaro Lasak Beach, Padang City.

H4: Islamic Tourism, E-WOM and Tourist Satisfaction altogether have a significant effect on tourist loyalty in visiting Muaro Lasak Beach, Padang City

Based on the explanation above, this study is considered as important to conduct. The concept of this study can be seen in the Figure 1:

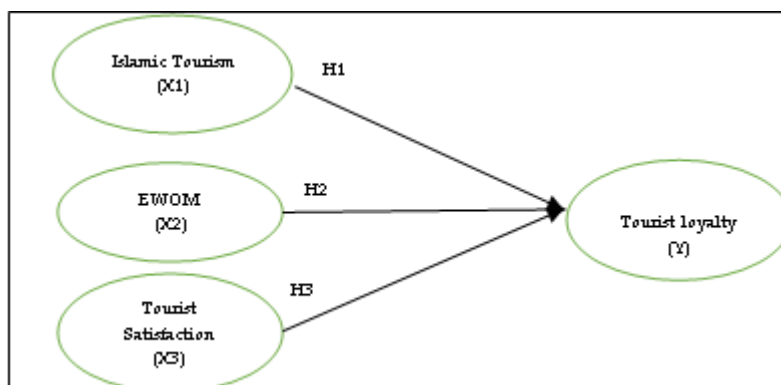


Figure 1. Study concepts

**2. METHOD**

This research is a quantitative research by using questionnaires as instrument. This study aims to determine the effect of Islamic tourism, tourist satisfaction on tourist loyalty in visiting the Muaro Lasak Beach, Padang City. The population in this study were all tourists visiting Muaro Lasak Beach, Padang City. The sampling method uses the Accidental sampling method which is part of the nonprobability sampling technique. Then the number of respondents in this study is 200 respondents. The analysis

technique used is multiple linear regression analysis.

**3. RESULTS AND DISCUSSION**

**3.1. Result**

Multiple linear regression analysis was used to determine the effect of Islamic tourism, e-wom, satisfaction on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. From the data processing with SPSS 16.0, the results are as follows:

**Table 1.** Results of Multiple Linear Regression Analysis Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.470	1.750		1.411	.160
Islamic Tourism	.064	.028	.107	2.309	.022
EWOM	.350	.070	.299	4.972	.000
Satisfaction	.751	.083	.542	9.032	.000

Based on the data above obtained by the linear equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 2,470 + 0,064 X_1 + 0,350 X_2 + 0,751 X_3 + e$$

where :

- Y = Tourist Loyalty
- a = constant
- X<sub>1</sub> = Islamic Tourism
- X<sub>2</sub> = E-WOM
- X<sub>3</sub> = Satisfaction
- b<sub>1</sub> = Islamic tourism regression coefficient
- b<sub>2</sub> = E-WOM regression coefficient
- b<sub>3</sub> = Coefficient regression coefficient
- e = Other factors not examined

From the regression equation above, it can be interpreted as follows:

1. The constant value obtained is 2,470 indicating that without independent variables, namely Islamic tourism (X<sub>1</sub>), E-WOM (X<sub>2</sub>), and satisfaction (X<sub>3</sub>), the value of tourist loyalty (Y) is 2,470.
2. The value of the regression coefficient (b) of the Islamic tourism variable (X<sub>1</sub>) obtained is positive which is 0.064 indicating that every increase in the Islamic tourism variable is one unit, it will result in an increase in tourist loyalty of 0.064 units, assuming the other variables do not change or constant.
3. The value of the regression coefficient (b) of the E-WOM variable (X<sub>2</sub>) obtained is positive which is 0.350, indicating that each increase in the E-WOM variable is

one unit, it will result in an increase in tourist loyalty of 0.350 units, assuming the other variables do not experiencing change or constant.

4. The value of the regression coefficient (b) of the satisfaction variable (X3) obtained is positive which is 0.751 indicating that each increase of satisfaction variable is one unit, it will result in an increase in tourist loyalty that is equal to 0.751 units, assuming the other variables do not change or are constant .

### **3.2. Feasibility test**

Based on the table above, the  $F_{count}$  is  $99,900 > F_{table} 2,65$  with sig  $0,000 < 0,05$ . This means that the F test conducted together with Islamic tourism, e-wom and satisfaction variables has a significant influence on the loyalty of tourists visiting the Muaro Lasak Beach in Padang City, meaning that the independent variables together have a significant effect on the dependent variable.

The coefficient of determination is needed to see how much the contribution of the dependent variable (X) to the independent variable (Y). Based on the model summary table, the figure ( $R^2$ ) is 0.605 (60.5%). This shows that the percentage of independent variables on the dependent variable is 60.5% or the variation of the independent variables used in the model (Islamic tourism, e-women and satisfaction) is able to explain 60.5% of the dependent variable (tourist loyalty). While the remaining 39.5% is influenced and explained by other variables not included in this study.

### **3.3. Hypothesis testing**

#### **3.3.1. Hypothesis 1**

Islamic tourism has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. Based on the results of the analysis test it is known that the value of t

count  $> t_{table}$  is  $2.309 > 1.653$  (Sig.  $0.022 < 0.05$ ). It means that  $H_0$  is rejected and  $H_a$  is accepted, so that the alternative hypothesis proposed in the study is accepted, that Islamic tourism has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City.

#### **3.3.2. Hypothesis 2**

E-WOM has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. Based on the results of the analysis test it is known that the value of t count  $> t_{table}$  is  $4.972 > 1.653$  (Sig.  $0.000 < 0.05$ ). It means that  $H_0$  is rejected and  $H_a$  is accepted, so that the alternative hypothesis proposed in the study is accepted, that E-WOM has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City.

#### **3.3.3. Hypothesis 3**

Satisfaction has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. Based on the results of the analysis test it is known that the value of t count  $> t_{table}$  is  $9.032 > 1.653$  (Sig.  $0.000 < 0.05$ ). It means that  $H_0$  is rejected and  $H_a$  is accepted, so that the alternative hypothesis proposed in the study is accepted, that satisfaction has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City.

### **3.4. Discussion**

#### **3.4.1. Effect of Islamic Tourism Against Tourist Loyalty Visiting Muaro Lasak Beach, Padang City**

This study proves that Islamic tourism has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. The results of the study can be seen the coefficient of Islamic tourism of 0.064 and has a positive influence or direction on tourist loyalty.

These results indicate that the increasing Islamic tourism will affect the loyalty of visitors to the Muaro Lasak Beach tour in Padang City.

Tourist services in Islamic tourism refer to Islamic rules in the form of natural tourism, cultural tourism, and man-made tourism the whole is framed in Islamic values therein. As a country with the largest Muslim population in the world, it is better to apply the teachings of Islam when visiting tourism, both in terms of transportation, culinary, hotels, places of worship and others. Islamic tourism has a good impact on tourist loyalty and includes the needs of existing Muslim tourists.

By carrying out this activity, it is hoped that Muaro Lasak Beach businesses in Padang City will have a good understanding of the concept and importance of Islamic Tourism, so that they can integrate various tourism services to create a good Islamic tourism experience for tourists.

This finding is in line with research conducted by Wardi. et.al (2018) and Saputro.et.al (2018). In their research they concluded that Islamic tourism is a very useful tourist activity, especially in terms of enhancements that contain Islamic values such as Islamic tourism.

According to Dogan (2010), "Islamic tourism includes activities carried out by Muslims in destinations for the purpose of relaxation and entertainment presented by hospitality companies that apply Islamic principles". Islamic tourism has become a trend at this time which is intensified by the ministry of tourism as a strategy of tourism acceleration in Indonesia. The majority of Indonesia's population is Muslim, with the existence of this Islamic tourism will provide comfort and pleasure in enjoying the existing tourism in accordance with Islamic law. This is also supported by a variety of literature which explains that Muslim tourists care about the consumption of products and services according to sharia when visiting tourist attractions (Battor et al. 2010; Battor et al. 2012; Jafari and Scott, 2014).

The highest level of Respondent Achievement (TCR) was 81.40% with an average of 4.07. It can be concluded that the circulation of alcoholic drinks in public areas or in tourist areas is not found because the government has banned their distribution. While the lowest level of Respondents' Achievement (TCR) was 72.30% with an average of 3.62. Means it can be concluded that the mosque was available in sufficient quantities. Total achievements of respondents from the Islamic tourism variable as a whole was 76.86% with an average of 3.84. Then it can be concluded that Islamic tourism in the city of Padang is good, but it can still be improved.

So it can be concluded that the Islamic values that exist in Islamic tourism are not only beneficial to the tourism industry but also beneficial to the community in increasing faith, becoming a better human being and preventing the occurrence of things that are mudharat for the community.

#### *3.4.2. Effect of E-WOM Against Tourist Loyalty Visiting Muaro Lasak Beach, Padang City*

This research proves that E-WOM has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. The results can be seen E-WOM coefficient of 0.350 and has a positive influence or direction on tourist loyalty. These results indicate that the increasing E-WOM will affect the loyalty of visitors to the Muaro Lasak Beach tour of Padang City.

In the world of tourism business, the influence of people around it, be it family, friends or others who communicate or discuss the quality of certain tourist attractions is one thing that can foster the loyalty of tourists who visit and will have an impact on whether or not the tourists are satisfied. Word of mouth is one of the service marketing mix tools that is believed to influence others in determining interest in visiting a tourist destination and its impact on

visiting decisions and intentions to visit again in the future.

Electronic word of mouth communication that is formed on Instagram social media allows users to share information about tourist destinations. The Indonesian Ministry of Tourism has created a brand or brand for Indonesian tourism in the form of "Wonderful Indonesia" and "Enchanting Indonesia". Both tourism branding was created to market Indonesian tourism and to uniform Indonesian tourism keywords. The brands "Wonderful Indonesia" and "Pesona Indonesia" can be found by Instagram account users around the world who want to know about Indonesia's tourism destinations. More and more content is uploaded and included in the tourism brand hashtags, followed by comments from other users that can enhance the image of Indonesia's tourism destinations themselves. The increasing image of Indonesia's tourism destinations will certainly bring profits to the country. Seeing interesting content on Instagram, it will create curiosity and arouse the desire of other people to come to visit and enjoy these tourist destinations.

This finding is in line with research conducted by Yollanda. et.al (2018) and Suwarduki. et.al (2016). In their research they concluded that there is a positive relationship between EWOM visitor loyalty.

According to Sernovitz (2012: 1) "Word of Mouth (WOM) is an original consumer talk verbally informing the impression of a product that he bought to someone else" With the presence of the internet today, Word of Mouth (WOM) has evolved into an Electronic Word of Mouth (eWOM). The existence of this technological advancement makes consumers more careful in finding good information from products or services before making a purchase

Meanwhile according to Hennig-Thurau et. al., (2004), argues that electronic word of mouth is a positive or negative statement made by potential customers or former customers about a product or company, aimed at many people or institutions via the internet. E-WOM activities

have started to be used in cyberspace by consumers after using a product or service. E-WOM refers to a positive, neutral, or negative experience-based statement made by potential, real or former consumers of a product, service, brand, or company, which can be known by people and institutions through the internet (through websites, social media, instant messaging, etc.) (Firdaus and Abdullah, 2017).

The highest level of Respondent Achievement (TCR) was 76.90% with an average of 3.85. It can be concluded that many visitors posted Muaro Lasak Beach tourist attractions in Padang City through online media. While the lowest level of Respondents' Achievement (TCR) was 72.90% with an average of 3.65. Means it can be concluded that visitors still have not recommended the tourist attractions of Muaro Lasak Beach, Padang City through online media. Total achievements of respondents from the overall E-WOM variable was 75.37% with an average of 3.77. It can be concluded that the E-WOM for Muaro Lasak Beach tourism in Padang City is good, but it can still be improved.

So it can be concluded that with E-WOM can help companies and businesses to improve the quality of products or services that have been provided to consumers.

#### *3.4.3. Influence of Satisfaction on Tourist Loyalty Visiting Muaro Lasak Beach, Padang City*

This research proves that satisfaction has a significant positive effect on the loyalty of tourists visiting Muaro Lasak Beach, Padang City. The results can be seen satisfaction coefficient of 0.751 and has a positive influence or direction on tourist loyalty. These results indicate that with increasing feeling of pleasure because the comfort received in tourism activities exceeding expectations will affect tourist loyalty to the Muaro Lasak Beach tour in Padang. Loyalty lies in customer satisfaction (tourists) where tourists who are very satisfied or like the service tend to be loyal supporters of a business.

Tourist loyalty to tourism destinations is found in tourist satisfaction, which is very satisfied or likes the services provided. This form of loyalty can be in the form of revisiting the same tourism destination and or spreading positive news related to related tourism destinations. The level of tourist satisfaction in this study can also be perceived as being the same as satisfaction with the tour given, tourists will visit the Muaro Lasak Beach tour in Padang City again.

This finding is in line with research conducted by Priyanto. et. al (2014) and Putri.et.al (2014). In their research they concluded that there is a significant positive relationship between tourist satisfaction and tourist loyalty. According to Kotler and Keller (2008) Satisfaction is someone's happy or disappointed feelings that arise from comparing the perceived performance of a product (or result) against their expectations or expectations. Tourist satisfaction is the level of one's feelings after comparing the perceived performance or results compared to his expectations (Kotler and Makens, 1999). With the satisfaction of tourists who visit it will increase tourist loyalty, such as going back again to visit and will provide promotions through friends, friends, family so that it will increase the number of tourists who will visit.

Tourist satisfaction is very closely related to tourist loyalty. Tourist loyalty is a tourist behavior where the tourist has a decision to visit again, based on experience in choosing or deciding on a tourist visit. According to Wahab et.al (2015: 336) in his research stated that customer satisfaction is really important to get loyal customers. This is supported by Ibojo and Asabi (2015: 65) who explain that satisfaction has a positive effect on customer loyalty, if satisfaction increases it will be followed by increased customer loyalty.

Lovelock et al. (2010) explain that true loyalty lies in customer satisfaction (tourists) where tourists who are very satisfied or like service tend to be loyal supporters of the company. Islamic tourism will have a good

impact on the satisfaction of tourism and tourism tourism that presents the charm of Islamic tourism for local and foreign tourists. The concept of Sharia tourism is the actualization of the concept of Islam where halal and haram values are the main benchmarks, this means that all aspects of tourism activities are inseparable from halal certification which must be a reference for every tourism actor (Chookaew, 2015).

The highest level of Respondent Achievement (TCR) was 73.30% with an average of 3.67. It can be concluded that the Muaro Lasak Beach Tourism area of Padang City has met the expectations of visitors on a tour. Whereas the lowest Respondents Achievement Level (TCR) is 71.40% with an average of 3.57. Means it can be concluded that visitors are still not satisfied with a trip to Muaro Lasak Beach, Padang City. The total achievements of respondents from the overall satisfaction variable was 72.35% with an average of 3.62. So it can be concluded that the satisfaction of tourists for Muaro Lasak Beach tourism in the city of Padang is good, but it can still be improved.

#### **4. CONCLUSIONS**

This study aims to reveal the influence of Islamic tourism, E-WOM and satisfaction with the loyalty of tourists visiting Muaro Lasak Beach, Padang City. Based on the results of research and discussion, conclusions can be drawn as follows:

1. There is a significant positive influence between Islamic tourism on the loyalty of tourists visiting Muaro Lasak Beach, Padang City.
2. There is a significant positive effect between E-WOM on the loyalty of tourists visiting Muaro Lasak Beach, Padang City.
3. There is a significant positive effect between satisfaction with the loyalty of tourists visiting Muaro Lasak Beach, Padang City.



Based on the results of the study and the conclusions above, the authors provide several suggestions, as a form of implementation of the results of this study as follows:

1. Based on the lowest Level of Respondents' Achievement (TCR) it can be concluded that the mosques available along the Muaro Lasak beach in Padang City are already in sufficient numbers but the cleanliness and neatness of the mosque needs to be maintained so that tourists who visit to worship can still worship properly.
2. Based on the lowest Level of Respondents Achievement (TCR) it can be concluded that visitors still have not recommended the Muaro Lasak Beach tourist attractions in Padang City through online media because most of the visitors are among children and parents.
3. Based on the lowest Level of Respondents Achievement (TCR) it can be concluded that visitors are still not satisfied with a trip to Muaro Lasak Beach, Padang City because the conditions of the Muaro Lasak beach in Padang are dirty, rubbish from the sea strewn along the coast makes tourists become lazy to play on the beach.
4. For further researchers, it is hoped that the results of this study can be a reference for further researchers who will discuss the same thing elsewhere. Furthermore, for researchers who want to research about purchasing decisions at the same place, it is recommended that the type of shoes on display be the shoes that fit the needs of market segments.

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