

Does Islamic Attributes Matters? Empirical Study on Halal Tourism in Surakarta

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Abstract

Surakarta has a very diverse tourist potential. As a Muslim-majority country, Islamic attributes are thought to be influential in increasing tourist visits. Therefore, this study aims to explain how Islamic attributes, quality of service, destination image and tourist loyalty influence tourism in Surakarta. The type of research used is quantitative research with a random sample of 200 respondents from a population using simple random sampling techniques. The data collection was carried out using questionnaires that were distributed directly at some tourist points in Surakarta. Data analyzed using the Smart Partial Least Square model. In addition, Islamic attributes directly influence the image of tourist destinations in Surakarta with a t-statistic of 4,586 and a p-value of 0,000. The quality of service from tourism has a direct influence on the picture of the tourist destination in the city of Surakarta, with a statistic of 7,278 and p- value of 0.000. Furthermore, the Islamic Attribute directly influences the loyalty of tourists who have visited it with the statistic t-values of 4,072 and 0,000, and the quality of the service directly affects tourist loyalty so that tourists want to make a return visit with the t-static value of 3,236 and the p- value of 0.001. The Islamic destination attribute frequently seen and heard by the public in connection with tourism in Surakarta directly influenced tourists' loyalty with statistical values of 3,567 and p - value of 0,000. This study successfully proved that destination image variables, Islamic attributes, quality of service, and loyalty of tourists play an important role in halal tourism of the city of Surakarta as well as tourists who will visit or tourists that will make repeated visits.

Keywords: *Islamic Attributes, Service Quality, Destination Image, Tourist Loyalty.*

1. Introduction

Central Java is a province with various tourism destinations, one of which is the city of Surakarta. Surakarta received an achievement in the Indonesian Tourism Marketing Appreciation (APPI) program in the Proud to Travel in Indonesia (BBWI) Creative Video Competition competition in July 2023. This competition took place from March to June, and the City of Surakarta managed to get three awards in the tourist destination category. , arts and culture and culinary delights (Farania, Hardiana, & Putri, 2023) . In addition, in 2022 to advance *sport tourism*, the Governor of Central Java, Ganjar Pranowo, gave awards to 5 regions that have become superior tourism. The five regions include Surakarta City, Semarang City, Magelang Regency, Banyumas Regency and Semarang Regency (Fauziyah, 2022). However, unfortunately, Surakarta's success in winning several awards does not make Surakarta ranked first in the 2022 domestic tourist journey in Central Java. Surakarta is the 12th city with the most visits from domestic tourists in 2022 and there is even a decline from August to December (Badan Pusat Statistik, 2022). Halal tourism is recognized by the Indonesian government through the Ministry of Tourism and Creative Economy of the Republic of Indonesia as Indonesia's leading tourism brand. However, the benefits of halal tourism in Indonesian tourism cannot yet be known because there are still problems and obstacles in its implementation (Desky, Thaver, & Rijal, 2022). Thus, resulting in a decrease in the number of tourists and also a decrease in tourist interest in visiting Solo is an interesting phenomenon to study (Badan Pusat Statistik, 2022).

As a country with the largest Muslim population, namely 229.62 million people or around 87.2% of Indonesia's total population of 269.6 million people, it has a big influence on halal tourist destinations in Indonesia in attracting tourists (Matsuki, 2020). Several studies show that tourists' decisions to visit tourist destinations in Indonesia are influenced by the factors of tourist destination image, service quality, Islamic attributes, and tourist loyalty (Desky et al., 2022). Apart from that, the image can be formed in various ways, for example by improving service quality, increasing promotional programs so that the brand can make an impression in the hearts of tourists. Research by Sunarmo, Thurisaina, Amri, & Sagita, (2024) explains that service quality is an important factor in attracting tourists so that it has an impact on the image of tourist destinations.

Tourist destinations targeting the Muslim tourist market must have adequate Islamic attributes and suit the needs of tourists (Nurlatifah, 2020). Sudigdo (2019) research shows that destination attributes have an influence on destination image. Previous research shows that destination image is an important element in tourism (Hoere dan Masnita, 2022). First, destination image is a subjective feeling that makes tourists visit a destination (Lai dan Li, 2016). Second, image is the result of an assessment of destination attributes (Sudigdo dan Khalifa, 2020). So it is tentatively suspected that Islamic attributes influence the destination image. In research conducted by Khuong and Phuong (2017) explained the influence of good service quality on the image of tourism destinations. Osman and Ilham (2013) explained that service quality is a strong antecedent to destination image.

Akroush, Jraisat, Kurdieh, AL-Faouri, and Qatu (2016) explained that the image of a tourist destination, service quality and loyalty cannot be separated, so a connection is needed to connect them, so that they can be evaluated according to what is still lacking. So this research is important because research related to Islamic attributes in halal tourism is still limited. So this research has a big contribution and influence on tourists when considering visiting the city of Surakarta.

2. Research Framework

The research framework presented was adopted from research by Riyanto, Bangsawan, & Ms, (2022) entitled "*The Mediating Role Of Halal Tourism Destination Image And The Moderating Effect Of Religiosity In Islamic Attributes And Halal Service Quality Effect To Strengthen Tourist Loyalty Behavior*" which was published in 2022. I adopted this research framework by reducing several aspects, namely the religiosity variable as a moderating variable and the research location which focuses on halal tourism in the city of Surakarta.

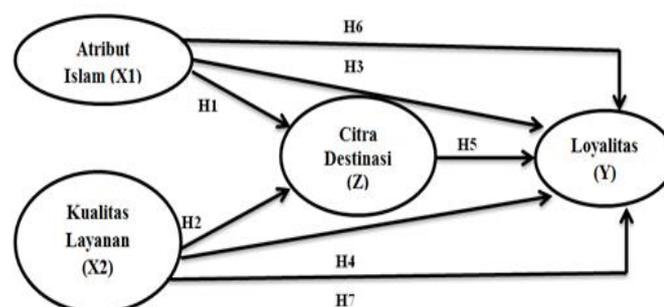


Figure 1.1
Research Framework

Source: adapted from a journal Riyanto et al., (2022)

H1: Islamic attributes have a positive effect on the image of tourism destinations.

H2: Service quality has a positive effect on the image of a tourist destination.

H3: Islamic attributes have a positive effect on tourist loyalty.

H4: Destination image has a positive effect on tourist loyalty

H5: Service quality has a positive effect on tourist loyalty.

H6: Islamic Attributes Influence Loyalty Through Tourism Destination Image.

H7: Service quality influences loyalty through the image of the tourist destination

3. Materials and Methods

The type of research in this research is quantitative descriptive. This research was conducted on tourists visiting tourism in the city of Surakarta. Determination of the research sample was carried out by random/probability sampling. Where taking using a simple random sampling technique is a technique of taking samples randomly without paying attention to the strata of the population. The appropriate sample size in this research is around 200 respondents.

The data collection technique was carried out by distributing questionnaires directly at the research locations, namely Kraton Kasnanan Surakarta, Kampung Batik Laweyan, and Jurug Animal Park or Solo Safari. Questionnaire method or distributing questionnaires as primary data in this research. Questionnaires were distributed directly at the research location. This research uses PLS structural model analysis assisted by using SmartPLS 3.0 software. In this case, a Likert scale of 5 is used. Partial Least Square data analysis is an analysis used to develop or predict an existing theory. According to Hair, Sarstedt, Hopkins, & Kuppelwieser, (2014) structural model analysis has several stages, namely: 1) Outer model analysis, 2) Inner model analysis, and 4) Hypothesis testing.

4. Results and Discussion

3.1. Research result

3.1.1. Outer Model Analysis

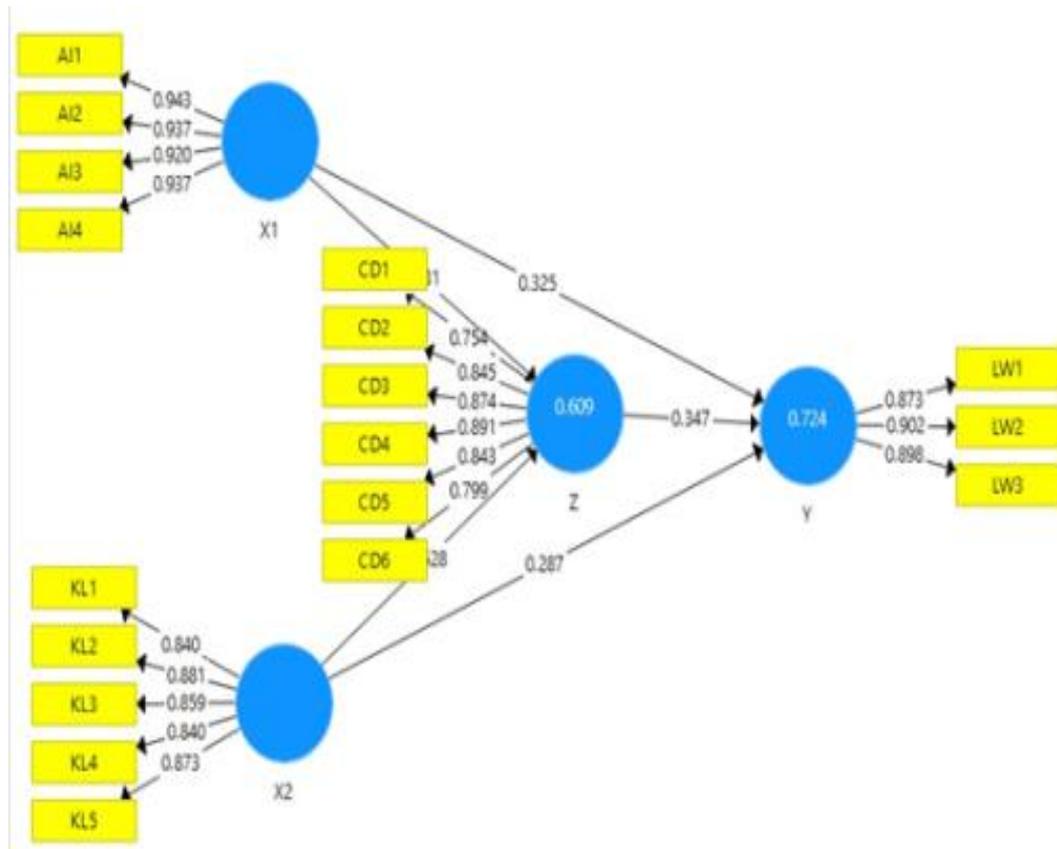


Figure 1.2

Measurement Model (Outer Model)

(Source: Processed Primary Data, 2023)

Measurements *outer model* has specific conditions, and the following is a rendering of data originating from *output* PLS:

Convergent Validity

Convergent validity means a pair of indicators that represent 1 latent variable and are the basis for that latent variable. Monecke & Leisch, (2012), explained *rule of thumb* in the convergent validity test, namely with *outer loading* > 0.5.

Table 1.2

Value Summary Outer Loading

Code	Islamic Attributes	Service Quality	Destination Image	Tourist Loyalty
AI. 1	0,943			



AI. 2	0,937			
AI. 3	0,920			
AI. 4	0,937			
KL.1		0,840		
KL. 2		0,881		
KL. 3		0,859		
KL. 4		0,840		
KL. 5		0,873		
CD. 1			0,754	
CD. 2			0,845	
CD. 3			0,874	
CD. 4			0,891	
CD. 5			0,843	
CD. 6			0,799	
LW. 1				0,873
LW. 2				0,902
LW. 3				0,898

(Source: Primary Data, Processed 2023)

Table 1.2 states that the value *outer loading* on all manifest variables that have been tested > 0.5 , so that all manifest variables have met the convergent validity test measurement model and the data is declared valid in hypothesis testing.

Discriminant Validity

Table 1.3
Value Summary Cross Loading

Code	X1	X2	Y	Z
AI1	0,943	0,582	0,686	0,637
AI2	0,937	0,552	0,642	0,601
AI3	0,920	0,631	0,730	0,658
AI4	0,937	0,596	0,695	0,586
CD1	0,478	0,526	0,549	0,754
CD2	0,537	0,698	0,679	0,845

CD3	0,587	0,653	0,697	0,874
CD4	0,612	0,684	0,691	0,891
CD5	0,557	0,601	0,630	0,843
CD6	0,557	0,512	0,627	0,799
KL1	0,460	0,840	0,632	0,652
KL2	0,584	0,881	0,618	0,603
KL3	0,560	0,859	0,610	0,645
KL4	0,563	0,840	0,668	0,585
KL5	0,552	0,873	0,685	0,675
LW1	0,650	0,641	0,873	0,617
LW2	0,658	0,660	0,902	0,639
LW3	0,665	0,699	0,898	0,803

(Source: Primary Data, Processed 2023)

Table 1.3 explains *convergent validity* can mark each indicator. So, from the table above it is explained that the values of the Islamic attribute variables, service quality, destination image and tourist loyalty get a value of > 0.5 and can be stated *convergent validity* valid.

Composite Reliability

Composite reliability testing a variable with a value above 0.70.

Table 1.4
Mark Composite Reliability

Variable	Composite Reliability
Islamic Attributes	0,965
Service Quality	0,934
Tourist Loyalty	0,921
Tourism Destination Image	0,933

(Source: Primary Data, Processed 2023)

Mark composite reliability above tends to be high because it is above 0.9, so that all latent variables enter the reliable criteria with a high value because the resulting value is > 0.7 for each variable.

Cronbach Alpha

Cronbach Alpha used to strengthen the results of the reliability test, provided that the value is > 0.70 for all constructs or variables.

Table 1.5
Mark Cronbach Alpha

Variable	Cronbach's Alpha
Islamic Attributes	0,951
Service Quality	0,911
Tourist Loyalty	0,871
Tourism Destination Image	0,913

(Source: Primary Data, Processed 2023)

The values of all variables in the reliability test with *Cronbach Alpha* or *Composite Reliability* shows a value > 0.7. So that the values contained in each variable of Islamic attributes, service quality, destination image and tourist loyalty are declared reliable and can be continued in the structural model test (*Inner model*).

3.1.2. Inner Model Analysis

R-square of Endogenous Constructs (R²)

Table 1.6
The value of R² Endogenous Variables

Variable	R-Square (R ²)
Tourist Loyalty	0,724
Tourism Destination Image	0,609

(Source: Primary Data, Processed 2023)

Table 1.6 states that the Islamic attribute model and service quality with tourist loyalty received a score of 0.724. So it can be concluded that the tourist loyalty construct variable is mentioned by Islamic attributes and service quality by 72.4% while the rest is mentioned by other variables.

The Islamic attribute model and service quality with tourism destination image received a score of 0.609. So it can be concluded that the tourism destination image construct variable is mentioned by Islamic attributes and service quality by 60.9%, the rest is mentioned by other variables.

Mark *predictive relevance* (Q₂) is obtained as follows:

$$Q_2 = 1 - (1 - R1) (1 - R2)$$

$$Q_2 = 1 - (1 - 0.724) (1 - 0.609)$$

$$Q_2 = 0,892$$

The measurement results explain the value *predictive relevance* 0,892 or 89,2% until the model is eligible to be stated as having a relevant predictive value. Value *predictive relevance* indicates the diversity of data that can be explained in the PLS model that was built with a value of 89.2%, while the remaining 10.8% is explained by other variables not discussed in the model.

Path Coefficient

Table 1.7

Measurement results *Bootstrapping*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AI1 <- Latent Variable 1	0,943	0,943	0,011	83,873	0,000
AI2 <- Latent Variable 1	0,937	0,937	0,013	72,419	0,000
AI3 <- Latent Variable 1	0,920	0,919	0,019	48,014	0,000
AI4 <- Latent Variable 1	0,937	0,936	0,013	72,521	0,000
CD1 <- Latent Variable 3	0,754	0,751	0,054	13,836	0,000
CD2 <- Latent Variable 3	0,845	0,845	0,028	29,903	0,000
CD3 <- Latent Variable 3	0,874	0,875	0,022	40,330	0,000
CD4 <- Latent Variable 3	0,891	0,891	0,021	42,560	0,000
CD5 <- Latent Variable 3	0,843	0,843	0,028	29,733	0,000
CD6 <- Latent Variable 3	0,799	0,798	0,050	15,983	0,000
KL1 <- Latent Variable 2	0,840	0,837	0,030	27,742	0,000
KL2 <- Latent Variable 2	0,881	0,879	0,022	39,982	0,000



Variable 2					
KL3 <- Latent Variable 2	0,859	0,857	0,030	28,495	0,000
KL4 <- Latent Variable 2	0,840	0,840	0,024	34,697	0,000
KL5 <- Latent Variable 2	0,873	0,872	0,021	42,556	0,000
LW1 <- Latent Variable 4	0,873	0,873	0,026	33,240	0,000
LW2 <- Latent Variable 4	0,902	0,902	0,021	42,175	0,000
LW3 <- Latent Variable 4	0,898	0,899	0,015	60,705	0,000

(Source: Primary Data, Processed 2023)

Results *path coefficient* in table 1.7, which explains that all indicators are significant in their structure with t-statistic values > 1.96 and p-values < 0.05 (Hair et al., 2023). So, it can be confirmed that indicators AI.1 to AI.4 are manifest variables that make up the structure of Islamic attributes, indicators KL.1 to KL.5 are manifest variables that make up the structure of service quality, indicators CD.1 to CD.6 are manifest variables that make up the structure destination image, and finally indicators LW.1 to LW.3 are manifest variables that make up the structure of tourist loyalty.

3.1.3. Direct Hypothesis Testing

The decision-making basis for the direct hypothesis test is, when the t-statistic value > 1.96 and the p-value < 0.05 then Ha is accepted, and when the t-statistic value < 1.96 and the p-value > 0.05 then Ho is accepted.

Table 1.8
Path Coefficient Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Latent Variable 1 -> Latent Variable 3	0,331	0,325	0,072	4,586	0,000
Latent Variable 1 -> Latent Variable 4	0,325	0,328	0,080	4,072	0,000

Latent Variable 2 -> Latent Variable 3	0,528	0,530	0,072	7,278	0,000
Latent Variable 2 -> Latent Variable 4	0,287	0,287	0,089	3,236	0,001
Latent Variable 3 -> Latent Variable 4	0,347	0,346	0,097	3,567	0,000

(Source: Primary Data, Processed 2023)

- Islamic attributes have a positive and significant effect on the image of tourism destinations in Surakarta with a t-statistic value of 4.586 and a p-value of 0.000, so H_a is accepted.
- Islamic attributes have a positive and significant effect on tourist loyalty with a t-statistic value of 4.072 and a p-value of 0.000, so H_a is accepted.
- Service quality has a positive and significant effect on the image of tourism destinations in Surakarta with a t-statistic value of 7.278 and a p-value of 0.000, so H_a is accepted.
- Service quality has a positive and significant effect on tourist loyalty with a t-statistic value of 3.236 and a p-value of 0.001, so H_a is accepted.
- The image of tourist destinations in Surakarta has a positive and significant effect on tourist loyalty with a t-statistic value of 3.567 and a p-value of 0.000, so H_a is accepted.

3.1.4. Indirect Hypothesis Testing

The basis for taking indirect hypothesis test results is, when the t-statistic value > 1.97 and the p-value < 0.05 then H_a is accepted, and when the t-statistic value < 1.97 and the p-value > 0.05 then H_o is accepted.

Table 1.9

Path Coefficient Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Latent Variable 1 -> Latent	0,115	0,113	0,041	2,779	0,005

Variable 3 -> Latent Variable 4					
Latent Variable 2 -> Latent Variable 3 -> Latent Variable 4	0,183	0,183	0,057	3,231	0,001

(Source: Primary Data, Processed 2023)

- a. Islamic attributes have a positive and significant effect on tourist loyalty to tourism destinations in Surakarta through the image of the tourism destination with a t-statistic value of 2.779 and a p-value of 0.005, so H_a is accepted.
- b. Service quality has a positive and significant effect on tourist loyalty to tourism destinations in Surakarta through the image of the tourism destination with a t-statistic value of 3.231 and a p-value of 0.001, so H_a is accepted.

3.2. Discussion

The Influence of Islamic Attributes on Destination Image

The Islamic attribute variable has a direct and significant effect on the image of the tourism destination. The statistical figures show a positive influence with a t-statistic value of 4.586 and a p-value of 0.000, so that the more complete the Islamic attributes provided, the higher the image of the tourism destination in Surakarta. This is because before tourists make a tourism visit, tourists will look at reviews and the image of the tourist destination they will visit to ensure that all their needs are met, such as the availability of complete Islamic attributes for Muslim tourists.

The research results are in accordance with research proposed by M. Battour et al., (2011) that Islamic attributes represent the availability of Islamic manners and practices in tourist destinations. Likewise, vice versa, the decreasing Islamic attributes in tourism destinations will have an impact on decreasing the image of tourist destinations.

These results strengthen research conducted by Khongrat, (2022); Puspita, (2019); Rahmiati & Fajarsari, (2020) which shows that Islamic attributes significantly influence the image of tourism destinations.

The Influence of Service Quality on Destination Image

Service quality has a direct and significant influence on the image of a tourism destination. The statistical figures show positive results with a t-statistic value of 7.278 and a p-value of 0.000, so that the higher the service quality, the more influence it will have on the image of the tourist destination.

The research results are in line with Patria, (2021) research that service quality will be

assessed through tourists' experiences after making a tourist visit. The results of this research strengthen previous research, namely research by Ahri et al., (2023); Aunalal et al., (2017); Dewa, (2019); Setijadi & Ainiyah, (2020) show that service quality influences the image of a tourism destination.

The Influence of Islamic Attributes on Tourist Loyalty

Islamic attributes have a direct and significant influence on tourist loyalty. The statistical figures show a positive influence with a t-statistic value of 4.072 and a p-value of 0.000, so that the more complete the Islamic attributes provided by tourism managers, the more influence it will have on repeat visits and tourist loyalty, because visitors or tourists will feel comfortable and helped when tourists can carry out their activities. worship comfortably and calmly, so that this has a big influence on tourists' perceptions which can influence the image of the destination.

The results of this research are in line with research in the journal Salma & Ratnasari, (2015) which explains that loyalty is a commitment to making repeat visits after experiencing the services provided.

The results of this research strengthen the research of Irda et al., (2019); Khongrat, (2022); Laksana et al., (2022); Musnia et al., (2023); Puspita, (2019); Rafika & Nugroho, (2021); Rahmiati & Fajarsari, (2020) who explain that Islamic attributes have a positive and significant influence on tourist loyalty.

The Influence of Service Quality on Tourist Loyalty

Service quality has a direct and significant influence on tourist loyalty. The influence obtained is positive with a t-statistic value of 3.236 and a p-value of 0.001, meaning that the higher the service quality, the higher the tourist loyalty. Service quality is one of the important aspects that tourists really pay attention to, so they really pay attention to the services provided by destination managers to tourists. These results are in line with research described in the journal Agiesta, Sajidin, & Perwito, (2021) that people's interest in returning is influenced by the experience gained from previous services.

The results of this research support the research of Ahmad et al., (2022); Kukuh Familiar, (2015); Masili et al., (2022); Musnia et al., (2023); Patria, (2021); Salma & Ratnasari, (2015) who explained that service quality significantly influences loyalty.

The Influence of Destination Image on Tourist Loyalty

Destination image directly and significantly influences tourist loyalty in tourism destinations in Surakarta. The influence obtained is positive with a t-statistic value of 3.576 and a p-value of 0.000, which means that the better the destination image produced, the more it will influence tourist loyalty and influence repeat visits.

The results of the research above are in line with research proposed by Matteucci & Gnoth, (2017) that the image of a destination is a collection of beliefs and impressions that a person has of a place that can make him want to come back again. These results strengthen the research results of Agustin et al., (2020); Akroush et al., (2016); Hosany, Ekinci, & Uysal,

(2006); A. F. B. Wijaya et al., (2020) which explains that destination image has a direct and significant effect on loyalty.

The Influence of Islamic Attributes on Tourist Loyalty is Mediated by Destination Image

Destination image as a mediating variable which indirectly influences the relationship between Islamic attributes and loyalty significantly and positively with a t-statistic value of 2.779 and a p-value of 0.005. Thus, the high destination image caused by Islamic attributes has a real positive influence on tourist loyalty. The more Islamic attributes that are implemented to facilitate tourist worship, the more tourist loyalty will increase, so that it will have an impact and influence on improving the image of tourism destinations in Surakarta.

The results of the research above are in line with research proposed by Matteucci & Gnoth, (2017) that the image of a destination is a collection of beliefs and impressions that a person has of a place, which creates a desire to return to visit. The results of this research strengthen the research of Irda et al., (2019); Rahmiati & Fajarsari, (2020); Riyanto et al., (2022); Sudigdo & Khalifa, (2020); Zhou, (2005) explains that destination image mediates an indirect and significant influence on the relationship between Islamic attributes and tourist loyalty.

The Influence of Service Quality on Tourist Loyalty is Mediated by Destination Image

Destination image is able to mediate the relationship between service quality and loyalty. It can be seen that the indirect (mediation) effect between service quality and loyalty through tourism destination image is significant and positive with a t-statistic value of 3.231 and a p-value of 0.001. Thus, the better the image of the destination which is caused by good service quality, it can indirectly influence tourist loyalty. The higher the quality of the service provided, the greater the influence and can improve the image of the tourism destination, thus influencing and having an impact on tourist loyalty.

The research results are in line with research explained by Riyanto et al., (2022) that destination image is an emotional response related to statements about liking or disliking a destination after visiting and experiencing its services. These results confirm the opinion of Agustin et al., (2020); Akroush et al., (2016); Hosany et al., (2006); Preko et al., (2022); M. Rahman, Rana, Hoque, & Rahman, (2019); A. F. B. Wijaya et al., (2020) explained that destination image as a mediating variable has a positive and significant influence on the relationship between service quality and tourist loyalty.

2. Conclusion

Islamic attributes have a direct influence on the image of tourism destinations with a t-statistic value of 4.586 and a p-value of 0.000, so that the more complete the Islamic attributes provided by tourism managers, the better the image of tourism destinations in Surakarta. Service quality has a direct influence on the image of the tourism destination with a t-statistic value of 7.278 and a p-value of 0.000, so that the better the quality of service felt by visiting tourists, the better the image of the tourism destination in Surakarta. Islamic attributes have a direct influence on tourist loyalty because the t-statistic value is 4.072 and p-value 0.000, so the more complete the Islamic attributes provided by the manager, the more comfortable and safe tourists will feel when praying and this will influence tourist loyalty in recommending and visiting repeat. Service quality has a direct effect on tourist loyalty with

a t-statistic value of 3.236 and a p-value of 0.001, so that the better the quality of service provided to tourists, the more it influences tourist loyalty in recommending destinations and repeat visits. The destination image has a direct influence on tourist loyalty with a t-statistic value of 3.567 and a p-value of 0.000, so the better the image of the tourism destination in Surakarta, the more it will influence tourist loyalty in recommending tourism destinations and repeat visits. Destination image has an indirect influence on the relationship between Islamic attributes and tourist loyalty with a t-statistic value of 2.779 and a p-value of 0.005, so that if Islamic attributes are provided well accompanied by a good destination image then this influences tourist loyalty in recommending and repeat visits. . Destination image has an indirect influence on the relationship between service quality and tourist loyalty with a t-statistic value of 3.231 and a p-value of 0.001. So, if the quality of service provided by the manager is good, this will make tourists feel safe and comfortable when visiting tourism and will have an impact on the image of the tourist destination and tourist loyalty in recommending tourist attractions or repeat visits in the future.

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