



The Influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City with Visitor Satisfaction as an Intervening Variable

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Abstract. The Influence of Islamic Attributes dan Service Quality on The Interest of Visiting Lake Sipin Tourists Jambi D City with Visitor Satisfaction as Intervening Variables. The purpose of this study is to find out the Influence of Islamic Attributes on The Interest of Visiting Tourists Sipin Lake Jambi City, to find out the influence of Service Quality on The Interest of Re-Visiting Tourists Sipin Lake Jambi City, to find out the Influence of Islamic Attributes on The Satisfaction of Visitors to Lake Sipin Jambi City, to find out the Influence of Service Quality on The Satisfaction of Visitors to Lake Sipin Jambi City and to find out the Influence of Islamic Attributes dan Service Quality on The Interest of Visiting Tourists Lake Sipin Jambi City with Visitor Satisfaction as Intervening Variables. Use questionnaires as research instruments. The data source used is primary data in the form of questionnaires and interviews. The research method used quantitatively and using partial least square data analysis techniques with the help of SmartPLS software version 3.0 by providing questionnaires to 97 respondents. The results of this study showed that Islamic Attributes did not have a significant direct effect on the Interest in Re-Visiting Lake Sipin Lake Tourists jambi City, Service Quality has a positive but not significant effect directly on the Interest of Re-Visiting Tourists of Lake Sipin Jambi City, Islamic Attributes have a positive and significant effect directly on the Satisfaction of Visitors to Lake Sipin Jambi City, Service Quality has a positive and significant effect on the tourists of Lake Sipin Jambi City, Service Quality has a positive and significant effect on the satisfaction of visitors to Lake Sipin Jambi City, Service Quality has a positive and significant effect on the basis of tourists. Directly to the Satisfaction of Visitors to Lake Sipin Jambi City, as well as Islamic Attributes and Service Quality have a positive and significant indirect effect on the Interest of Re-Visiting Tourists of Lake Sipin Jambi City with Visitor Satisfaction as an Intervening variable.

Keywords: Islamic Attributes · Interest in Re-Visiting · Service Quality · Visitor Satisfaction

1 Introduction

Jambi Province is one of the provinces that also pays attention to the positive impression of tourists in the tourism sector. Various ways are done to increase the interest of tourists visiting Jambi Province. Based on the Jambi Province Tourism Database in 2019 stated that the average growth of domestic tourist visits in Jambi Province during the 2012–2018 period was 9.34%. While the average growth of foreign tourist visits in Jambi Province during the 2012–2018 period was 2.39%. The number of domestic and foreign tourist arrivals Jambi City is the highest number of tourist visits from various regions in Jambi Province. The number of domestic tourist visits to Jambi City in 2018 increased by 213,600 people compared to 2017. While foreign tourists to Jambi City in 2018 increased by 1,363 people compared to 2017. Jambi City not only has the highest number of visits by domestic and foreign tourists, but also the tourist attraction in Jambi City has the highest growth compared to other Jambi Provinces. Based on the data above, researchers aim to research and study tourist attractions in Jambi City.

Tourist attractions in Jambi City that have the potential to become halal tourism that have good quality of service and Islamic attributes to attract tourists to visit. According to Former Jambi Provincial Governor Fachrori Umar in www.tempo.co news pot, Sipin Lake is one of the leading tourist icons in Jambi Province located in Jambi City Center. Lake Sipin tourist attraction is an interesting tourism potential developed in the middle of Jambi City which is expected to improve the economy of local residents [1]. Sipin Lake is a leading tourism located in the center of Jambi City which is being actively developed. Based on research by Novhirtamely [2]. Lake Sipin Jambi City ranks third in tourist attractions with the most visits, which is 12% of visits compared to other attractions. Sipin Lake has various facilities such as skateboard areas, wall climbing, water rides and parking that are quite spacious and close to the mosque. Based on this, research is needed that discusses whether Islamic attributes, service quality and visitor satisfaction as intervening variables are one of the factors of interest in revisiting tourists at Lake Sipin Jambi City as a leading tour. Thus, this study aims to determine the influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City, to determine the Influence of Islamic Attributes and Service Quality on Visitor Satisfaction of Lake Sipin Jambi City, and to find out the benefit of Islamic Attributes and Service Quality against the Interest in Revisiting Lake Sipin Tourists Jambi City with Visitor Satisfaction as an Intervening Variable.

2 Literature Review

2.1 Islamic Attributes

According to Battour et al. (2011), Islamic attributes are characteristics that include the needs of Muslims who provide supporting facilities for worship and use Islamic rules in their application. According to Battour and Ismail (2014) there are four indicators that can be used as determinants of Islamic Attributes:

- 1) Places of Worship
- 2) Worship equipment facilities
- 3) Qibla direction
- 4) Halal food and drink place.

2.2 Service Quality

According to [3], service quality is an effort to meet consumer needs and desires and the accuracy of its delivery in balancing consumer expectations. [3] revealed that there are five main dimensions of service quality (in order of relative importance) [3].

- 1) Direct Evidence or Physical Evidence of Appearance
- 2) Reliability
- 3) Responsiveness
- 4) Guarantee
- 5) Empathy

2.3 Visitor Satisfaction

Customer satisfaction is a feeling of happiness or dissatisfaction that arises after comparing the expected product performance against the performance provided [4]. In determining the level of consumer satisfaction, there are five factors that must be considered by producers or service providers [5].

- 1) Product quality.
- 2) Quality of service
- 3) Emotional
- 4) Price
- 5) Cost.

2.4 Interest in Revisiting

According to Fullerton and Taylor, interest in revisiting is sometimes motivated by tourist satisfaction with traveling in places visited by tourists. A strong desire to buy back is the definition of repurchase interest or purchase intention [6]. Interest in revisiting can be determined by three dimensions [6].

- 1) Interest in revisiting
- 2) Give recommendations to others
- 3) Good reputation in the eyes of visitors

3 Research Methods

The type of research used in this study is quantitative research. This research is a type of field research (Field Research). The data sources used in this study are primary and secondary data. Primary data in this study was obtained by distributing questionnaires to tourists or visitors at Lake Sipin Jambi City. Secondary data in this study was obtained from articles, company data, and others [7]. The population in this study is tourists or visitors who have visited Lake Sipin Jambi City. The sampling technique in this study is non-probability sampling, which is a sampling technique that does not provide the same opportunity for each element of the population member to be selected as a sample. The sampling technique using the purposive sampling method means a sampling technique with certain considerations [8]. A number of samples used in this study were 97 respondents with the condition that they met the research criteria. As for the characteristics of the respondents taken:

- 1) Respondents are Muslim.
- 2) Respondents in this study were tourists who had visited at least once the tourist attraction of Lake Sipin Jambi City.
- 3) Respondents in this study were male or female travelers with a minimum age of 15 years.

In this study, researchers conducted PLS-based SEM data analysis techniques using Smart PLS (Partial Least Square) software. PLS Path Modeling has 2 models, namely the Outer Model or commonly referred to as the Measurement Model and the Inner Model commonly referred to as the Structural Model.

4 Results and Discussion

4.1 Validity and Reliability Test Results

Evaluation of outer models with reflective models can be done through convergent validity, discriminant validity, and composite reliability tests. The following are the results of the measurement model. The convergent validity measurement is measured using Average Variance Extracted (AVE). AVE is the value that each variable has. The AVE value is used to measure the total construct variance that can be explained by the measurements made. The AVE value is said to be good if it is above 0.5, but if there is below 0.5 then this reflects an invalid indicator [9]. This table brought h shows the AVE value of the instrument test results.

Based on the test results on Table 1. The AVE value of the Islamic Attributes variable was 0.719, for the Visitor Satisfaction variable a value of 0.596 was obtained, for the Revisiting Interest variable a value of 0.773 was obtained and the last variable, namely Service Quality, obtained a value of 0.666 which shows that the AVE values of all indicators of each variable meet this convergent validity test.

Next is the discriminant validity test, discriminant validity is used to show that latent constructs or variables predict the size on their block better than the size on other blocks. An indicator is said to be valid and can be used as an indicator to measure its latent variable if the loading factor value is > 0.70 . The cross loading value shows the correlation of the score of each indicator to the dimension and the variable is already greater than the correlation of the score of that indicator to other dimensions and to the variable lain [9].

Table 1. AVE Value Testing

Variable	Average Extracted Variance (AVE)
Islamic Attributes	0.719
Visitor Satisfaction	0.596
Interest in Revisiting	0.773
Service Quality	0.666

Source: Data processed 2022

Table 2. Cross Loading Value Testing

Indicator	Islamic Attributes	Visitor Satisfaction	Interest in Revisiting	Service Quality
IA1	0.855	0.513	0.329	0.549
IA2	0.809	0.486	0.273	0.513
IA3	0.852	0.443	0.204	0.484
IA4	0.876	0.667	0.367	0.640
IA5	0.838	0.563	0.368	0.561
IA6	0.857	0.627	0.353	0.630
KP1	0.615	0.718	0.491	0.654
KP10	0.328	0.707	0.591	0.514
KP11	0.323	0.758	0.572	0.468
KP12	0.290	0.728	0.502	0.538
KP13	0.432	0.803	0.647	0.513
KP14	0.591	0.792	0.513	0.649
KP15	0.601	0.796	0.674	0.640
KP2	0.551	0.737	0.521	0.596
KP3	0.493	0.705	0.557	0.629
KP4	0.481	0.835	0.619	0.648
KP5	0.627	0.828	0.542	0.791
KP6	0.642	0.813	0.446	0.721
KP7	0.444	0.772	0.662	0.599
KP8	0.582	0.807	0.569	0.592
KP9	0.561	0.770	0.540	0.639
MBU1	0.292	0.686	0.936	0.539
MBU2	0.423	0.679	0.932	0.628
SQ10	0.466	0.513	0.385	0.767
SQ11	0.556	0.633	0.441	0.817
SQ12	0.566	0.645	0.548	0.838
SQ13	0.478	0.632	0.584	0.789
SQ14	0.559	0.643	0.574	0.788
SQ15	0.590	0.698	0.473	0.833
SQ16	0.578	0.683	0.469	0.856
SQ17	0.552	0.710	0.551	0.804
SQ18	0.537	0.713	0.454	0.842

(continued)

Table 2. (continued)

Indicator	Islamic Attributes	Visitor Satisfaction	Interest in Revisiting	Service Quality
SQ19	0.554	0.664	0.600	0.813
SQ20	0.586	0.641	0.525	0.850
SQ3	0.574	0.642	0.436	0.753
SQ9	0.520	0.617	0.523	0.847

Source: Data processed 2022

The results of the discriminant validity test in Table 2. Presents the results of cross loading calculations, which show that the cross loading value of each indicator on the variables Islamic Attributes, To Visitor Satisfaction, Interest in Revisiting and Service Quality is above 0.70 and above the cross loading value of the latent variable.

The next test, composite reliability, is carried out by looking at the composite reliability value of the indicator block that measures the construct and the value of Cronbach's alpha. A construct is said to be reliable if its composite reliability value and Cronbach's alpha value are suggested above 0.7 [10]. Composite Reliability and Cronbach's alpha are one part of the reliability test.

Based on the test results in Table 3. Shows that Cronbach's alpha and composite reliability values of the variables Islamic Attributes, Revisit Interest and Service Quality have met the assessment standard which is above 0.7. The Islamic Attributes variable obtained Cronbach's alpha value of 0.922 and a composite reliability value of 0.939. The Visitor Satisfaction variable gets Cronbach's alpha value of 0.951 and composite reliability of 0.957. The Revisit Interest variable gets Cronbach's alpha value of 0.854 and composite reliability of 0.932. The Service Quality variable gets Cronbach's alpha value of 0.958 and composite reliability of 0.963.

In the next step perform the R- square test. The R-square value can be used to assess the effect of a particular independent variable on the dependent variable. R Square is a value that belongs only to the dependent variable or endogenous variable. A value

Table 3. Composite Reliability Value Testing

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Extracted Variance (Ave)
Islamic Attributes	0.922	0.932	0.939	0.719
Visitor Satisfaction	0.951	0.953	0.957	0.597
Interest in Revisiting	0.854	0.855	0.932	0.873
Service Quality	0.958	0.959	0.963	0.666

Source: Data processed 2022

Table 4. R-Square Value Testing (R2)

Variable	R Square	Adjusted R Square
Visitor Satisfaction	0.666	0.659
Interest in Revisiting	0.565	0.551

that shows how much influence the independent or exogenous variable (x) has on the dependent or endogenous variable (y). R Square value = 0.75 strong, R Square value = 0.50 moderately moderate, R Square value = 0.25 weak [10].

Based on Table 4. Indicates that the R-Square value (R2) of the Revisit Interest variable with an R-Square value above 0.50 means moderate. The above results show that Repeat Visit Interest of 56.5% is influenced by Islamic Attributes and Service Quality while Visitor Satisfaction of 66.6% is influenced by Islamic Attributes and Service Quality.

4.2 Hypothesis Test Results

T-Statistics (Bootstrapping) is to look at the level of significance of a hypothesis. This test uses a bootstrapping algorithm. To see whether the hypothesis proposed can be accepted or rejected, it can be seen from the t-statistical value generated. Whether or not a hypothesis is accepted is proposed, it is necessary to test the hypothesis using the Bootstrapping function in SmartPLS 3.0. The significance level can be 0.05 or 0.025 with the value of t-statistics must be above 1.96 before it can be said to be significant. If the t-statistic value is less than the t-table value then the 0 or h0 hypothesis will be accepted. If the value of t-statistic is more than the value of t-table, then the hypothesis 0 or h0 will be rejected (Table 5).

Based on Table 6 Conclusions can be drawn about the and indirect relationships between the hypothesized variables as shown in the explanation below.

1) The Influence of Islamic Attributes on the Interest in Revisiting Lake Sipin Tourists Jambi City

The test results showed that the relationship of the Islamic Attributes variable with Revisiting Interest showed that the path coefficient value was -0.232 (Negative) with a t value of 1.830 (Insignificant).

2) The Influence of Service Quality on the Interest in Revisiting Lake Sipin Tourists Jambi City

The test results show that the relationship between the Service Quality variable and Revisit Interest shows that the path coefficient value is 0.204 (Positive) with a t value of 1.383 (Insignificant).

3) The Influence of Islamic Attributes on Visitor Satisfaction of Lake Sipin Jambi City

The test results show that the relationship between Islamic Attributes variables and Visitor Satisfaction shows that the path coefficient value is 0.225 (Positive) with a t value of 2.648 (Significant).

4) The Effect of Service Quality on Visitor Satisfaction of Lake Sipin Jambi City

Table 5. T-Statistics Values (Bootstrapping)

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistik (l O/STDEVI)	P Values
Islamic Attributes -> Visitor Satisfaction	0.225	0.230	0.085	2.648	0.008
Islamic Attributes -> Interest in Revisiting	-0.232	-0.227	0.127	1.830	0.068
Service Quality -> Visitor Satisfaction	0.647	0.651	0.081	8.039	0.000
Service Quality -> Interest in Revisiting	0.204	0.211	0.147	1.383	0.167

Source: Data processed 2022

Table 6. Specific Values of Indirect Effect

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistik (l O/STDEVI)	P Values
Islamic Attributes -> Visitor Satisfaction -> Interest in Revisiting	0.162	0.163	0.065	2.492	0.013
Service Quality -> Visitor Satisfaction -> Interest in Revisiting	0.466	0.469	0.117	3.975	0.000

Source: Data processed 2022

The test results show that the relationship between the Service Quality variable and Visitor Satisfaction shows that the path coefficient value is 0.647 (Positive) with a t value of 8.039 (Significant).

- 5) The Influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City with Visitor Satisfaction as an Intervening Variable

The test results show that the Islamic Attributes and Service Quality of Revisit Interest through Visitor Satisfaction as an intervening variable show that the path coefficient values are 0.162 and 0.466 (Positive) with t values of 2.492 and 3.975 (Significant).

The Influence of Islamic Attributes on the Interest in Revisiting Lake Sipin Tourists in Jambi City

The discussion on the Influence of Islamic Attributes on the Interest in Revisiting Lake Sipin Tourists in Jambi City is to answer the formulation of the problem and the results that state that Islamic Attributes have no effect on the Interest in Revisiting Lake Sipin Tourists in Jambi City. This is because the average tourist who visits Lake Sipin Jambi City also has an age range between 16–30 years. In this age range, it can be explained that tourists come to Lake Sipin, Jambi City, just to travel and not think about anything else. In addition, researchers found that many of the tourists who visit Lake Sipin are local tourists who have houses or residences located not far from Lake Sipin Jambi City. Some of the respondents also said that they came to Lake Sipin Jambi City in a state of having performed prayers before traveling.

The Influence of Service Quality on the Interest in Revisiting Lake Sipin Tourists Jambi City

The discussion on the Effect of Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City is to answer the formulation of problems and results that state that Service Quality has a positive but not significant relationship with the Interest in Revisiting Lake Sipin Tourists in Jambi City. This is because there was a sinking incident that occurred some time ago so that many of the people were afraid of the security and services provided, making some respondents afraid to ride several rides on Lake Sipin Jambi City.

The Influence of Islamic Attributes on Visitor Satisfaction of Lake Sipin Jambi City

The discussion on the Influence of Islamic Attributes on Visitor Satisfaction of Lake Sipin Jambi City is to answer the formulation of problems and results that state that Islamic Attributes have a significant effect on Visitor Satisfaction of Lake Sipin Jambi City. This shows that Islamic Attributes have an influence on the satisfaction of visitors who come to Lake Sipin Jambi City.

The Effect of Service Quality on Visitor Satisfaction of Lake Sipin Jambi City

The discussion on the Effect of Service Quality on Visitor Satisfaction of Lake Sipin Jambi City is to answer the formulation of problems and results that state that Service Quality has a significant effect on Visitor Satisfaction of Lake Sipin Jambi City. This shows that Service Quality has an influence on the satisfaction of visitors who come to Lake Sipin Jambi City.

The Influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City with Visitor Satisfaction as an Intervening Variable

The discussion on the Influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Jambi City Tourists with Visitor Satisfaction as an

Intervening Variable is to answer the problem formulation and results that state that Islamic Attributes and Service Quality have a significant effect indirectly to the Interest in Revisiting Lake Sipin Tourists Jambi City with Visitor Satisfaction as an Intervening Variable. This shows that the satisfaction of visitors has an indirect influence between Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City.

5 Conclusion

Based on the results of research and discussion on the Influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City with Visitor Satisfaction as an Intervening Variable are as follows: 1) Based on the results of research with path model analysis, it was found that Islamic Attributes had no effect on the Interest in Revisiting Lake Sipin Tourists in Jambi City; 2) Based on the results of research with path model analysis, it was found that Service Quality has a positive and insignificant relationship with the Interest in Revisiting Lake Sipin Tourists in Jambi City; 3) Based on the results of research with path model analysis, it was found that Islamic Attributes had a significant effect on visitor satisfaction; 4) Based on the results of research with path model analysis, it was found that Service Quality had a significant effect on Visitor Satisfaction; 5) Based on the results of research with path model analysis, it was found that Islamic Attributes and Service Quality had a significant indirect effect on the Interest in Revisiting Lake Sipin Tourists in Jambi City with Visitor Satisfaction as an Intervening Variable.

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