



The Analysis of Influence of Destination Image, Islamic Value, and Brand Ambassador on Perceived Value and Satisfaction

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Abstract. Because more and more travellers are starting to show interest in halal tourism, halal tourism has started to expand in Indonesia. There are numerous sharia-compliant natural attractions in Indonesia, including Islamic boarding schools and locations of Islamic regal heritage. Researchers are interested in researching The Analysis of Influence of Destination Image, Islamic Value, and Brand Ambassador on Perceived Value and Satisfaction. This study examines the effect of destination image and Islamic value on perceived value and satisfaction. The method used in the literature study is library research, using a review of the literature with the term, this paper examines the trajectory of destination image development (Destination Image, Islamic Value and Brand Ambassador) and (Perceived Value and Satisfaction). The findings show that the development of the Tourist satisfaction is unaffected by destination image, it was evident that there was no impact based on the journals that were evaluated. Additionally, every keyword associated with this study has an impact on the studied dependent variable. The executives and authorities concerned with Islamic values in tourism, destination competitiveness, concept development, resource allocation, and visitor behaviour should pay attention to this study (e.g., perceived value and satisfaction). This study proposed Halal tourism management must enhance creative marketing methods to increase satisfaction by enhancing destination image, enhancing online and web-based techniques, and enhancing the marketing team's capacity for persuasion. The main value of this paper is the analysis of the effect of destination image and Islamic value on perceived value and satisfaction from the halal tourism perspective.

Keywords: Destination Image · Islamic Value · Brand Ambassador · Perceived Value · Satisfaction

1 Introduction

The “Z” generation in Indonesia is primarily focused on developing the tourist industry as a rejuvenating getaway to ease exhaustion from long workdays. Tourism is a travel activity to learn something, improve one's health, take part in sports or other leisure activities, complete assignments, go on pilgrimages, or any number of other things [1].

Revealed that tourism is an important sector of economic development, not only related to contributing to increasing state and regional income but also increasing the development of the service sector, especially in the tourism sector. Tourism is one of the largest service industries in the world and one of the most strategic economic sectors in causing a multiplier effect, either directly or indirectly, thus providing benefits in increasing a country's foreign exchange [2]. Thus, the regions have a large enough opportunity to introduce their tourism potential so that they can attract tourist visits both locally and abroad.

In addition to having a variety of ethnicities and cultures, the natural riches and potential of Indonesia must be fully exploited, particularly in the tourism industry. One of the tourism sectors that must be developed is halal tourism. Halal tourism refers to any type of travel that abides by sharia law and is supported by amenities and services provided by the neighborhood, businesses, the government, and local governments [3]. Because more and more visitors are beginning to embrace halal tourism, halal tourism has begun to grow in Indonesia. Indonesia has a lot of sharia-based natural tourism such as heritage sites of the Islamic kingdom and Islamic boarding schools. In 2016, to be exact, last October 20, Indonesia won an award in the field of tourism. Indonesia won The Word Halal Travel Awards 2016 which was announced at The Emirates Palace Ballroom, in Abu Dhabi. Islamic branding is the method that uses data analysis the most. Specifically, utilizing Islamic identity in product marketing (including the use of the phrase Islam, Sharia, Islamic names, and halal labels).

It turns out that Muslim customers can be extremely sensitive to the behaviours that companies and producing nations perform. Muslim customers frequently refuse to purchase a product from a nation if they believe it to be disrespectful or hostile to Islam [4]. In today's millennial era, the modern marketing paradigm is growing more complex and several business corporations are competing with each other to win the global market competition. This cannot be separated from the marketing strategies carried out by the business corporations of several business corporations. The Satisfaction variable is not significantly changed by Destination Image, according to research [5].

Also supporting this is studies from Purwianti and Patricia and Naira et al., which discovered that the Satisfaction variable is significantly impacted favorably by Destination Image [6, 7]. However, this is inversely proportional to research from Sulistiyowati that found that Destination Image does not significantly affect the Satisfaction variable [3]. In other words, there are differences in research findings in the same independent and dependent variables in the empirical study above, therefore, the researcher wants to review how it affects this research. In the development of the variables, the researcher tries to combine previous studies into new research in the world of tourism, by bringing up the independent variables in this study (Destination Image, Islamic Value, and Brand Ambassador), especially the Brand Ambassador variable. With the title "The Analysis of Influence of Destination Image, Islamic Value, and Brand Ambassador on Perceived Value and Satisfaction", "The company innovates in its marketing strategy".

2 Method

Library research, a body of studies focused on methods for gathering library data, or research whose study subjects are examined using a variety of library resources, is the methodology used in this literature review (books, encyclopaedias, documents, and scientific journals). Research that critically examines knowledge, concepts, or discoveries in academically oriented literature and develops theoretical and methodological contributions to particular themes is known as literature review or literature research [8].

In this study, the author will examine 2 literature or journals related to the title of this paper, namely: Research related to the independent variable (Destination Image, Islamic Value and Brand Ambassador) and Research related to the dependent variable (Perceived Value and Satisfaction). Then the three kinds of literature will be analysed by way of comparison or comparison. Data for writing this literature study can be obtained by searching for articles collected in the last 10 years using a database from Google Scholar and from journal sites or articles that are already available. The author used a variety of methods for gathering data, including:

2.1 Secondary Data Collection

Secondary data collection begins with a literature study by reading, recording, and processing materials from the literature search results to conclude. The secondary data used by the author to complete this paper include the following:

- Research related to independent variables (Destination Image, Islamic Value and Brand Ambassador)
- Research related to the dependent variable (Perceived Value and Satisfaction)

2.2 Secondary Data

Secondary data is data in the form of documentation, copies/quotes of supporting data sourced from literature, and existing references [9]. Research procedure: Three selection criteria are as follows:

- Only articles published in journals related to Business, management, marketing, and hospitality among the chosen for the study in order to uncover pertinent influences.
- Procedure, which is thought to be the best method of choosing research. Only journal articles are analysed in this study; conference materials, working documents, master's theses and doctorate dissertations, and textbooks are not included.
- Papers due to the fact that this study uses the keyword, are not included in the analysis "destination image, Islamic value, brand ambassador, perceived value".

3 Finding

Findings: In this study, researchers will try to explain the results of journals from various sources according to the research title, namely "The Analysis of Influence of Destination Image, Islamic Value, and Brand Ambassador on Perceived Value and Satisfaction".

First: Jatim Park Visitor Study: The Impact of Destination Image, Amenities, and Prices on Tourist Satisfaction, Batu is a study [5]. Then the results stated that the image of the destination Jatim Park 1 had gone through a transformation or decrease.

Second: In a study with the research title “The Influence of Customer Satisfaction and Religiosity as Moderating Variables on the Use of Islamic Branding on Purchase Intentions [4]. Then the results stated that among the variables studied in this study, only the Islamic Branding variable was proven to have a significant effect on the Customer Satisfaction of customers using Islamic banking services at BMT Kampong Syariah Medan.

Third: In a study “The Influence of Brand Ambassadors and Hallyu on Consumer Decisions to Do Brand Switching and Its Implications for Cosmetic Consumer Satisfaction in Jakarta” [10]. Then the results of the study stated that. Brand Ambassador significantly positive influence on consumer decisions to do Brand Switching Korean cosmetics in Jakarta.

Fourth: In a study with the research title “The Role of Perceived Value in Mediating the Relationship between Service Quality and Consumer Satisfaction” [11]. Based on the results of the research analysis, discussion results, and conclusions, the suggestions that can be given are for the company, this research should be taken into consideration for Semu Jaen Restaurant to always improve services to achieve customer satisfaction.

Fifth: In a study with the research title “The Influence of Destination Image and Other Factors on Visitor Satisfaction to Visit Bali Again” [12]. Then the results state that 1. The size of the coefficient of determination determines how well the independent variable (destination image) analysed can explain the dependent variable (trip quality).

Sixth: In a study with the research title “The Influence of Perceived Value, Celebrity Endorser and Advertising on Brand Attitude (Case Study on Students of the Faculty of Economics, University of Muhammadiyah Jember)” [13]. Then the results of the study state that 1. The perception of value and brand attitude are strongly correlated 2. Celebrity brand ambassadors have a big impact on brand attitudes 3. There is a significant influence between advertising and brand attitude.

Seventh: In a study with the research title “Stimuli Influence of Brand Ambassadors on Purchase Intentions Through Consumer Satisfaction Mediation” [5]. Finally, the results of the study explain that the mediation model (H5 research) explains that all elements of brand ambassadors (trustworthiness, attractiveness, expertise) have a positive effect on purchase intention through customer satisfaction mediation at the lotte mart location, Waru Sidoarjo.

4 Discussion

Destination management and tourist management are two of the five primary concerns in tourism management. This claim has been backed up by a large number of research participants who have made purchases at the Waru Sidoarjo lotte market, where they feel supported by a cool shopping environment and the tasteful presentation of reputable objects for sale. Based on many articles and obtained 7 matching articles, we propose a strategy map related to independent and dependent variables. As seen in the illustration, DI can be divided into the following four categories.

Relationship Between Destination Image And Satisfaction: In a study the research title “The Effect of Destination Image, Amenities, and Prices on Tourists’ Satisfaction: A Study of Visitors to Jatim Park 1” [5]. Batu came to the conclusion that there was no significant relationship between the Destination Image variable and Satisfaction. This occurred because the state of the study’s participants was not ideal. It was thought that Jatim Park 1’s tourist facilities didn’t support tourist amenities. Visitors compare amenities in various tourist sites and have preferences. Visitors may be pleased with the amenities at other destinations tourist attractions. “so the author concludes that the Destination Image variable does not provide a positive relationship to visitor satisfaction”.

Relationship Islamic Value and Satisfaction: The relationship between the Islamic Value variable and Satisfaction, in a study with the research title “The Influence of Customer Satisfaction and Religiosity as Moderating Variables on the Use of Islamic Branding on Purchase Intention” [4]. States in its conclusion that the proven Islamic Branding variable significantly affect Customer Satisfaction. “so the author concludes that the Islamic Value variable provides a positive relationship to visitor satisfaction”.

Relationship Brand Ambassador Relationship And Satisfaction: The relationship between Brand Ambassador variables and Satisfaction, in a study with the research title “Stimuli Influence of Brand Ambassadors on Purchase Intentions Through Mediation of Consumer Satisfaction” [10]. States in its conclusion that all elements of brand ambassadors (trustworthiness, attractiveness, expertise) have a positive effect on purchase intention through customer satisfaction mediation. Research by Shinta demonstrating a significant influence between the Perceived Value on Brand Attitude provides another signal that there is a relationship between the Perceived Value variable and the Brand of Service to be able to affect Satisfaction [13]. “Thus, the author deduces that there is a favourable relationship between visitor satisfaction and the Brand Ambassador variable”.

Relationship Brand Perceived Value and Satisfaction: The extent to which the independent variable (perceived value) studied can explain the dependent variable (overall satisfaction) is determined by the magnitude of the coefficient of determination, according with titled “The Effect of Destination Image and Other Factors on Visitor Satisfaction to Visit Bali Again” [12]. Additional evidence for this comes from research [11], which demonstrate that perceived value has a positive and significant impact on consumer satisfaction. “so the author concludes that the Perceived Value variable provides a positive relationship to visitor satisfaction”.

In this case, overall customer satisfaction is the main key to success for business people to provide the best services for potential consumers so that it has a direct impact on the sustainability of the repurchase intention stimulus process in a real way, especially for the management of customer service providers, especially the lotte mart business entity, keeps up with thorough and successful relationship marketing for its present clients.

5 Conclusion

The following conclusions can be drawn from various studies that explain the independent and dependent variables based on the findings of the researchers’ analysis as well as the discussion of the findings of the analyses of each journal that have been previously discussed. The researchers will describe various types of research as follow.

Finally, the study's researcher got to the conclusion that it looked through Scopus, the biggest abstract and citation database of literature that has been peer-reviewed, for relevant literature. Google Scholar, Scopus, and Web of Science. The first stage involves retrieving any articles that match the search terms "destination image, Islamic value, brand ambassador, perceived value, and satisfaction" for the publishing period from 2015 to 2022 (a total of seven years) in late April and early September 2020. After that, 7 articles are excluded using the precise phrase "destination image, Islamic value, brand ambassador, perceived value, and satisfaction." The findings in this study state that the destination variable does not affect the satisfaction variable, but for its other indepent variables, it shows a positive update to satisfaction, this is a separate study for stakeholders to increase the variable destination image as a matter that is able to provide satisfaction to consumers.

Acknowledgement. Stating truthfully that the paper I wrote is my work, not an expropriation of other people's writings or thoughts which I acknowledge as the result of my writings and thoughts. If in the future it is proven or can be proven that this paper is plagiarism, then I am willing to accept sanctions for such actions.

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