



MEASURING TRAVEL SATISFACTION AMONG MUSLIM TOURISTS IN MALAYSIA

Muharis Mohamed¹, Ataul Karim Patwary² & Mohanad S.S. Abumandil³

*¹School of Tourism, Hospitality and Event Management, College of Law, Government and International Studies
Universiti Utara Malaysia, 06010, Sintok, Kedah*

^{2,3}Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, 16100 Pengkalan Chepa, Malaysia

Corresponding Author: Muharis Mohamed, **Email:** muharis@uum.edu.my/muharis9484@gmail.com

Received: 15th October 2021

Accepted: 20th November 2021

Published: 4th December 2021

ABSTRACT

Only limited research has examined the role of religion in a tourism context. This study examines the travel satisfaction among Muslim tourists in Malaysia. This paper poses the question: What is the relationship between the Muslim Tourist satisfaction Islamic attributes and revisit intention in Malaysia? A total of 255 questionnaires consisting of 30 items was distributed to Muslim tourists in Malaysia through an online survey. Thus, destination marketers should deliver traditional value to create high customer satisfaction with halal destinations. Marketers should also consider non-physical Islamic attributes such as segregation of service delivery when they target consumers with high religiosity to attract more Muslim tourists.

Keywords: Islamic Tourism, Satisfaction, Malaysia

1. INTRODUCTION

Tourist satisfaction current research is strong with main research concepts that aim to explain why tourists visit and choose destinations (Battour, 2011). Tourist satisfaction is about the emotional situation of the tourist instead of with the physical condition. Tourist satisfaction plays a very Influential purpose as a branding technique to gain diversity in the market segments. According to (Binter 1994), tourist satisfaction is the phrase used to assess the level whereby the agency's service or product addresses customer requirements. In several other statements, tourist satisfaction is the achievement of customers' needs, perceptions, and requirements, thus increasing tourist satisfaction to the company or service provided. Gong (2018) also claimed that the reaction to the country, the method, and the outcome of the perception of service provided are customer satisfaction. For effective destination marketing, satisfaction also is important. Visiting their favourite destination can see their satisfaction (Yoon, 2015). After visiting any popular tourist destination, consumer perception refers to the traveller's satisfaction.

Tourist satisfaction is calculated by contrasting the planned service with the service performance of the destination (Severt, 2007). Tourist satisfaction frequently leads to experiences and a positive perception spread through word of mouth. A positive reputation spread through word of mouth amongst tourists raises the number of tourists exploring a certain place (Oppermann, 2000). Tourist satisfaction is important for the tourist industry to attract more visitors. The tourism industry is interested in recognizing tourism as a tourist industry—satisfaction as it affects the commitment of the destination (Zhong et al., 2017). Tourist marketers can rely on how they are getting that satisfaction. Tourist satisfaction will bring tourists word of mouth and an exposure for overall satisfaction. Tourist destination satisfaction influences the profitability performance of vendors in the hospitality industry. Satisfaction is seen as an emotional reaction accompanied by a concept known as customer satisfaction and visitors' perception (Prayag et al., 2019).

Tourists are satisfied with their travel or destination for various reasons, along with the type of services offered, such as services, safety, cleanliness, environmental factors, consumer safety and easy access (Handszuh, 1995). Service quality is a component of the method that contributes to creating the level of satisfaction. In addition, physical variables as the output of the destination product, such as the original destination, are also aspects that turn into travel destination

satisfaction and loyalty (Kearney, 2002) considered that certain tourist satisfaction measures should be established in relation to tourists' satisfaction in Malaysia to boost the number of visits in Malaysia within each arrival. Linking domestic flights and ground transportation comfort are the main factors supporting this initiative.

Determined by the presence of these discrepancies, (Hui, 2007) proposed that Malaysia must implement a proactive method to fulfil the demands and requirements of individual tourists. The satisfaction of tourists must be recognized by those associated with tourism activities. It should serve as a framework for evaluating products and service destinations (Noe, 1997). An awareness of the specific needs of tour groups will help produce adequate resources at all levels of service to increase their satisfaction. The rising Muslim population is becoming a key focus in the tourism sector, in which Muslim tourism is a rapidly growing issue in the market, including Malaysia. This research aims to identify Muslim tourists' satisfaction with Islamic attributes and revisit intention in Malaysia.

2.0 LITERATURE REVIEW

2.1. Travel satisfaction among Muslim travellers

It is possible to define and clarify tourist satisfaction to address tourists' needs. One of the most booming business developers and the tourist industry is a common international activity in many parts of the world. Additionally, in Malaysia, the tourism sector has been one of the main sectors of the country's economy. The financial attachment demonstrates this to the Gross Domestic Product (GDP) of travel and tourism in Malaysia during 2011 and 2012, which increased to RM 57,0 billion and RM 65,3 billion, respectively (Bekhet & Othman, 2018). The tourism development authority needs to research tourist satisfaction in this context, as it is the main source of potential revenues and profits for the tourism development establishment (Kyrylov et al., 2020). In addition, as Suhartanto et al. (2021) stated, tourist performance is viewed as an essential objective for a company since satisfied tourists will contribute to loyalty to the destination.

On the other hand, satisfaction levels have been shown to vary from person to person, while specific satisfaction has been found to differ from one experience to perception. According to Pei et al. (2020), customer satisfaction is defined as the emotional response of a client to the full

customer service for a particular transaction. According to previous studies, satisfaction is linked to different degrees of customer service (Giao, 2020; Mahmud, 2020; Yeh et al., 2019). However, none of these tests examines anything even related to the Muslim idea of the meaning attribute. Examples of Muslim qualities of sites that might attract Muslim visitors include adopting prayer facilities, Halal cuisine, Islamic dress rules and Islamic moral values. (Fajriyati et al. 2020). As previously said, there is a broad range of values associated with consumption, and it can be claimed that the negative and positive ascribed to the improvement might have both good and bad impacts on Muslim customer's growth.

An assessment of the customers' post-purchase experiences compared to their perceptions. Ritonga and Ganyang (2020) claimed that after-purchase feedback is consumer satisfaction. Therefore, if visitors' assessment of the goods and services meets their expectations, their satisfaction can be achieved. Positive interaction with the visitor has a positive effect. This is since pleased tourists are likely to make frequent visits and recommend the destination to others, it is not likely that disappointed tourists will do the same, leading to negative outcomes.

2.2 Revisit Intention

Tourism professionals need to inspire their customers to continue to visit the place in the future. Um (2006) claimed that re-entry intentions of first-timers may be driven mainly by destination success due to their previous stay. In contrast, marketing material may influence re-entry expectations to remember their positive memory and disseminated updates on current destinations. Interactions between standard of service and tourist satisfaction and re-examination of purpose. This typically means that if the overall standard of service is good and all is equal, tourist satisfaction would be good. A few studies have argued almost consistently that tourist satisfaction positively affected revisit intention. That relationship of both guest satisfaction and return intention was significant.

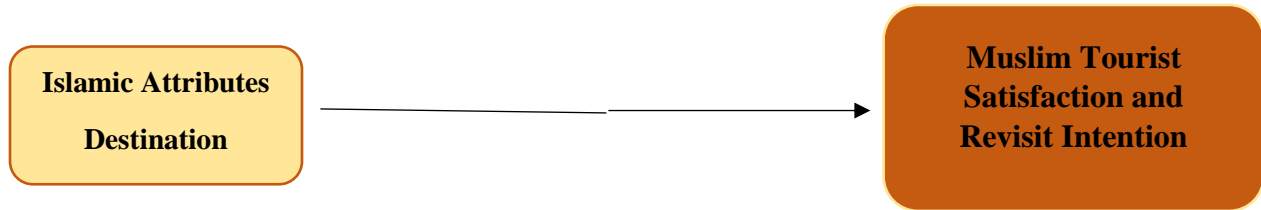


Figure 1: Proposed Conceptual Framework

2.3 Hypothesis Development

2.3.1 The relationship between Islamic attributes destination can affect tourist satisfaction and revisit intention.

Islamic tourists may be driven by the evaluation of Islamic tourism messages activities (Fisol et al., 2019) to lead to destination satisfaction. Islamic attributes of tourist satisfaction and loyalty are important and focus on suiting halal tourist packages. Muslim tourists are quite well to adopt Islamic education, which explicitly and partially affects their decision on the tourism strategy. Based on the guidelines of the Holy Al-Quran, Islamic tourists must be friendly and welcoming to travellers (Oktadiana et al., 2020). The tourism industry and Muslims is critical topic, and therefore there is a need for extensive research on Islamic characteristics and their impact on motivation. Factors and happiness of Islamic visitors as well as loyalty to destinations.

To summarize, a prior study suggests that Islamic teachings affect the behaviour of Muslim tourists. Fortunately, there is restricted research highlighting the relationship between the Islamic attributes of destination and the option of the tourist destination. These have been suggested that the Islamic attributes are detecting methods to be produced. In addition, the tourist industry study shows that the destination image has a positive effect on the overall tourist satisfaction associated with the choice of destination. It was suggested that the relationship between the Islamic attributes of the destination and the total tourist satisfaction be analyzed.

2.4.2 The relationship between the destination image has positive impact on tourist's satisfaction.

Tourist destination positively impacts tourist satisfaction and loyalty to the destination (Nasir et al., 2020). The destination is an effective component to satisfy visitors and to revisit their intentions. Destination images will take a good picture for visitors to revisit their destination. A strong destination concept offers strategic advantages over rivals. Destination factors influenced visitor satisfaction and choice method. If tourists have a good view of destination attributes, they will happily return destination (Sangpikul, 2018). Improved destination attributes include wonderful experience and behavioural intentions. Destination picture is an important antecedent for customer satisfaction and re- examination. The main attraction of the destination image depends on the type of the visitor—satisfaction and dedication to the destination. Destination branding is the choice of the best combination of characteristics to define and identify a destination, helping to create a positive image of a destination.

3.0 METHODOLOGY

3.1 Research design

This study conducted a quantitative method. Quantitative analysis was conducted using questionnaires to collect data during the survey. Quantitative research is also found to be more suitable for this research to understand the phenomenon or characteristics of cultural values. This study is applied to collect numerical data and analyze it using Statistical Package for Social Science (SPSS software) Version 22 for Window. The data collection has been customized and modified in line with research. For this study, this research method explores the relationship between the Islamic attributes and destination attributes on Muslim tourist satisfaction and revisit intention the determinant. Their research adopted the same method for most of the past similar studies (Rahman et al., 2019).

It defines the characteristics of the significant population (Mathiyazhagan & Nandan, 2010). Its usefulness is the most important incentive of the quantitative research method. There is no other type of research that can have this opportunity to ensure a more reliable study to achieve the desired results, and any conclusions is key decisions (Mathyyazhagan & Nandan, 2010).

3.2 Sampling Design

Sampling designs involve determining the study's population, the sampling frame, the sampling technique and sampling size. In the sampling design process, the researcher should ensure that the

study can generalize to the populations. The target population of this study consists of local Muslim Travelers. Those travellers who travel have different backgrounds and relate to different geographical areas, which are very appropriate as target research respondents.

3.3 Sample size

There is a good minimum sample size of 200 for dynamically stable findings (Guilford,1954). Roscoe (1975) specifies the criteria for deciding the sample size shall be greater than 30 and less than 500 respondents where such a rule is appropriate for most research. In addition, the smaller sample size of 300 can help lower costs and reduce data collection time. The sample size of this study had also been 255.

3.4 Sampling Technique

Judgmental sampling is the sampling technique used in the study. Judgmental sampling is a technique that selects population elements and assumes the currently set are relevant or acceptable to the population of interest (Johnston & Sabin, 2010). Judgment sampling requires a selection of respondents with similar characteristics that would allow for a thorough analysis and interpretation of the central topic the researcher wants to study (Ritchie et al., 2013). A sampling of judgments is considered the most suitable for this research. It helps the right respondents be selected-Muslim tourist's representatives of the respective groups of respondents to give opinions on the Travel satisfaction among Muslim tourists in Malaysia. The questionnaires then were distributed to all respondents who fulfilled these criteria. This approach helps in finding the right respondents.

3.4 Data Collection Procedure

To study, data will be gathered from questionnaires created using the google form format. The questionnaire survey is collected through questionnaire by giving an online survey to the respondents can take the survey online. Their responses to the data will be recorded directly in the Google Forms website spreadsheet for later review. This study also uses the shopping Centre approach where the target respondents were approached when questioning or passing through the waiting area at the airport or Ktm Station complex. The purpose of the research was clarified after the target respondents were identified, and the questionnaire was distributed to them.

The time constraint becomes a big issue to the researcher to get many respondents in the one month's durations starting October 1, 2020, until November 1, 2020, which 255 respondents turn back and recorded in the Google form website data-based and approached respondents at public places. Those responses collected were transferred to the SPSS software Version 22 by manual process, keeping the data recorded in the database. SPSS software is important as it can measure and create basic descriptive analyzes such as percentage, mean and frequency. In addition, data can be recorded to an excel sheet system that can be easily used in SPSS for Cronbach's, descriptive frequency, and Pearson correlation analysis.

4.0 DATA ANALYSIS

4.1 Demographic

Information regarding respondents is analyzed in this section to provide a concise summary of the sample profile in this research. This information is based on gender, age, marital status, tourist destination visit, and frequency to go holiday. Table 1 shows the country of origin of a respondent.

Table 1: *The demographic profiles of the respondents*

		FREQUENCY	PERCENTAGE %
Gender	Male	94	36.7
	Female	160	62.5
	Total	255	100.0
Age	18-20	1666	6.3
	21-23	99	38.7
	24-26	53	20.7
	27-30	56	21.9
	Above 30 years	31	12.1
	Total	255	99.6
Marital Status	Single	162	63.3
	Married	73	28.5
	Divorced	20	7.8
	Total	255	99.6

Tourist destination visited	Kedah	45	17.6
	Perlis	16	6.3
	Pulau Pinang	45	17.6
	Perak	14	5.5
	Kelantan	25	9.8
	Terengganu	12	4.7
	Melaka	19	7.4
	Johor	23	9.0
	Kuala Lumpur	14	5.5
	Selangor	14	5.5
	Negeri Sembilan	20	7.8
	Sabah	3	1.2
	Sarawak	5	2.0
Total		255	99.6
Frequency To Go To Holiday	Less than once a year	63	24.6
	2 to 4 times a year	104	40.6
	5 to 6 time a year	88	34.3
	Total	255	99.6

This table shows the results of the respondents. The total number of respondents is 255. In terms of gender, Table 1 presents that 36.7% of male respondents and 62.5% female. The age of 18-22 years is 6.3 percent, and also the age of 21-23 years is 38.7 percent. As much as 20.7% is 24-26 years of age. Age 27-30 years is 21.9% of respondents, and 12.1% of respondents are older than 30 years. The survey category in terms of marital status demonstrates that 63.3% of respondents were single, 33.9% were married, 28.5% were married, and 7.8% had been divorced. In terms of tourist destinations visited, 17.6% admitted that they most visited Kedah and Pulau Pinang. Respondents are visited Kelantan and Johor is 9.8% and 9.0%, while Perak, Kuala Lumpur and Selangor is 5.5%. Next is a result of the respondent's frequency of going on holiday in a year. This table shows that 2 to 4 times a year is the most respondents frequency go-to holiday which is 104% followed by 5 to 6 times a year is 88%, and less than once a year which is 63% only. This means that Malaysian people would like to have a vacation in Malaysia, and the most place is at Kedah and Penang.

4.2 Correlation Analysis

According to Schober et al., 2018 “correlation can be used to examine the relationship between two or more ordinal or scale variables. Authors also mentioned that “if two phenomena are related in a systematic way they are said to be correlated”. A correlation that shows strong or high results means that two or more independent variables have a strong relationship. Still, weak or low correlation results mean that they were hardly related. By conducting the correlation analysis, it was to show that the study has strength in a relationship with the available statistical data. The table below shows the correlation coefficient between independent and dependent variables. The correlation coefficient can be interpreted using indicators as stated below:

Table 2: *Correlation Coefficient*

Correlation Between	0.8 and 1.0	Very strong
	0.6 and 0.8	Strong
	0.4 and 0.6	Moderate
	0.2 and 0.4	Weak
	0.0 and 0.2	Very weak

4.2.1 Pearson Correlations

Table 3: *Pearson Correlations*

Correlations of Travel Satisfaction In Malaysia			
		Islamic Attributes	Destination Attributes
Satisfaction Islamic Attributes	Pearson Correlation	1	.222**
	Sig. (2-tailed)		0
	N	255	255

Revisit Intention Destination Attributes	Pearson Correlation	.222**	1
	Sig. (2-tailed)	0	
	N	255	255

Table 3 shows the Pearson Correlation test result of variable satisfaction of Islamic attributes. As shown, the Pearson correlation coefficient value between the satisfaction of Islamic attributes and revisit intention of destination attributes is weak (p -value = .222). Satisfaction of Islamic Attributes scored (p -value = .222**) which indicates satisfaction Islamic Attributes implementation has a weak relationship with revisit attention of destination attributes. This implies that Islamic attributes have no significant influence on the revisit intention of destination attributes.

4.3 Discussion

Based on correlation analysis, the finding found a significant relationship between each independent and dependent variable. The result for this hypothesis of correlation for Muslim Tourist satisfaction Islamic attributes (p -value = .222) were weak and not significantly related to revisiting intention. This shows that the independent variable is not significant relationship to the dependent variable.

4. 3.1 Discussions of Major Findings

Table 4: *Major Findings*

Hypothesis	Items	Result
H1	There is no significant relationship between the Muslim Tourist satisfaction Islamic attributes and revisit intention in Malaysia	Not Supported

4.3.2 Recapitulation of the Study Finding

Research Objective: To identify the Muslim Tourist satisfaction Islamic attributes and revisit intention in Malaysia.

Research Question: What is the relationship between the Muslim Tourist satisfaction Islamic Attributes and revisit intention in Malaysia.

H1: There is a not significant relationship between the Muslim Tourist Satisfaction of Islamic attributes and revisit intention in Malaysia.

There is no significant relationship between the Muslim Tourist Satisfaction Islamic attributes and revisit intention in Malaysia. Based on Table 3, the (p-value = .222), which is p-value of <0.03 shows a weak relationship. This is because there are limited choices of destination attributes that have impacted the respondents' decision-making.

5.0 Conclusion

The research objectives set out in the previous chapter have been achieved. Significant findings have been discussed in detail in this chapter. Thus, the perceived risk can be unlikely to affect the travel satisfaction of Muslim tourists. The findings of this research have confirmed that the consumers' Islamic attributes and destination of Muslim tourist satisfaction in Malaysia. There are some limitations found in this research. Firstly, the study only focuses on in Malaysian context. Secondly, research data was collected from consumers who satisfy to in Malaysia. Future research could collect data from different backgrounds of the profile should be conducted. The respondents have been collected from a homogeneous group as consumers in Malaysia. The time constraint becomes a big issue for the researcher to get, which is a short time for collected data. Thirdly, this study focused on factors that influence Muslim tourist satisfaction. In addition, it can be concluded that there are other concerns for Muslim tourists when they travel tourists in Malaysia.

REFERENCE

- Battour, M. I. (2011). The impact of destination attributes on Muslim tourist's choice. *International Journal of Tourism Research*, 527–540.
- Bekhet, H. A., & Othman, N. S. (2018). The role of renewable energy to validate dynamic interaction between CO2 emissions and GDP toward sustainable development in Malaysia. *Energy economics*, 72, 47-61.
- Bitner, M. J. (1994). Encounters satisfaction versus overall satisfaction versus quality attributes of confidence, convenience, and price function of customers of financial services firms. *Journal of Financial Services Marketing*, 1-5.
- Fajriyati, I., Afiff, A. Z., Gayatri, G., & Hati, S. R. H. (2020). Generic and Islamic attributes for non-Muslim majority destinations: Application of the three-factor theory of customer satisfaction. *Heliyon*, 6(6), e04324.
- Fisol, W. N. M., Suid, I. S., Saufi, M. S. A. M., & Bahari, A. (2019). Islamic tourism development based on the scientific of the maqasid shari'ah framework. *International Journal of Academic Research in Business & Social Sciences*, 9(5), 784-795.
- Giao, H. N. K. (2020). Customer satisfaction at Tiki. vn e-commerce platform. *The Journal of Asian Finance, Economics, and Business*, 7(4), 173-183.
- Gong, T., & Yi, Y. (2018). The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries. *Psychology & Marketing*, 35(6), 427-442.
- Guilford, J. P. (1954). *Psychometric methods*. McGraw-Hill.
- Handszuh, H. (1995). Developing quality in tourism services: A brief review. In Richards, G., Tourism in Central. *The Netherlands: Tilburg University Press*, 225-240.
- Johnston, L. G., & Sabin, K. (2010). Sampling hard-to-reach populations with respondent driven sampling. *Methodological innovations online*, 5(2), 38-48.
- Kearney, A. (2002). Regional benchmarking of Malaysia's competitiveness and synergies partnership with China. *Majlis Tindakan Ekonomi Negara*.
- Kyrylov, Y., Hranovska, V., Boiko, V., Kwilinski, A., & Boiko, L. (2020). International tourism development in the context of increasing globalization risks: On the example of Ukraine's integration into the global tourism industry. *Journal of Risk and Financial Management*, 13(12), 303.
- Mahmud, S. R. (2020). The effectiveness of Facebook advertisements on purchase intention of customers in Malaysia. *South Asian Journal of Social Sciences and Humanities*, 1(1), 97-104.
- Mathiyazhagan, T., & Nandan, D. (2010). Survey research method. *Media Mimansa*, 4(1), 34-45.
- Mohamed, M., Patwary, A. K., & Mohamed, A. E. (2020). Future of Tourism Industry And Post Covid-19 Recovery: An Overview of Coping Strategies. *South Asian Journal of Social Sciences and Humanities*, 1(2), 110-115.

- Nasir, M., Mohamad, M., Ghani, N., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters*, 10(2), 443-454.
- Noe, F. a. (1997). Evaluation of outdoor recreational settings : A problem of measuring user satisfaction. *Journal of Retailing and Consumer Services*, 4, 223-230.
- Oktadiana, H., Pearce, P. L., & Li, J. (2020). Let's travel: Voices from the millennial female Muslim travellers. *International Journal of Tourism Research*, 22(5), 551-563.
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 78-84.
- Patwary, A. K. (2020). Developing a Conceptual Framework on Retailers' Performance Towards Tourists' Shopping Satisfaction. *South Asian Journal of Social Sciences & Humanities*, 1(1), 60-67.
- Patwary, A. K., & Omar, H. (2020). The Influence of Dissatisfied Tourists' Non-Behavioral Approach on Overall Visit Satisfaction: A Study On Malaysian Domestic Tourists. *GeoJournal of Tourism and Geosites*, 32(4), 1388-1393.
- Patwary, A. K., & Rashid, B. (2016). The impacts of hospitality services on visit experience and future visit intention of student travelers. *International Journal of Business and Technopreneurship*, 6(8), 107-125.
- Patwary, A. K., Omar, H., & Tahir, S. (2021). The impact of perceived environmental responsibility on tourists' intention to visit green hotel: the mediating role of attitude. *GeoJournal of Tourism and Geosites*, 34(1), 9-13.
- Pei, X. L., Guo, J. N., Wu, T. J., Zhou, W. X., & Yeh, S. P. (2020). Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. *Sustainability*, 12(18), 7436.
- Prayag, G., Hassibi, S., & Nunkoo, R. (2019). A systematic review of consumer satisfaction studies in hospitality journals: conceptual development, research approaches and future prospects. *Journal of Hospitality Marketing & Management*, 28(1), 51-80.
- Rahman, M., Rana, M. S., Hoque, M. N., & Rahman, M. K. (2019). Brand perception of halal tourism services and satisfaction: The mediating role of tourists' attitudes. *International Journal of Tourism Sciences*, 19(1), 18-37.
- Ritchie, J., Lewis, J., & Elam, R. G. (2013). Selecting samples. *Qualitative research practice: A guide for social science students and researchers*, 111.
- Ritonga, W., & Ganyang, M. T. (2020). The dynamic of consumer behavior, consumer decision, consumer satisfaction on consumer loyalty on sipirock coffee jakarta. *Archives of Business Research*, 7(12), 332-340.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences [by] John T. Roscoe*.

- Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: The case of an island destination. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 106-123.
- Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: Appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5), 1763-1768.
- Severt, D. Y. (2007). Examining the motivation, perceived performance and behavioral intentions of convention attendees. evidence from a regional conference, *Tourism Management*, 399-408.
- Suhartanto, D., Dean, D., Wibisono, N., Astor, Y., Muflih, M., Kartikasari, A., ... & Hardiyanto, N. (2021). Tourist experience in halal tourism: What leads to loyalty?. *Current Issues in Tourism*, 24(14), 1976-1990.
- Ukessays. (2014, jan 1). *Islamic Attributes Of Destination On Tourists Motivation*. Retrieved from Ukessays: <http://www.ukessays.com/essays/tourism/islamic-attributes-of-destination-ontourists-motivation-tourism-essay.php>.
- Um, S. C. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 1141-1154.
- Yeh, T. M., Chen, S. H., & Chen, T. F. (2019). The relationships among experiential marketing, service innovation, and customer satisfaction—A case study of tourism factories in Taiwan. *Sustainability*, 11(4), 1041.
- Yoon, Y. a. (2015). An examination of the effects of motivational and satisfaction on destination loyalty. *A Structural Model. Tour*, 45-56.
- Zhong, Y. Y. S., Busser, J., & Baloglu, S. (2017). A model of memorable tourism experience: The effects on satisfaction, affective commitment, and storytelling. *Tourism Analysis*, 22(2), 201-217.