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The Influence of Destination Image and Islamic Value on Perceived Value and Satisfaction  
(Survey on Moslem Tourist Of Halal Tourism in Banyuwangi)

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**Abstract**

Siti Zulaikhah, Business Administration Study Program Magister of the University of Brawijaya, 2021. The influence of Destination Image and Islamic Value against Perceived Value and Satisfaction "(Survey on Moslem Tourist of Halal Tourism in Banyuwangi. Supervisor Any Urwatul Wusko, S.Sos., M.AB., and DR. Andriani Kusumawati.

In Indonesia halal tourism has begun to grow, this can happen because more and more tourists are starting to be interested in halal tourism. Indonesia has many sharia-style natural attractions such as Islamic royal heritage sites and Islamic boarding schools.

Samples from this study were 189 visitors in halal tourism in Banyuwangi East Java. accidental sampling technique, the sampling technique based on accident. The questionnaire was the main instrument for collecting data, and secondary data was obtained from the Banyuwangi Tourism Office in East Java. Descriptive statistics and PLS (Partial Least Square) using WARP PLS 7.0 software are used for data analysis of research results.

The results showed that: (1). Destination Image has a significant effect on Perceived Value, (2). Islamic Value has a significant effect on Perceived Value. (3). Destination Image has a significant effect on Satisfaction. (4). Islamic Value has a significant effect on Satisfaction. (5) Perceived Value has a significant effect on Satisfaction. And 2 results from the relationship that is not hypothesized, namely (1). Destination Image has significant effect on Satisfaction through Perceived Value, (2). Islamic Value has a significant effect on Satisfaction through Perceived Value. These findings confirm and expand Relationship Marketing theory.

In improving satisfaction, halal tourism management needs to improve creative marketing strategies by increasing Destination Image, improving online and web-based strategies and increasing the persuasive ability of the marketing team.

Keywords: *Destination Image, Islamic Value, Perceived Value, Satisfaction, Halal Tourism*

**Introduction:** In its development in Indonesia, tourism is the main object that is aimed at by Generation Z as a refreshing destination to relieve fatigue after many days of work. Tourism is a travel activity with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or resting, carrying out tasks, making pilgrimages, and others (Spillane: 1982). Nowadays, many people make tourism their hobby, making tourism a fun and routine activity that must be done as part of increasing scientific knowledge, increasing cultural awareness of the existing ethnic and cultural diversity. Tourism is also widely used by people as a stress reliever and can provide a relaxing effect for some people, especially urban people who miss and look for the beauty of nature after being busy with various activities in the city.

Chotimah and Wahyudi (2019) revealed that tourism is an important sector of economic development, not only contributing to efforts to increase state and regional income but also increasing the development of the service sector, especially in the tourism sector. In this era of globalization and free markets, the tourism sector is required to be able to compete and be sustainable at the international level. To increase tourist visits, the government took several actions by increasing the intensity of promotion and communication to market share and accompanied by increasing the quality of tourism products. Increasing the competitive tourism market, making tourism between regions competitive.

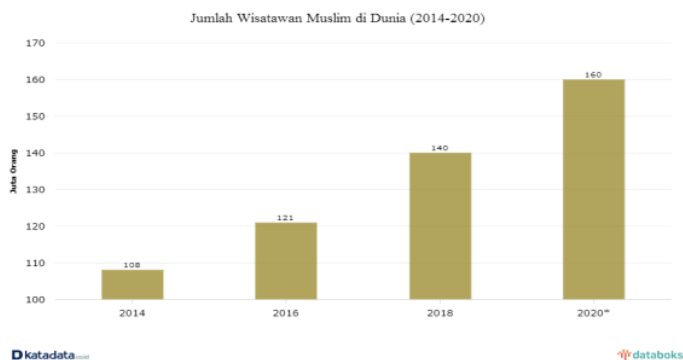
Tourism is one of the largest service industries in the world and one of the economic sectors that are very strategic in causing a multiplier effect, either directly or indirectly, thus providing benefits in increasing a country's foreign exchange. Thus, the regions have a large enough opportunity to introduce their tourism potential so that they can attract tourist visits both locally and internationally (Suradnya, 2008).

However, the tourism referred to above does not have to be carried out abroad, domestic tourism is no less interesting as a destination for tourism with its various natural beauty and various ethnic and cultural diversity. Indonesia is a country that has ethnic and cultural diversity where Indonesia has various religions such as Islam, Hinduism, Buddhist, Catholic, Protestant, and Confucian. However, the majority of the Indonesian population are Muslims. It can be seen from the results of the 2010 census by BPS that 87.18% of the 237,641,326 Indonesian population are Muslim, 6.96% Protestant, 2.9% Catholic, 1.69% Hindu, 0.72 Buddhist, 0.05% Confucianism, 0.13% of other religions and 0.3% were not answered or not asked

(id.wikipedia.org). In addition to having my body and culture, Indonesia has a lot of potential and natural resources that must be developed to the fullest, including in the tourism sector. One of the tourism sectors that must be developed is halal tourism. Halal tourism can be defined as various kinds of tourism activities that are supported by various facilities and services provided by the community, businessmen, government, and local governments that meet sharia provisions (Astini 2015).

In Indonesia, halal tourism has started to develop, this can happen because more and more tourists are starting to enjoy halal tourism. Indonesia has many shari'ah-inspired natural guardians such as sites from the Islamic empire and Islamic boarding schools. In 2016, to be exact, last October 20, Indonesia won an award in the field of tourism. Indonesia was awarded The World Halal Travel Awards 2016 which was announced at The Emirates Palace Ballroom, Abu Dhabi. Indonesia received a nomination for the World Halal Best Halal Honeymoon category (Lombok Island), with this achievement the Indonesian Ministry of Tourism (KEMENPAR) began to look at several areas that have the potential to be used as one of the halal tourism destinations in Indonesia. These areas include Bali, Lombok, East Java, Central JavaareWest Sumatra, South Sulawesi. The high potential of the halal tourism market can be seen from the increasing number of Muslim tourists, as shown in the table below.

Graphics of the increase in Muslim tourists



Source : *MasterCard International, Crescentrating*

However, one of the areas that is now starting to develop itself as an area with Halal Tourism is Banyuwangi Regency, which for the last 2 years, precisely on 17-22 October 2017, has been designated as a tourist place with halal tourism, precisely on Santen Beach, Banyuwangi Regency. Banyuwangi actually has a variety of tourism destinations, ranging from mountains, forests, and beautiful beaches and the island of Santen which is now known as halal tourism is one of the tourism destinations in Banyuwangi Regency.

The table below is disclosed in Puspita and Sunarti's research (2017) which states that the Banyuwang regency government succeeded in changing the original negative image of the tourist destination of Santa Island. There are several considerations that the Banyuwangi Regency Government chose to develop the island of Santen as shown in the table below.

Table of Reasons for Banyuwangi Government to Develop Santen Beach

No.	The Government's Reason for Developing Santen Island	Information
1.	Location close to the city center	The government wants to create a unique beach adjacent to the city so that it is easily accessible by tourists.
2.	Dirty and unkempt beach but has good potential	Santen Island has a pretty good beach view, but it is very dirty because there are no people who care so the beach is not well maintained.
3.	Create new jobs and improve the economy of the community in the surrounding area	Karangreja Village, which used to be a slum village and its people who only work as fishermen, have made the area increasingly considered bad by the public and tourists.
4.	Very bad destination image on the island of Santen	Because it is close to localization, which is then used as a place for young people to act impolitely, the image of the island of Santen is bad.

Source: Journal of Puspita and Sunarti (2017)

The table above is disclosed in Puspita and Sunarti's research (2017) which states that the Banyuwang regency government succeeded in changing the tourism destination image of Santa Island which was initially very negative.

According to Lasaroeddin (2018) <sup>3</sup> where the results of the study show that there is a positive influence of Destination Image, Trip Quality, Perceived Value on the satisfaction of tourists to return to visit. The formation of halal tourism can be influenced by various variables in maximizing the sharia concept in halal tourism. Research conducted by Astini and Sulistiyowati (2015) <sup>4</sup> shows that the Travel Motivation and service quality variables have a

significant effect on visitor satisfaction, while the Destination Image variable does not show a significant effect on visitor satisfaction. Therefore, the test results from this study state that two independent variables support the hypothesis and one variable that does not support the hypothesis.

In the development of the variables, the researchers tried to combine previous studies into a new research in the world of halal tourism in Indonesia. Based on the description above, researchers are interested in researching the Effect of Destination Image and Islamic Value on Perceived Value and Satisfaction (Survey on Moslem Tourist Of Halal tourism in Banyuwangi).

**Method:** Type of Research: In essence, this research is a form of explanatory research where this research is an activity to test pre-existing hypotheses or theories, may reject or strengthen the hypotheses or theories that have been studied previously. Based on the problem formulation and research objectives, the type of research used is descriptive research. This study uses a quantitative approach with associative methods and the distribution of questionnaires to consumers and customers encountered. This research will be able to determine the effect of the predetermined variables, namely Destination Image and Islamic Value on Perceived Value and Satisfaction in Halal tourism on Santena Island, Banyuwangi Regency.

*Location:* The location of this research will be carried out on halal tourism on Santen Island, Banyuwangi Regency.

*Population and Sample:* The population is the entire research subject Arikunto (2006). A survey does not always examine all individuals because it will take a lot of time, effort, and cost. Therefore, research can be carried out on some individuals in the population. The population in this study were all tourists in halal tourism in Banyuwangi Regency.

The sample is part or representative of the population under study. In this study, sample research was used which is expected from the sample to represent the overall nature of the population. The number of samples in this study using the sample size in this study was determined using the Machin and Campbell formula (1989). The use of this formula is because the research population is not yet known. The formula for calculating the number of samples is as follows:

$$U_p = \frac{1}{2} \ln \left( \frac{1+r}{1-r} \right) + \frac{r}{2(n-1)}$$

$$n = \frac{(Z_{1-\alpha} + Z_{1-\beta})^2}{(U_p r)^2} + 28$$

$$U_p = \frac{1}{2} \ln \left( \frac{1+r}{1-r} \right)$$

Description :

$U_p$  = Standardized normal random variable <sup>1</sup> corresponding to particular value of the correlation Coefficient  $p$

$U'_p$  = Initial estimate of  $u_p$

$n$  = Sample size

$Z_{1-\alpha}$  = The constants obtained from the standard normal distribution table with the specified alpha

$Z_{1-\beta}$  = The constants obtained from the standard normal distribution table with the specified beta

$r$  = The smallest expected correlation coefficient can be detected significantly

<sup>1</sup> Based on the consideration that if the lowest  $p$  value that is expected to be obtained through this research is  $p = 30$ , where  $Z_{1/2 \alpha}$  using  $\alpha = 5\%$  then  $Z_{1/2 \alpha} = 1.96$ . Where found a sample calculation of 189 visitors with the following calculations:

$$U_p = \frac{1}{2} \ln \left( \frac{1+0.30}{1-0.30} \right) = 0.309$$

$$N = \frac{(1.96 + 1.96)^2}{(0.309)^2} + 28 = 188.936 = 189$$

The sampling used in this study is <sup>3</sup> accidental sampling, which is a sampling technique based on chance, i.e. any respondent who coincidentally meets the researcher and is included in the population category, can be used as a sample or data source (Sugiono, 2011).

*Data Collection Methods:* Data collection is a systematic and standard procedure to obtain the required data. In this study, data was collected through questionnaires. This study was divided into two parts, namely, the first part was the respondent's identity question. The second part is a statement of all variables using a closing statement and a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals in their groups towards

the social phenomena they experience (Sugiyono, 2013). The Likert scale has a gradation from very positive to very negative, the questionnaire was distributed using a Likert scale with 6 answer choices from strongly disagree, disagree, slightly disagree, slightly agree, agree, to strongly agree. In this study, the researchers used 4 indicators, namely Destination Image, Islamic Value, Perceived Value, and Satisfaction with the format:

- Strongly Disagree: Score 1
- Disagree: Score 2
- Agree: Score 3
- Agree : Score 4
- Strongly Agree: Score 5

In this study, a questionnaire was distributed by contacting several whatsapp contacts owned by the researcher from some contact information provided by several people. The distribution is through information posted on the researcher's social media, ranging from whatsapp status, instagram, facebook, and others that allow all to help in finding the right sample in filling out the questionnaire that has been created and has been distributed then spread the questionnaire online via google form with link address below.

[https://docs.google.com/forms/d/1UkylbqCiCSDo7ejop94cOEVOole3Hhio1\\_wS-aUfI\\_0/edit](https://docs.google.com/forms/d/1UkylbqCiCSDo7ejop94cOEVOole3Hhio1_wS-aUfI_0/edit)

Which is filled by the majority of the Banyuwangi Community and several people outside the Banyuwangi area who have visited halal tourism in Banyuwangi for approximately 1 month starting from April 28, 2020-May 22, 2020.

*Analysis Techniques:* Descriptive statistical analysis was used to describe the characteristics of the respondents and the distribution of items for each variable. The data collected will be edited and tabulated in a table, then the data that has been obtained is interpreted in the form of numbers and percentages.

*And the Inferential Statistical Analysis Technique* is used to analyze the sample data and the results are applied to the population. This study uses statistical inferential analysis in the form of partial least squares or PLS analysis. To test the five hypotheses proposed in this study, each hypothesis will be analyzed using WARP PLS 7.0 software to test the relationship between variables. The advantages of PLS in this study are:

1. PLS (Partial Least Square) can be used to analyze theories that are still considered weak.



2. PLS is suitable for research with large or small sample sizes (Hair, et al., 2014) so that it is relevant for research.

Research that uses WarpPLS Analysis (WarpPLS Analysis) is the development of PLS analysis (Solimun, 2017). This model was developed as an alternative for situations where the theoretical basis for the design is weak or has not been found and or some indicators do not meet the reflective measurement model so that it is formative. WarpPLS is the same as the PLS principle which is a powerful analytical method because it doesn't need a lot of assumptions and the sample size can be small or large. The WarpPLS method was developed by Kock where in addition to being able to be used for non-recursive models, it is also equipped with non-linear model analysis. The WarpPLS method can perform indirect effect testing equipped with 3 (three) segments. WarpPLS facilitates testing of mediating variables which are usually in other software using the Sobel test.

These are The steps in WarpPLS (Solimun, 2017):

1. Designing the Inner Model  
Doing inner model design, making relationships between latent variables.
2. Designing the Outer Model  
Determine whether a variable has a reflective or formative indicator
3. Constructing a path diagram  
If steps one and two are carried out, so that the results are easy to understand, the results of the inner and outer designs are then expressed in the form of a path diagram.  
Conversion of a Path Diagram into a System of Equations
4. Parameter Estimation  
The outer model analysis algorithm is a process of calculating latent variable data sourced from indicator data. The inner model analysis algorithm is the method and process of calculating the path coefficient, namely the influence between latent variables.
5. *Goodness of Fit*  
Before interpreting the results of hypothesis testing, the model has a Goodness of Fit. The goodness of Fit is an index and measure of the goodness of the relationship between latent variables (inner model) related to its assumptions.
6. Hypothesis test

**Findings:***Data Presentation*, The object of this research is on St. Santen Island, Karanrejo Kec. Banyuwangi Banyuwangi Regency, East Java Province, Postal Code: 68411. Recently, Santena Island has been quite busy being reported in various mass media, following a visit by the Regent of Banyuwangi to this island. During his visit with several Banyuwangi officials, the regent announced to the media that the Banyuwangi Regency Government plans to develop tourist destinations in Santen Island.

The Regent has also announced plans for the development of Santen Island tourism in the launching of the 2017 Banyuwangi Festival on Friday, February 3, 2017. In the launching of 72 Banyuwangi Festival 2017 events. The Regent explained the concept of a women's-only tourism concept that would be developed in coastal areas in the savanna area of Santen Island.

In the Banyuwangi Regent's explanation to various media, it was explained that on the beach in the savanna area of Santen Island, a "*club beach for women*" will be built, which will be equipped with a swimming pool, and even a resort. The Regent will also cooperate with investors for the development of this tourism. In addition, it is planned to build a bridge that will directly pass through to Santen Island in the southern part of the island. This is intended to make it easier for tourists to get to Santen Island.

*Respondent's Profile:* This research was conducted on visitors to Halal Tourism In Banyuwangi which was filled in via google and distributed through wa contact specifically and maximized from all social media. Based on the questionnaire distributed to the respondents, data related to the description of the respondents were obtained and the data to be analyzed for the purposes of statistical tests were the main data. The number of questionnaires distributed was 189 and the same number of returned questionnaires. Before describing, processing and analyzing the data from this research, first describe the profile or identity of the respondent. The identity of the respondents in the context of this study includes gender, age, status, and level of education.

*Respondents' descriptions based on gender*, respondents' gender needs to be analyzed in a study. Gender can shape the characteristics of respondents as visitors to Halal Tourism. This research is about visitors to halal tourism in Banyuwangi, so the gender varies greatly. Gender differences determine differences in attitudes and behavior in choosing products and services in halal tourism.

**Table of Respondents by Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Woman	126	66,6 %

Man	63	33,4%
Amount	189	100,00 %

*Respondent's description based on Age*, Respondent's age becomes the next classification in this study related to the respondent's profile, where age is also able to influence how the decisions and results of the data obtained by researchers are by the age level of each respondent.

#### **Respondent Age Table**

<b>Age</b>	<b>Frequency</b>	<b>Persentage</b>
15-20 years	38	20 %
21-30 years	130	68,8%
>30 years	21	11,2 %
Amount	189	100,00 %

*Description of respondents based on status*, in this case, the researcher also classifies the profile of respondents based on the status of married or unmarried, this status will also affect respondents in answering the questionnaires that have been distributed to them, this is obtained by more respondents who are not married who are the subjects of this study.

#### **Respondent Status Table**

<b>Respondent Status</b>	<b>Frequency</b>	<b>Persentage</b>
Not Married yet	132	69,8 %
Married	57	30,2%
Amount	189	100,00 %

*Respondent's description based on Recent Education*, The last education of respondents in this study is important to analyze because it determines a person's attitude in acting. Education is related to the extent to which a person uses perceptions, attitudes, and behavior in making decisions. This level of education becomes a benchmark for a person in acting because he will think about the values he adheres to by adjusting his way of thinking.

#### **Education Level Table**

Education Level	Frequency	Persentage
Elementary School	3	1,5 %
Junior High School	10	5,3%
Senior High School	108	57,15 %
Bachelor Degree	68	36,05 %
Amount	189	100,00 %

*Testing Results*, Hypothesis testing in the Warp PLS version 7 analysis using the original sample and p value data. The decision rules for hypothesis testing are as follows: When the significance value is less than 0.05 or (p-value <0.05), the null hypothesis is rejected and the alternative hypothesis is accepted (Field, 2013) and if the Original Sample value is positive, it is said to have a positive effect and if the Original Sample result is negative, then it is said to have a negative effect (Ghozali, 2009).

**Table of Direct Effect Hypothesis Testing Results**

No	Relationship between variables		Original Sampel	P value	Description
1	<i>Destination Image</i>	<i>Perceived Value</i>	0.249	<0.001	Significant Positive Influence
2	<i>Destination Image</i>	<i>Satisfaction</i>	0.261	0.020	Significant Positive Influence
3	<i>Islamic Value</i>	<i>Perceived Value</i>	0.543	<0.001	Significant Positive Influence
4	<i>Islamic Value</i>	<i>Satisfaction</i>	0.435	0.005	Significant Positive Influence
5	<i>Perceived Value</i>	<i>Satisfaction</i>	0.464	<0.001	Significant Positive Influence

The table above shows that of the 5 hypotheses proposed, there are 4 accepted hypotheses. The following hypotheses are accepted: Destination Image has a significant positive effect on Perceived Value (H<sub>1</sub>), Destination Image has a significant positive effect on satisfaction (H<sub>2</sub>), Islamic Value has a significant positive effect on Perceived Value (H<sub>3</sub>),

Islamic Value has a significant positive effect on Satisfaction (H<sub>4</sub>), and Perceived Value has a significant positive effect on Satisfaction (H<sub>5</sub>).

Based on the results of the Warp PLS analysis using the theory that when the significance value is less than 0,05 (pvalue <0,05), the null hypothesis is rejected and the alternative hypothesis is accepted (Field, 2013), which is presented in table 4.18, the results of hypothesis testing can be explained as follows:

1. Hypothesis Test 1: Testing the effect of Destination Image (X<sub>1</sub>) on Perceived Value (Y<sub>1</sub>). The results of the WarpPLS analysis obtained the value of the influence of Destination Image (X<sub>1</sub>) on Perceived Value (Y<sub>1</sub>) with the original sample value of 0,249 and pvalue <0,001. Given that p is smaller than 0.05 and the original sample value is positive, it is said to be **significantly positive**, so the hypothesis is **accepted**. This means that the higher the Destination Image, the higher the Perceived Value.
2. Hypothesis Test 2: Testing the effect of Destination Image (X<sub>1</sub>) on Satisfaction (Y<sub>2</sub>). The results of the WarpPLS analysis obtained the value of the influence of Destination Image (X<sub>1</sub>) on Satisfaction (Y<sub>2</sub>) with the original sample value of 0.261 and pvalue of 0,020. Given that p is smaller than 0.05 and the original sample value is positive, it is said to be **significantly positive**, so the hypothesis is **accepted**. This is contrary to the research conducted by Denis Twi Febinanda, Peter Remy Yosy Pasla, and Uki Yonda Aseptia at Ma Chung University Malang (2018) which said that Destination Image had no significant effect on Satisfaction and supported the research conducted by Hanif, Kusumawati, and Mawardi (2016) which states that the destination image variable has a significant effect on the tourist satisfaction variable with a contribution of 53,5%. Based on these results, it can be concluded that tourist satisfaction can be created with a positive destination image.
3. Hypothesis Test 3: Testing the influence of Islamic Value (X<sub>2</sub>) on Perceived Value (Y<sub>1</sub>). The results of the WarpPLS analysis obtained the value of the influence of Islamic Value (X<sub>2</sub>) on Perceived Value (Y<sub>1</sub>) with the original sample value of 0.543 and pvalue <0,001. Given that p is smaller than 0,05 and the original sample value is positive, it is said to be **significantly positive**, so the hypothesis is **accepted**. This means that the higher the Islamic Value (X<sub>2</sub>), the higher the Perceived Value (Y<sub>1</sub>).
4. Hypothesis Test 4: Testing the influence of Islamic Value (X<sub>2</sub>) on Satisfaction (Y<sub>2</sub>). The results of the WarpPLS analysis obtained the value of the influence of Islamic Value (X<sub>2</sub>) on Satisfaction (Y<sub>2</sub>) with the original sample value of 0.432 and pvalue = 0.005 which is still acceptable because social research is tolerated at 5%, so the pvalue

= 0.005 is still said to be significant. Given that the p-value is more = 0,05 and the original sample value is positive, it is said to be **significantly positive**, so the hypothesis is **accepted**. This means that the higher the Islamic Value (X<sub>2</sub>), the higher the Satisfaction (Y<sub>2</sub>).

5. Hypothesis Test 5: Testing the effect of Perceived Value (Y<sub>1</sub>) on Satisfaction (Y<sub>2</sub>). The results of the WarpPLS analysis obtained the value of the influence of Perceived Value (Y<sub>1</sub>) on Satisfaction (Y<sub>2</sub>) with the original sample value of 0,464 and p-value <0,001. Given that p is smaller than 0,05 and the original sample value is positive, it is said to be **significantly positive**, so the hypothesis is **accepted**. This means that the higher the Perceived Value (Y<sub>1</sub>), the higher the Satisfaction (Y<sub>2</sub>).

*Findings Hypothesis 1:* The results of the WarpPLS analysis have proven that Destination Image has a significant positive effect on Perceived Value with a coefficient of 0,249 and p value <0,001. Thus there is support for accepting the hypothesis which states that "Destination Image has a significant effect on Perceived Value". A positive coefficient value indicates that Destination Image has a positive effect and p value <0,001 indicates that Destination Image has a significant effect on Perceived Value.

This research is in line with research conducted by Jessica Lasaroeddin (2018), entitled "The Effect of Destination Image and Other Factors on Visitor Satisfaction to Visit Bali Again" which explains that there is an influence of Destination Image on perceived value.

Perceived Value is an important factor to get satisfied visitors to the tours they visit who will also recommend their tourist attractions to other visitors. Recognition that there is a positive (though not perfect) relationship between Perceived Value in general, as a reference for the overall consumer assessment of the usefulness of a product/service based on the perception of what has been obtained. The customer's perception of value will also affect the purchase decision of the customer (Kusdiyah., 2012). While the concept of a visitor's Perceived Value is made up of many factors, the Destination Image is perhaps the most directly influential.

*Findings of Hypothesis 2* The results of the WarpPLS analysis prove that Destination Image has a significant positive effect on Satisfaction with a coefficient of 0,261 and a p value of 0,020. Thus there is support for accepting the hypothesis which states that "Destination Image has a significant effect on Satisfaction". A positive coefficient value indicates that

Destination Image has a positive effect and a p value of 0,020 indicates that Destination Image has a significant effect on Satisfaction.

This study contradicts the research conducted by Ilda Amalia and Murwatiningsih (2016) entitled "The Effect of Destination Image and Customer Value on Visitor Loyalty through Visitor Satisfaction" which explains that the image of a destination has no direct effect on visitor satisfaction and loyalty. and this is reinforced by research conducted by Denis Twi Febinanda, Peter Remy Yosy Pasla, and Uki Yonda Asepta at Ma Chung University Malang (2018) which says that Destination Image has no significant effect on Satisfaction.

The existence of insignificant results in the previous research hypothesis is an obstacle that must be considered by tourism managers, where the findings that are rejected can be caused by several factors. The factors that researchers can explain regarding the rejection of the influence of Destination Image on Satisfaction are due to the absence of a tourism site that can manage images and manage tourism designs which will later become more valuable for visitors, they get and obtain Destination Image from online and offline. This opinion is in line with what was expressed by Denis Twi Febinanda, Peter Remy Yosy Pasla, and Uki Yonda Asepta at Ma Chung University Malang (2018) that "The research implies that the management of Jatim Park 1 continues to develop promotions, compete with other tourism sites. to improve the destination image.". and said clearly in his research "destination image and amenity variables do not show significant influence" which means that the destination image variable does not have a significant influence on the satisfaction variable.

Related to the hypothesis found that differences in results in previous studies can also be indicated that indeed Destination Image does not overall can cause visitor satisfaction if it is not given a moderating variable that can help the value of Destination Image become an important variable in providing satisfaction to visitors. The variable that can be used as a moderating variable is the customer value variable, where later this variable can be a moderating variable from the Destination Image variable to Satisfaction. In line with the variables carried out in research by Amalia and Murwatiningsih (2016). In this study, it was also found that the indirect effect between the Destination Image variable on Satisfaction through the Perceived Value variable also did not show a significant relationship. It can be said that the high value of Destination Image does not necessarily increase and give satisfaction to tourist visitors.

*Satisfaction* is an important factor to get satisfied visitors to the tours they visit who will also recommend their tourist attractions to other visitors. The acknowledgment that there is a positive (though not perfect) relationship between Satisfaction in general, the appearance of satisfaction or dissatisfaction that follows will influence the behavior of tourists. stylists in 1996 chüstains will develop a supportive attitude for desstinasi, on the other hand, those who don't fast support intermittent support While the concept of visitor satisfaction consists of many factors, and Destination Image may not be the most direct influence in this research.

However, there are similarities from the results of research examined by researchers with research that was carried out several years ago by Hanif, Kusumawati, and Mawardi (2016) which stated that the destination image variable had a significant effect on the tourist satisfaction variable with a contribution of 53.5%. Based on these results, it can be concluded that tourist satisfaction can be created with a positive destination image. Tourists who have a positive assessment of the related tourism destination, namely Batu City, get high satisfaction. Conversely, if tourists have a negative assessment, it tends to cause a sense of dissatisfaction or displeasure with tourism destinations.

Therefore, the research which contradicts the previous research also supports several previous studies which resulted in the relationship between the acceptance of the influence of Destination Image on Satisfaction. The researcher analyzes from the research that has been done that the hypothesis (H3) is accepted because it indicates that tourism with destinations that do not have special management for the development of Destination Image will result in the rejection of the relationship between Destination Image and Satisfaction. However, if the destination of a tour has been well managed and conceptualized, visitors will tend to give a sense of satisfaction to the destination that has been provided.

*Findings of Hypothesis 3*, WarpPLS analysis results have proven that Islamic Value has a significant positive effect on Perceived Value with a coefficient of 0,543 and p value <0,001. Thus there is support for accepting the hypothesis which states that "Islamic Value has a significant effect on Perceived Value". A positive coefficient value indicates that Islamic Value has a positive influence and p value <0,001 indicates that Islamic Value has a significant effect on Perceived Value.

This research is in line with research conducted by Nurul Qomariyah (2018) entitled "Islamic Values As Moderating Variables The Effect of Service Quality Variables, Institutional



Image on Customer Satisfaction (Study at Muhammadiyah 1 Elementary School Jember Regency)" which explains that there is an influence of Islamic Value on perceived Values.

Perceived Value is an important factor to get satisfied visitors to the tours they visit who will also recommend their tourist attractions to other visitors. Recognition that there is a positive (albeit imperfect) relationship between Perceived Value in general, as a reference for the overall assessment of consumers towards the usefulness of a product/service based on the perception of what has been obtained. The customer's perception of value will also affect the purchase decision of the customer (Kusdiyah., 2012). While the concept of the visitor's Perceived Value is made up of many factors, Islamic Value is perhaps the most directly influential.

*Findings of Hypothesis 4*, WarpPLS analysis results have proven that Islamic Value has a significant positive effect on Satisfaction with a coefficient of 0,435 and a p value of 0,005. Thus there is support for accepting the hypothesis which states that "Islamic Value has a significant effect on Satisfaction". A positive coefficient value indicates that Islamic Value has a positive influence and a p value of 0,005 indicates that Islamic Value has a significant effect on Satisfaction. This decision was taken because the error rate used in this study was 5% so that if p value = 0,005 then it is still stated as a significant relationship.

This research is in line with and supports the research conducted by Irda, Reni Yuliviona, and Elfitra Azliyanti (2019) entitled "The Effect of Islamic Attributes and Quality Service on Islamic Tourist Satisfaction of Foreign Tourists Visiting the Padang City " which explains that Islam attributes and service quality have a positive and significant effect on tourist satisfaction from foreign tourists visiting the Padang City.

Satisfaction is an important factor to get satisfied visitors to the tours they visit who will also recommend their tourist attractions to other visitors. The acknowledgment that there is a positive (though not perfect) relationship between Satisfaction in general, the appearance of satisfaction or dissatisfaction that follows will influence the behavior of tourists. Tourists and tourists who are satisfied with Chunishat will develop a supportive attitude towards the destination, while those who are not fasting will develop a regular support posture in 1996. While the concept of visitor satisfaction consists of many factors, and Islamic Value is the most direct influence in the research.

*Findings of Hypothesis 5*, WarpPLS analysis results have proven that Perceived Value has a significant positive effect on Satisfaction with a coefficient of 0,464 and p value <0,001.

Thus there is support for accepting the hypothesis which states that "Perceived Value has a significant effect on Satisfaction". A positive coefficient value indicates that Perceived Value has a positive influence and a p value  $<0,001$  indicates that Perceived Value has a significant effect on Satisfaction.

This research is in line with and supports the research conducted by Made Yoga Ananda Putra and Ketut Rahyuda (2018) entitled "The Role of Perceived Value in Mediating the Relationship between Service Quality and Consumer Satisfaction" which explains that Perceived Value has a positive and significant effect on consumer satisfaction.

Satisfaction is an important factor to get satisfied visitors to the tours they visit who will also recommend their tourist attractions to other visitors. The acknowledgment that there is a positive (though not perfect) relationship between Satisfaction in general, the emergence of satisfaction or dissatisfaction will subsequently influence the behavior of the traveler. Tourists and tourists who are satisfied with Chunishat will develop a supportive attitude towards the destination, while those who are not fasting will develop a regular support posture in 1996. While the concept of visitor satisfaction consists of many factors, and Perceived Value becomes the most direct influence in research.

**Discussion:** This chapter will discuss the results of the research which consists of discussing the results of descriptive analysis, Destination Image variables, Islamic Value, Perceived Value, and Satisfaction variables as well as the influence between variables, the overall model, research findings, and the differences between this study and previous studies.

The discussion of the results of the descriptive analysis aims to gain a more complete understanding of the research variables perceived by the respondents in this study. The discussion is carried out by interpreting the average value of each indicator on each research variable. This study includes a perceptual by using an individual unit of analysis.

The variables discussed descriptively in this study are: Destination Image ( $X_1$ ), Islamic Value ( $X_2$ ), Perceived Value ( $Y_1$ ), and Satisfaction ( $Y_2$ ). The basis for interpreting the mean scores used in this study has been discussed.

*Discussion of Variabeel Destination Image ( $X_1$ )*, Destination Image in this study is the impression of a place or a person's perception of a certain area. According to Ecthner and Brenta Ritchie in Kurniawan (2014), there are four components of Destination Image, namely

functional characteristics attributes, Holistic-functional characteristics, Attributes of Psychological Characteristics, Psychological-Holistic Characteristics.

The operational definition of a Destination Image is a general picture that is received by tourists and is felt in real terms, both in terms of functional and emotional, which becomes a reference for tourists to judge a location as truly as expected and the indicators of the Destination Image used are adopted from Astini and Sulistiyowati (2015) include functional characteristics Attributes, Holistic Functional Characteristics,

The Destination Image Variable ( $X_1$ ) variable is measured using 4 indicators with 2 statements each, resulting in 8 statement items on the Destination Image variable. The indicators are functional characteristic attribute ( $X_{1.1}$ ), holistic functional characteristic attribute ( $X_{1.2}$ ), psychological characteristic attribute ( $X_{1.3}$ ), psychological-holistic characteristic attribute ( $X_{1.4}$ ).

The average score of the Destination Image variable is 3.98 (high). The results of this study indicate that the respondent's Destination Image is high so that decision-making behavior is based on the consideration of this Destination Image. Based on the score, it is known that visitors consider the benefits of the Functional Characteristic Attributes to be high. Destination Image is a predictive element of satisfaction when a service is provided directly by a financial service provider to the end consumer.

*The discussion of Variable Islamic Value ( $X_1$ ), Islamic Value* in Ali and Gibbs, (1998) creates a framework for decision-makers to make the right choice, therefore, Muslims are driven by their faith, known as faith, which directs them to adopt Islamic practices. There are four components of Islamic Value. namely Theistic, Ethical, Realistic, and Humanistic.

The operational definition of Islamic Value is Islamic values that are offered and deliberately created to build an image to visitors regarding the Sharia concept offered, to create an atmosphere and conditions that truly carry the Sharia concept with indicators adopted from Putri (2017), including Theistic, Ethical, Realistic and Humanistic.

The Islamic Value ( $X_2$ ) variable is measured using 4 indicators with 2 statements for each indicator, resulting in 8 statement items on the Islamic Value variable. The indicators are Theistic ( $X_{2.1}$ ), Ethical ( $X_{2.2}$ ), Realistic ( $X_{2.3}$ ), and Humanistic ( $X_{2.4}$ ).

The average score of the Islamic Value variable is 3,91 (high). The results of this study indicate that the respondent's Islamic Value is high so that decision-making behavior is based

on this consideration of Islamic Value. Based on the score, it is known that visitors consider the benefits of Realistic indicators to be high. Islamic value is a predictive element of satisfaction when a service is provided directly by a financial service provider to the end consumer.

*Discussion of the Variable Perceived Value ( $Y_1$ ), the Perceived Value* in this study is the consumer's assessment of the overall product benefits regarding the benefits obtained from the product and the costs of getting the product. The higher the consumer's perceived value, the higher the consumer's satisfaction, there are five components of the Perceived Value, namely Reliability, Responsiveness, Assurance, Empathy, and Physical Facilities.

The operational definition of Islamic Value is a comprehensive assessment given by the customer to a product or service, an assessment that assesses what is provided by the customer and what is obtained by the customer to give rise to a good perception of a product or service purchased or perceived services with indicators. adopted from Putra and Rahyuda (2018) include Reliability, Responsiveness, Assurance, Empathy, and Physical Facilities

The variable Perceived Value ( $Y_1$ ) is measured using 5 indicators with each indicator 2 statements, resulting in 10 statement items on the Perceived Value variable. The indicators are Reliability ( $Y_{1.1}$ ), Responsiveness ( $Y_{1.2}$ ), Assurance ( $Y_{1.3}$ ), Empathy ( $Y_{1.4}$ ), and Physical Facilities ( $Y_{1.5}$ ).

The average score of the Perceived Value variable is 3,85 (high). The results of this study indicate that the respondent's Perceived Value is high so that decision-making behavior is based on this Perceived Value consideration. Based on the score, it is known that visitors consider the benefits of Physical Facilities to be high. Perceived Value is a predictive element of satisfaction when a service is provided directly by a financial service provider to the final consumer.

*Discussion of Variable Satisfaction ( $Y_2$ ), Customer satisfaction in the context of the world of tourism is very closely related to Perceived Value where satisfaction is used as a measure of relationship quality, relationship satisfaction is defined as a cognitive and affective evaluation of visitors. Based on their personal experiences throughout the service episode in the relationship” (Storbacka et al., 1994; Davis Sramek et al., 2009). In other words, relationship satisfaction is accumulated throughout the interaction in an ongoing relationship.*

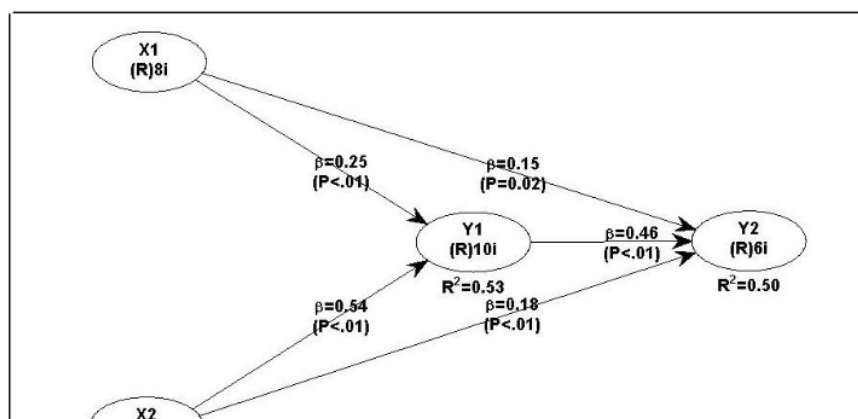
In the context of service companies, satisfaction is defined as a consumer fulfillment response, where the features of the product or service, or the product or service itself, provide a pleasant level of consumption fulfillment (Oliver, 1997). While in this study the operational definition of the variable regarding satisfaction is an evaluation after consuming a product or service, most of what customers or tourists do will give hope first to the products or services they buy or visit, then try and provide a post-purchase assessment or visit, which is expected to be following with previous expectations with indicators adopted from Adji and Prof.Dr. Samuel (2014) used, among others, Products, Services, and Purchases.

There are 3 indicators of satisfaction in this study, namely: Product (Y<sub>2.1</sub>), Service (Y<sub>2.2</sub>), and Purchase (Y<sub>2.3</sub>). As for the results from the analysis of the frequency distribution, it shows that the highest score is obtained by the indicator (Y<sub>2.2\_A</sub>) with a score of 4,06, meaning that all respondents agree in assessing the questionnaire statement: satisfied with the service provided as a whole. While the lowest average score was obtained by (Y<sub>2.1\_A</sub>) with a score of 3,92, it means that all respondents agree in assessing the questionnaire statement: that the product is not important compared to the quality of service provided.

While the average score of the Satisfaction variable is 4,00 (very high), meaning that visitors feel high satisfaction after visiting Halal Tourism Banyuwangi. Satisfaction is defined as a customer's cognitive and affective evaluation based on their personal experience across all service episodes in the relationship. Relationship satisfaction is accumulated across all interactions in an ongoing relationship. Relationship satisfaction exclusively describes customer satisfaction in the relationship which is an overall assessment of the strength of the relationship.

### Overall Model Discussion

Image of Research Model Results



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Following the research model that has been developed and following the <sup>3</sup> results of the analysis and discussion that has been carried out, this sub-chapter is carried out. The overall model discussion includes a discussion of the variables that have a dominant influence on all paths connecting all variables. <sup>3</sup> Based on the results of the analysis of the 2 paths connecting the four research variables, 4 relationships have a significant effect and one relationship that has an insignificant effect.

The five significant relationships <sup>1</sup> are (1) Destination Image has a significant effect on Perceived Value, (2) Islamic Value has a significant effect on I perceived Value, (3) Destination Image has no significant effect on Satisfaction, (4) Islamic Value has a significant effect on Satisfaction, (5 ) Perceived Value has a significant effect on Satisfaction.

Indirect effects in this study include (1) the <sup>8</sup> effect of Destination Image on Satisfaction through the Perceived Value variable and the results obtained have a significant positive effect. (2) the influence of Islamic Value on Satisfaction through the Perceived Value variable and the results obtained have a significant positive effect.

Furthermore, with the discussion that has been carried out both based on the results of descriptive analysis and the results of the WarpPLS analysis, the relationship or influence between variables that have a significant effect needs attention both practically and empirically. Practically, variables that have a significant effect need attention from the management of halal tourism managers. From the empirical side, it is necessary to study further from this research to ensure differences and similarities related to objects, units of analysis that are different or the same.

Based on the results of the study, it was found that Destination Image had no significant effect on Satisfaction and it was also supported based on the results of indirect effects, it was found that Destination Image had no significant effect on Satisfaction through Perceived Value. A visitor who experiences high Destination Image benefits does not have or feel satisfaction.

<sup>3</sup> Based on the results of the analysis of this study, it can be seen the dominant influence between variables in the research model. Image 4.5 shows a summary of each effect between variables in the form of a matrix.

(1) The first statement shows that Perceived Value is influenced by Destination Image and Islamic Value. Based on the coefficient value, it is known that Destination Image and Islamic Value affect Perceived Value. This shows that visitors believe that Destination Image and Islamic Value influence increasing visitors' Perceived Value.

(2) The second explanation shows that Satisfaction is influenced by Satisfaction, Islamic Value, and Perceived Value, both Satisfaction, and Islamic Value affect directly or indirectly through the Perceived Value variable. Based on the coefficient value, it is known that Satisfaction, Islamic Value, and Perceived Value are dominant variables that affect Satisfaction. This shows that visitors believe that Satisfaction, Islamic Value, and Perceived Value influence increasing visitor satisfaction. Based on the results of the analysis and discussion of the results of the analysis, several research discussions can be identified as follows:

<sup>5</sup> 1) Destination Image has a significant positive effect on Perceived Value. The results of this study support or confirm research conducted by Jessica Lasaroeddin (2018) which states that there is an influence of destination image on perceived value.

<sup>5</sup> 2) Destination Image has a significant positive effect on Satisfaction. The results of this study support or confirm research conducted by Elmia Nafisah (2016) which states <sup>1</sup> that Destination Image has a positive and significant effect on tourist satisfaction and the research findings of Febinanda, Yosy, and Asepta at Ma Chung University (2018) that "The research implies that the management of Jatim Park 1 continues to develop promotions, compete with other tourism sites to improve the destination image." Contrary to the research that researchers produce. And research conducted by Hanif, Kusumawati, and Mawardi (2016) states that the destination image variable directly influences the tourist satisfaction variable with a contribution of 53,5% supporting this research.

<sup>5</sup> 3) Islamic Value has a significant positive effect on Perceived Value. The results of this study support or confirm the opinion of <sup>6</sup> this study in line with research conducted by Nurul Qomariyah (2018) which explains that there is an influence of Islamic Value on Perceived Value.

<sup>5</sup> 4) Islamic Value has a significant positive effect on Satisfaction. The results of this study support or confirm research conducted by Irda, Yuliviona, and Azliyanti (2019) which

states that it shows that Islamic attributes and service quality have a positive and significant effect on tourist satisfaction from foreign tourists visiting the city of Padang.

- 5) Perceived Value has a significant effect on Satisfaction. The results of this study support or confirm research conducted by Made Yoga Ananda Putra and Ketut Rahyuda (2018) and Elmia Nafisah (2016) which states that Perceived value has a positive and significant effect on consumer satisfaction.

**Conclusion:** Based on the results of the descriptive analysis and Warp PLS analysis as well as the discussion of the results of the analysis of each research variable, the following conclusions are drawn.

Destination Image has a significant positive effect on Perceived Value, indicating that Destination Image has a significant effect on Perceived Value. In other words, the better (higher) level of destination image can increase visitors' perceived value. This finding supports research conducted by Jessica Lasaroeddin (2018) entitled "The Effect of Destination Image and Other Factors on Visitor Satisfaction To Visit Bali Again" which explains that there is an influence of Destination Image on Perceived value.

Islamic Value has a significant positive effect on Perceived Value, indicating that Islamic Value has a significant effect on Perceived Value. In other words, the better (higher) level of Islamic value can increase the perceived value of visitors. This research is in line with research conducted by Qomariyah (2018) which explains that there is an influence of Islamic Value on Perceived Value.

1 Destination Image has a significant positive effect on Satisfaction, indicating that Destination Image has a significant effect on Satisfaction. In other words, the better (higher) level of Destination Image can increase visitor satisfaction. This study contradicts the research conducted by Ilda Amalia and Murwatiningsih (2016) entitled "The Effect of Destination Image and Customer Value on Visitor Loyalty through Visitor Satisfaction" which explains that the image of a destination does not directly affect visitor satisfaction and loyalty and rejects the research conducted by Febinanda, Pasla, and Asepta at Ma Chung University Malang (2018) who said that Destination Image had no significant effect on Satisfaction.

Islamic Value has a significant positive effect on Satisfaction, indicating that Islamic Value has a significant effect on Satisfaction. In other words, a better (higher) level of Islamic value can increase visitor satisfaction. This research is in line with and supports the research



conducted by Irda, Yuliviona, and Azliyanti (2019) entitled "The Effect of Islamic Attributes and Quality Service on Islamic Tourist Satisfaction of Foreign Tourists Visiting the City of Padang" which explains that Islam attributes and service quality have a positive and significant impact on tourist satisfaction from foreign tourists visiting the city of Padang.

Perceived Value has a significant positive effect on Satisfaction, indicating that Perceived Value has a positive influence and p value <0.001 indicates that Perceived Value has a significant effect on Satisfaction. In other words, the better (higher) the level of perceived value can increase visitor satisfaction. This research is in line with and supports research conducted by Yoga, Putra, and Rahyuda (2018) entitled "The Role of Perceived Value in Mediating the Relationship between Service Quality and Consumer Satisfaction" which explains that Perceived Value has a positive and significant effect on consumer satisfaction.

Suggestions For Further Research. (1) Further researchers may research with a similar title but conduct on a different and wider object than this research. (2) The next researcher is expected to be able to find differences in research from the hypotheses and answers to the hypotheses that the researchers have produced in this study. (3) The next researcher is expected to improve the sample formula that the researcher has calculated in this study in order to perfect the formula that should be used.

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