The Influence of Destination Image, Tourist Experience and Travel Motivation on Tourist Satisfaction at Halal Tourist Destination in the Village of Setanggor Central Lombok

Ristia Prihatin[1,*] and Lalu Muhamad Furkan[1]

Department of Management, Faculty of Economics and Business, University of Mataram, Indonesia
Corresponding author. Email: ristiaprihatin213@gmail.com

ABSTRACT

This study aims to analyze the effect of destination image, tourist experience, and travel motivation on tourist satisfaction at Halal Tourism Destination in Setanggor Village, Central Lombok. The approach used is quantitative with data collection methods through distributing questionnaires. The Population in this study consisted of local and domestic tourists who visited the destination. The sampling technique was carried out by non-probability sampling. Data analysis was carried out using the Structural Equation Modeling (SEM) approach with the help of Partial Least Square (PLS). The results showed that first, destination image has a postitive and significant influence on tourist satisfaction. Second, tourist experience has a postitive and significant influence on tourist satisfaction. Third, travel motivation has a postitive and significant influence on tourist satisfaction.

Keywords: Destination Image, Tourist Experience, Travel Motivation, and Tourist Satisfaction.

1. INTRODUCTION

Indonesia is known as a country rich and cultural diversity. In addition, Indonesia also adheres to various religions such as Islam, Hinduism, Buddhism, Catholicism, Protestantism, and Confucianism, with the majority of the population being Muslim. In addition to cultural and ethnic wealth, Indonesia also has great potential in natural resources that need to be optimally utilized, including in the tourism sector. One area of tourism that needs attention to be developed is sharia-based tourism.

Looking at the development of global tourism trends today, halal tourism has become one of the most popular types of tourism. The presence of halal tourism as a new market segment in the tourism industry is an effort to meet the needs of Muslim travelers who have special preferences, by providing products and services that comply with the principles of Islamic sharia (Battour et al, 2011). Halal tourism is the provision of tourism products and services that meet the needs of Muslim tourists according to the teachings of Islam (Mohsin et al, 2016).

In 2015, Lombok was named the best halal tourism destination in the world at the World Halal Travel Awards held in Abu Dhabi, winning 12 out of a total of 16 award categories. One of the halal tourism destinations on Lombok Island is located in Setanggor Village, Central Lombok, which implements the concept of 'halal tourism'. Setanggor Village, located in Central Lombok Regency, is designated as a pilot project by the local government, and plays a role in supporting the development of the Mandalika Secial Economic Zone. In addition, Setanggor Village is also rich in arts and culture, such as gamelan, tradional dances, local drama performances, as well as various religious customs and rituals that reflect the life of the Sasak people (Sukmayati dan Utami, 2018), treats of traditional food and drinks, natural wealth, weaving crafts made from natural materials, daily life, hundreds of years old gong instruments, the tradition of memaos or reading palm manuscripts, and tourist attractions combined with Islamic values such as recitation tours in berugak / balai-balai in the middle of rice fields provide new experiences for every tourist who comes to Setanggor Village, especially Muslim tourists.

Satisfaction is a person's emotional response, either in the form of pleasure or disappointment, which arises as a result of the comparison between the perception of the performance of a product or result with the expectations it has. In the context of travel, tourist satisfaction can arise from their expectations of the destination image formed through the information they have received previously (Kotler & Keller, 2013).

In general, destination image refers to a person's impression or perception of a particular location (Echtner & Brent Ritchie, 2014). According to (Bigné et al, 2011), the image of a tourist destination can influence the level of tourist satisfaction. The Halal Tourism Destination of Setanggor Village offers unspoiled natural beauty, such as green and beautiful rice fields, as well as halls in the middle of rice fields which are used as a place to recite the Quran at dawn and in the afternoon.

Tourist experience refers to the sensation or experience felt by customers as a result of various interactions with the elements provided by the service provider. The experience and knowledge gained will automatically be recorded in the customer's memory (Gupta dan Vajic, 2012). So that the experience that tourists get when visiting such as tourist attractions, facilities, and good tourist destinations will create tourist satisfaction.

motivation is an important element in understanding the early stages of tourist behavior and tourism activities, because motivation acts as the main driver in the process of travel, although not always fully realized by tourists. Many tourists who come to the Halal Tourism Destination of Setanggor Village are driven by the desire to enjoy the beauty of nature, witness various tourist attractions, and get to know the local culture in the region (Sharpley dan Wahab, 2005). Based on the above background and phenomena related to the Halal Tourism Destination of Setanggor Village, how important is the influence of destination image, tourist experience, and travel motivation on tourist satisfaction.

2. RESEARCH METHODS

This research is an associative research with a quantitative approach. The population in this study were visitors or local and archipelago tourists who visited the Halal Tourism Destination of Setanggor Village. A sample of 100 respondents was collected using non-probability sampling technique using purposive sampling method. The sample criteria are at least 17 years old, tourists who have visited and are visiting, local and archipelago tourists from all over Indonesia. The data collection technique uses an offline questionnaire with a Likert scale of 1-10. The data in this study were analyzed using the Partial Least Squares (PLS) method through SmartPLS 4.0 software. The independent variables used in this study consist of destination image (X1), tourist experience (X2) and travel motivation (X3) with the dependent variable of tourist satisfaction (Y).

3. RESULTS AND DISCUSSIONS

3.1. Results

3.1.1. Outer Moodel (Measurement Model)

The outer model is evaluated using validity and reliability tests through Convergent Validity testing which can be assessed based on Outer Loadings or Factor Loadings and Discriminant Validity which is assessed based on Cross Loadings. Based on the validity test results, all outer loading values > 0.7 and cross loading > 0.7 so that they can be said to be valid. In addition, for the reliability test all variables have also met the requirements> 0.7 so that they can be declared reliable (Ghozali, 2015).

3.1.2. Inner Model (Structural Model)

After testing the measurement model is completed, the next step is to evaluate the structural model or internal model in Partial Least Squares (PLS). This structural model is used to analyze and predict causal relationships between latent constructs. At this stage, the assessment focuses on metrics such as the R-square value, Q-square, t-statistics, as well as hypothesis testing of dependent constructs to determine the extent to which the relationship between constructs in the model is statistically relevant.

Table 1. R-Square Value Result

Variable	R-square	R-square adjusted
Tourist Satisfaction	0.908	0.905

In this study, the R-square value is used to measure the extent to which the independent variable influences the dependent variable, or how much the proportion of variable Y can be explained by variable X. Based on the R-square results, it is known that the level of tourist satisfaction can be explained by the independent variables by 90.8%, while the remaining 9.2% is influenced by other variables or factors not examined in this study.

The structural model in this study has a Q-square value for predictive relevance of 0.908, which indicates that 90.8% of the data variation in the research findings can be explained by the proposed model. Thus, it can be concluded that this model has high predictive ability and is considered relevant.
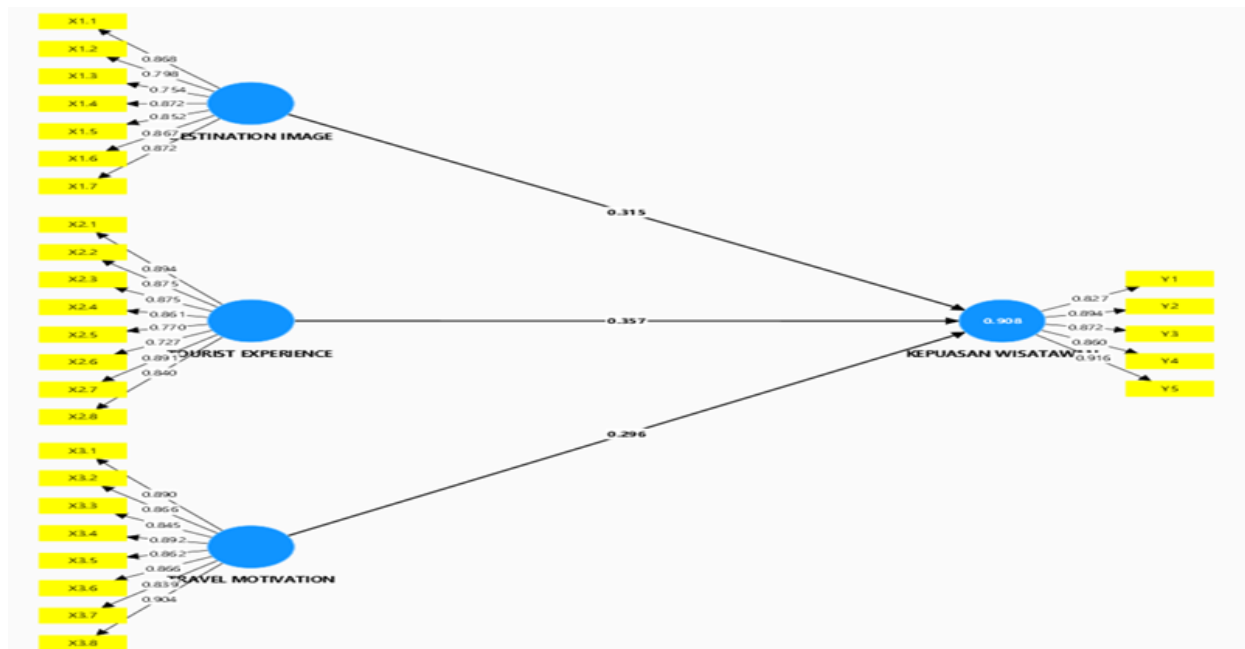

Figure 1 Structural Model

Based on the structural model above, hypothesis testing in this study was carried out by looking at the path coefficient value to assess the level of significance through the bootstrapping process. Significance testing is carried out using the t-statistic value and p-value. This study applies a two-tailed test, where the significance criteria are indicated by t-statistics > 1.96 and p-value < 0.05. The following table presents the hypothesis testing results obtained from the analysis.

Table 2. Hypothesis Testing Results

Hypothesis	Variable Influence	Original Sample (O)	T Statistics (O/STDEV)	P Values	Description
H1	X1 → Y	0.315	2.857	0.004	Accepted
H2	X2 → Y	0.357	2.531	0.011	Accepted
H3	X3 → Y	0.296	2.146	0.032	Accepted

Based on table 2, the hypothesis can be accepted because the t-statistic value exceeds (> 1.96) and the p-values are below (< 0.05).

3.2. Discussions

3.2.1. The influence of destination image on tourist satisfaction

Based on the results of the hypothesis testing, it is known that the first hypothesis (H1) can be accepted. The output path coefficients show that the t-statistic value for the Destination Image variable on Tourist Satisfaction is greater than the t-table value of 1.96, which is 2.857 and the P Values < 0.050, which is 0.004. These results state that there is an influence between the Destination Image variable and Tourist Satisfaction. The influence given by the Destination Image variable on Tourist Satisfaction is proven to be positive with a latent coefficient value of 0.315, which means there is a positive influence of 0.315%.

This result is reinforced by the distribution of questionnaires about Destination Image where researchers added open questions to the questionnaire, most respondents stated that the Halal Tourism Destination of Setanggor Village is safe

and comfortable to visit, cleanliness is maintained, a beautiful atmosphere with green natural scenery that is still maintained, and fresh air that can create Tourist Satisfaction. This can be seen from 3 indicators in this study, namely cognitive image, unique image, and affective image. The results of this study are in line with those conducted in the study by (Hanif et al., 2016) entitled "The Influence of Destination Image on Tourist Satisfaction" stating that there is an influence of destination image on tourist satisfaction.

3.2.2. The Influence of Tourist Experience on Tourist Satisfaction

Based on the results of hypothesis testing, it is known that the second hypothesis (H2) can be accepted. The output path coefficients show that the t-statistic value for the Tourist Experience variable on Tourist Satisfaction is greater than the t-table value of 1.96, which is 2,531 and the P Values <0.050, which is 0.011. These results state that there is an influence between the Tourist Experience variable on Tourist Satisfaction. The influence given by the Tourist Experience variable on Tourist Satisfaction is proven to be positive with a latent variable coefficient value of 0.357, which means there is a positive influence of 0.357%.

This result is reinforced by the distribution of questionnaires about Tourist Experience where researchers added open questions to the questionnaire, most respondents stated that the Halal Tourism Destination of Setanggor Village felt entertained by the tourist attractions displayed such as dance, gendang beleq, cooking, and religious attractions. The friendliness of the community, traditional leaders, and tourism managers, and also gaining new knowledge related to the culture there that can create tourist satisfaction. This can be seen from the 4 indicators in this study, namely entertainment, educational, escapist, and esthetics. The results of this study are in line with those conducted in the study by (Rienaldy Pramasha, n.d.) entitled "The Influence of Tourism Experience on Satisfaction" stating that there is a significant and positive influence on tourist satisfaction.

3.2.3. The Influence of Travel Motivation on Tourist Satisfaction

Based on the results of hypothesis testing, it is known that the third hypothesis (H3) can be accepted. The output path coefficients show that the t-statistic value for the Travel Motivation variable on Tourist Satisfaction is greater than the t-table value of 1.96, which is 2.146 and the P Values <0.050, which is 0.032. These results state that there is an influence between the Travel Motivation variable on Tourist Satisfaction. The influence given by the Travel Motivation variable on Tourist Satisfaction is proven to be positive with a latent variable coefficient value of 0.296, which means there is a positive influence of 0.296%.

This result is reinforced by the distribution of a questionnaire on Travel Motivation where the researcher added open-ended questions to the questionnaire, most respondents stated that the Halal Tourism Destination of Setanggor Village was visited for halal Lombok specialties, to witness the attractions or tourism products offered, to spend time with family, for natural scenery that is still preserved in its originality, to learn about community customs, and so on that can create tourist satisfaction. This can be seen from 3 indicators in this study, namely physical or physiological motivation, cultural motivation, and social motivation. The results of this study are in line with those conducted in the study by (Pujiastuti et al., 2022) entitled "The Influence of Tourist Motivation and Tourist Attraction on Tourist Satisfaction" stating that Tourist Motivation has a significant effect on Tourist Satisfaction.

4. CONCLUSION

The results of the study indicate that there is a positive and significant influence of the variables destination image, tourist experience, and travel motivation on tourist satisfaction at the halal tourist destination of Setanggor village. The results of the study are used as input and also a guide for tourism drivers of the Setanggor Halal Tourism Destination, Central Lombok in increasing tourist satisfaction through improving services to meet tourist expectations when visiting. Improving the image of the destination by focusing on maintaining the authenticity of nature as one of the destination's identities. Maintaining the cleanliness of the destination by providing waste disposal facilities, and carrying out routine cleaning so that the aesthetics of the destination will be maintained. And it is important for managers to understand the main reasons tourists come, tourism drivers are advised to display or introduce cultural traditions or customs of the community in an unusual or unique way, so that tourists not only come to watch but are also interested in learning them.

REFERENCES

Aprilia, D., Pujiastuti, E. E., Hadi, L., Ilmu, J., Bisnis, A., Veteran, U. ", & Yogyakarta, ". (n.d.). PENGARUH CITRA DESTINASI, E-WOM, TERHADAP KEPUASAN WISATAWAN DAN KEPERCAYAAN (Studi Pada Wisatawan yang berkunjung Tebing Breksi Daerah Istimewa Yogyakarta). www.google.com/search?safe==Taman

Astini, R., & Sulistiyowati, I. (2015a). PENGARUH DESTINATION IMAGE, TRAVEL MOTIVATION, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PENGUNJUNG (STUDI KASUS PADA WISATAWAN NUSANTARA MUSLIM DI PANTAI CARITA PANDEGLANG BANTEN). In Rina Astini Jurnal Ilmiah Manajemen dan Bisnis Indah Sulistiyowati (Vol. 1, Issue 3). www.republika.com

Feriyadin, F., Saufi, A., & Rinuastuti, B. H. (2021). PENGEMBANGAN PARIWISATA HALAL DESA SETANGGOR. JMM UNRAM - MASTER OF MANAGEMENT JOURNAL, 10(1A), 1–12. https://doi.org/10.29303/jmm.v10i1a.628

Putri, P. P., Tinggi, S., Ekonomi, I., Yapari, P., & Edison, E. (n.d.). Manajemen dan Pariwisata TERHADAP MINAT BERKUNJUNG KEMBALI DI DESA WISATA LEBAKMUNCANG CIWIDEY (THE INFLUENCE OF TRAVEL MOTIVATION AND PERCEIVED VALUE ON REVISIT INTENTION IN THE TOURIST VILLAGE OF LEBAKMUNCANG CIWIDEY).

Ramadhan, S., Wisanggara, R., Rama, A. S., & Putri, T. A. (2024). Pengaruh Wisata Halal Terhadap Kepuasan Wisatawan Dan Dampak Moderasi Religiusitas Di Sumatera Barat. Jurnal Ilmiah Ekonomi Islam, 10(1), 511. https://doi.org/10.29040/jiei.v10i1.12261

Rienaldy Pramasha, R. (n.d.). Pengaruh Pengalaman Wisata Terhadap Kepuasan dan Word Of Mouth Wisatawan di Sentral Oleh-Oleh PU Bandar Lampung. https://doi.org/10.56248/jamane.v3i2.81