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Validating Model of Travellers' Intention to Revisit of an Islamic Destination via Consistency Partial Least Square (PLSc)

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Abstract— **The purpose of this study is to validate the links among factor influencing tourists to revisit of an Islamic destination towards Muslim amenities and lifestyle, cognitive destination image and quality of service on a traveller's intention to revisit Islamic tourism destination. All the data was being collected using a self-administered approach questionnaire. The influencing factors of tourists to revisit are being validated by using the Consistency Partial Least Square (PLSc) via Structural Equation Modelling (SEM) technique. The findings indicated that, the purposed model were valid to modelling the travellers' intention since the SRMR and NFI indices were meet the minimum requirement of the analysis. Besides that, Muslim-Friendly Amenities and Lifestyle, Cognitive Image, and Service Quality having a simultaneously positive significant effect toward Intention to Revisit. It is indicated that, Islamic tourism should be acknowledged of the importance of Muslim amenities and lifestyles, cognitive destination image and quality of services in keep tourists to revisit**

Keywords— *Islamic tourism, Islamic destination, PLSc-SEM*

1.   Introduction

In the tourism literature, it still not adequate to be the best in terms of understanding of how to market Islamic destination to satisfy all the tourists [1]. Today, tourism has become a major international asset and concern. Every country has a tourism ministry and a tourism high council. Malaysia is a multicultural country consisting of three major cultures specifically Malay, Chinese and India with a total population of 28,723,417 peoples [2]. Islam is the official religion of the country while other religions are received as well because of the existence of Buddhists, Hindus and Christians in this country. In terms of tourist arrivals, Malaysia has been the topmost Muslim tourism destination in the world compared to Indonesia and Singapore as the top market countries.

Malaysia developed halal tourism as an encouraging role to attract more Muslim tourists to the country.

Due to the variety of Islamic presents, it seems a good country for the tourists who care about Islamic values not only in their daily life, but also while travelling. It has a rich Islamic heritage as well as halal food, Muslim friendly people and wide Islamic environment which provide Muslim tourists with a good Islamic experience. The importance of this study is a working knowledge of the concept of Islamic tourism and its importance as a kind of tourism has an impact on tourists. Tourist could receive the priceless experience in an Islamic tourism and they will revisit if they feel satisfied with the previous in Islamic destination. Targeting Islamic tourists is an important decision since world population is growing consistently.

Before going through an Islamic tourism, definition of tourism is where people are travel and stay in another place besides their usual environment within not more than a year for leisure, business and other purposes. There are three key of characteristics in tourism. First is, movement of people from origin to other place or new environment. People moving will affect the demand side in economical of the country. Next is changes in supply side in terms of economy sector in the industry. Third key of tourism characteristics is relationship between people interaction, their needs to travel other place, communities and services which to respond all the needs by supplying products. In define Islamic tourism, several efforts have been made, there are still definitional ambiguities with regards to Islamic tourism concept [3,1]. Islamic tourism refers to the tourism by Muslims [4]. Islamic tourism also develops in destinations that provide opportunities for Muslims to practice their faith and follow the moral and religious laws of Islam religion. Motivational perspective to Islamic tourism is Muslims travel to achieve physical, social and spiritual goals by travelling. Also, in Islam, deeds are valued according to intentions [5].

Many tour packages been attracted by the Islamic tourism, and it defined as type of religious tourism that conventionality regarding on dress code, behaviourisms and more. Thus, tourism is generally encouraged by Islamic law as following the religion entails etiquettes, mannerisms, rules and regulations regarding conduct, dress, food and prayer [6]. Islamic tourism is a major product in Malaysia [7]. Islamic aspects are those factors that pursue Muslim's needs such as providing Islamic dress code. Other than that, Islamic destinations is positively influence tourist's satisfaction on their destination and loyalty [4]. Islamic destination also an essential tool which achieve to influence tourists revisit intention. It will make tourists number raise and give positive image in the country. When positive image

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become strong, it will provide competitive advantage over competitors.

2.   Literature Review

2.1   Muslim Amenities and Lifestyle

Malaysia known as a multi-racial people country and Islam is the official religion. In a fifth years' row, Malaysia has been named as number in rating's global rank for top Muslim friendly destination in the world [8]. Besides that, this country also being considered as moderate to accept all tourists from different countries and make their need satisfied. According to [9] and [10], to have better understanding between religions and increased a good relationship among Muslims, Islamic tourism must promote themselves to other countries, and it also predicted that Muslim lifestyle will increase by the uniqueness and modesty in Islamic hospitality. Malaysia is one of the mature and advanced halal industry with more than 6000 mosques all over the country, 821 time of total numbers of flights from West Asia and OIC countries, 5896 number of food premises with kitchen certified Halal by Jabatan Kemajuan Islam Malaysia (JAKIM) [11]. Islamic law is encouraged tourism to follow the religion requires etiquettes, mannerisms, rules and regulations regarding conduct, dress, food and prayer [6,12]. The Islamic tourism sets of codes that firmly encouragement Muslims travel decisions decide destination choice, hotel selection, service expectations, food consumption and preferences for activities that need to follow Islamic-friendly criteria [13]. Muslim-oriented amenities and services factor is what tourists will look for the availability in travel to Islamic destinations and also one of the key factor for them to travel and revisit frequently. Muslim life is absorbed by the holy book of the Quran and the Sunnah or Hadith, having the sayings and deeds of the Prophet Muhammad recalled by his companions and family [3]. In addition, they would love to traveling more in the Islamic tourism if the country provides them adequate Islamic hospitality services. Religion is one among others factors that influence tourist behavior, to choose the destinations and tourism product preferences [4].

H1. The availability of Muslim amenities and lifestyles has significant influence towards revisit intention to Islamic destination.

2.2   Cognitive Destination Image

Mental satisfaction and destination loyalty excellent in the destination give good attributes. Destination image is an important for tourist's satisfaction and revisit intention [14]. The main achievement of destination images depends on the level of tourist's satisfaction and destination loyalty. Tourist's destination features certainly influence on tourist's satisfaction and destination loyalty. To identify its strengths and weaknesses is important in a tourist destination for tourist to recognizing the images [15]. Nevertheless, research that addresses the relationship between Islamic attributes of destination and tourist

destination choice is limited. Because of that, destination images can be measures to highly recommend in developing Islamic tourism in the hospitality industry. Therefore, traveler's knowledge, recognition, beliefs, thoughts and awareness of each attribute of a tourism destination reflects towards the cognitive destination images. In the tourism destination image literature, the cognitive component of destination image has been widely analyzed as the only structure of destination image. Cognitive destination image describes that tourist's beliefs the destination arising from tourist evaluation of the destination attributes [15]. This study focuses on cognitive destination image, because it straight evident, descriptive and measurable. Moreover, the information concerning the rareness of a destination more actual and informative. A destination characteristics able to be good cognitive destination image [16]. Cognitive destination image information does not gather only by an individual from several sources but also on its individual geographies. Thus, the cognitive destination image imitates knowledge the product's features too.

H2: Cognitive destination image has significant influence towards revisit intention to Islamic destination.

2.3   Service Quality

Travelers have initial expectation regarding the quality of services provided in a specific destination [17]. Tourists would feel satisfied if the quality of services are high. In business industry or tourism culture, service quality is the tourists' decision. Islamic tourism should concern on this by improving it so that it will satisfy the tourists and rising up destination loyalty among them. It also an evaluation of tourists expected service. They will switch to another location or place if Islamic tourism industry is failed to provide an excellent services quality [17]. Service quality has been related with the customer satisfaction. Service quality is the overall of the evaluation of services. Customers with positive view will be more satisfied compared than other which not received a good service or might not achieve what their expecting. Better service quality been provided can attract more tourist and leads to higher tourist satisfaction. The final consequence of better service quality is the tourist satisfaction. Service quality means the capability to meet customers' specified and implied desires [18, 19, 4, 14]. In the hospitality terms, to measure how well the services delivered by hotels or tourism industry is either meet the customer expectations with good or not towards on perceived the service quality. Customer satisfaction is to identify the key qualities influencing their needs and expectation [20, 21, 4,14].

H3: The service quality has significant influence towards revisit intention to Islamic destination.
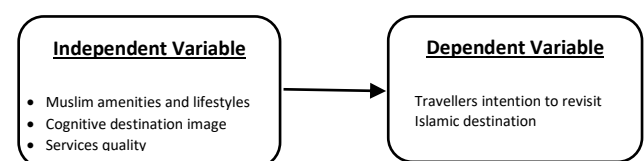

Figure 1. Framework Model

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3.   Methodology

3.1   Measurement

This study focus on primary data that has been collected by a structured questionnaire that has been developed from previous study. The questionnaire was divided into two sections, where first section is focus on the demographic profile of the respondents. Another section, refers to measure the three factors that influencing traveler's intention to revisit an Islamic destination, which are Muslim-friendly amenities and lifestyle, cognitive image, and quality of service, where all items were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

3.2   Sample and Data Collection

The research population is focused on the individual that have already visit to an any Islamic tourism destination. The targeted respondents are travelers of Muslim and non-Muslim in Klang Valley Area which is focus on airport area and in the area of Kuala Lumpur's integrated rail transportation center. The sample size for the study was calculated based on the data analysis technique used which is multivariate analysis technique. The sample formula that is proposed by [18] is (N = 50 + 8m), where m is the number of independent variables so the sample size of this study is 74. A minimum sample size of 122 is collected due to account for respondent attrition.

3.3   Data Analysis

The data was analyzed using the theory of Structural Equation Modeling with Partial Least Square Consistency (i.e. PLSc-SEM) method. This technique permits researcher to estimate the goodness of fit of the data by replicating the covariance based SEM technique [19]. In addition, this PLSc-SEM technique also can be considered as a favorable technique since this technique can be used for testing the measurement validity from the aspects of convergent and discriminant validities [20].

4.   Results and Findings

4.1   Respondents' Demographics

Table 1 illustrates summary of the respondent profile that participate in this study. The descriptive analysis indicated that, majority of the respondents were female (67.2%) and majority of them were between 39 years old and below (87.7%). As for occupation category, majority of the respondents were students (56.6%), whereas only 7.4% of the respondents were self-employed. The analysis also indicated that, majority of the respondents visit the Islamic destination once a year (58.2%) and most of them come to this destination for leisure and recreation activities (71.3%).

Table 1: Respondent's Profile

Profile	Frequency	Percentage
Gender		
Male	40	32.8
Female	82	67.2
Age		
39 years old and below	107	87.7
40 years old and above	15	12.3
Occupation		
Government Servant	11	9.0
Private Servant	21	17.2
Self-Employed	9	7.4
Student	69	56.6
Unemployed	12	9.8
Frequency of Visiting		
Once a month	36	29.5
2 to 3 times per month	8	6.6
More than 4 times per month	7	5.7
Once a year	71	58.2
Factor of travelling		
Leisure and recreation	87	71.3
Visitng friends and relatives	14	11.5
Business work	6	4.9
Education Purpose	15	12.3

3.3   Measurement Model Validity via Consistency Partial Least Square (i.e. PLSc) Technique

Table 2 shows the summary results of the convergent validity assessment for the measurement model based on Figure 1. The analysis confirmed that, all indicators that were used to measured targeted constructs meet the minimum requirement of the loading value above .70 [20]. Besides that, the assessment of Average Variance Explain (i.e. AVE) for each construct was above .50 [21], indicated that, at least 62.9% of the respectively indicators were able to explained to the respectively constructs. In addition, both reliability tests (i.e. Composite Reliability and Cronbach's Alpha) for each targeted construct were also above .70 [21].

Table 2: Convergent Validity for Measurement Model

Indicator	Loading	AVE	Composite Reliability	Cronbach's Alpha
Muslim-friendly amenities and lifestyle				
Love to travel to Islamic destination	.796*			
Always found halal restaurant	.875*			
Mosque can be found easily	.770*	.629	.894	.893
Prayer facilities provided	.794*			
Qibla stickers, prayer mat, and a copy of Al-Quran in hotel room	.724*			
Cognitive Image				
Fulfill and meet the expectation of travelling	.874*			
Enhances interest in religion and history	.781*	.756	.949	.949
Creates desire to learn other religion	.845*			
Encourage to think	.860*			

about heritage				
Has positive image in the world	.906*			
Has positive image among who never travelled before	.940*			
Service Quality				
Service quality is important	.807*			
Tourist friendly destination	.755*			
Easy to access to emergency service	.877*			
Quality of physical facilities	.795*			
Good service	.710*	.675	.943	.943
Responsiveness of hotel employees to traveler need	.855*			
Professional knowledge of hotel employees	.898*			
Recommend to others if satisfied	.856*			
Intention to revisit				
Willing to return to Islamic tourism destination	.934*			
Willing to recommend to family and friends	.858*			
Have wonderful image of Islamic destination	.893*	.823	.959	.959
Loyal to Islamic tourism destination	.934*			
Always return to the same destination	.915*			

Note: LV = Latent Variable; AVE = Average Variance Explained; *p <.01.

As for discriminant validity, Table 3 shows the result of heterotrait-monotriat (i.e. HTMT) analysis for accessing the discriminant validity of the model. The analysis confirms that, each latent variable was totally discriminate to each other since the HTMT ratio values were less than .90 (Hair et al., 2017, Henseler et al., 2015). Therefore, the indicators that were used to measured targeted construct were totally used for the respectively construct. In addition, the Standardized Root-Mean Squared Residual (i.e. SRMR) and the Normed Fit Index (i.e. NFI) for this measurement model were .053 (i.e. SRMR < .080) and .953 (i.e. NFI > .90), hence it is indicated that, this measurement model fits the empirical data (Hair et al., 2017).

Table 3: HTMT Discriminant Analysis for Measurement Model

	(1)	(2)	(3)	(4)
(1)	-			
(2)	.517	-		
(3)	.559	.663	-	
(4)	.558	.485	.535	-

3.4 Structural Model via Partial Least Square Consistency (i.e. PLSc) technique

The result of structural analysis indicated that, about 39.6% (R2 = .396) of variance explained toward Intention to Revisit were able explained by these three independent variables. In addition, Muslim-Friendly Amenities and Lifestyle factor, can be considered having a largest effect size (f2 = .128) toward Intention to Revisit as well as having a largest predictive effect (q2 = .103).

Table 4: Structural Model Assessment

	β	t-statistic	95% BCa CI^a	f^2	q^2
MAF → ITR	0.345	4.827**	(0.180, 0.435)	.128	.103
CIM→ ITR	0.145	1.991*	(0.007, 0.318)	.018	.007
SQU → ITR	0.247	3.151**	(0.087, 0.402)	.050	.026

Note: MAF = Muslim-Friendly Amenities & Lifestyle; CIM = Cognitive Imgae; SQU = Service Qualty; ITR = Intention to Revisit; β = Standardized Beta Coefficient; BCa CI = Bias Corrected and Accelerated Confidence Interval; f^2 = Effect Size; q^2 = Predictive Relevance; ^{a}The bootstrap samples was 5000 samples; *p <.05; **p <.01

The analysis also indicated that, Muslim-Friendly Amenities and Lifestyle (β = 0.314, t = 4.827, p <.01; 95% BCa CI: (0.180, 0.435)), Cognitive Image (β = 0.159, t = 1.991, p <.05; 95% BCa CI: (0.007, 0.318)), and Service Quality (β = 0.250, t = 3.151, p <.01; 95% BCa CI: (0.087, 0.402)) having a simultaneously positive significant effect toward Intention to Revisit. Therefore, if the average level of Muslim-Friendly Amenities and Lifestyle, Cognitive Image, and Service Quality were at the good levels, then the level of Intention to Revisit will be high. Figure 2 and Figure 3 shows the assessment of the PLSc-SEM for the proposed theoretical model.
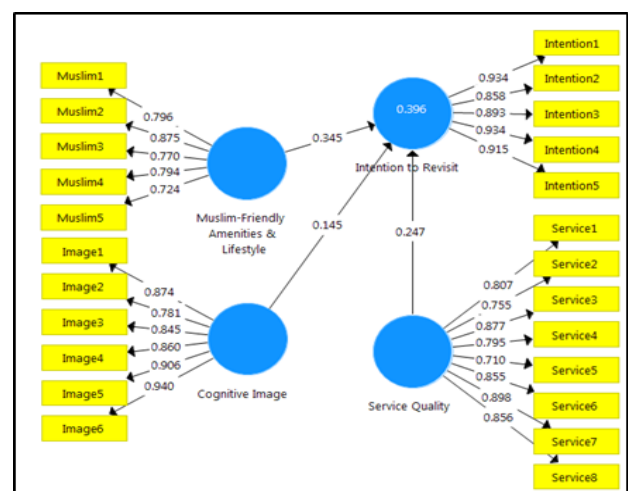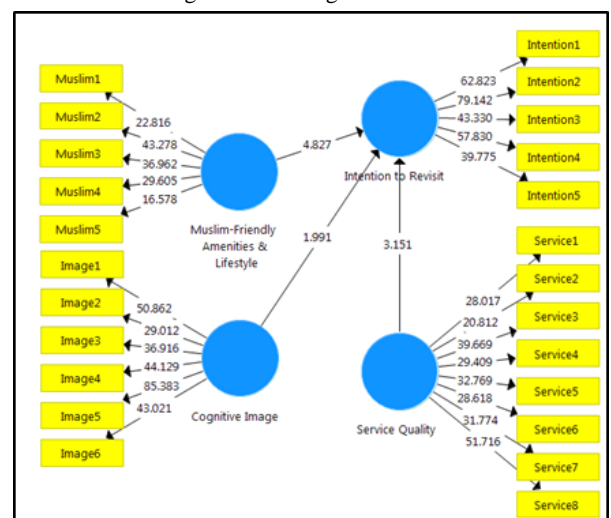

Figure 2: Loading Assessment

Figure 3: Bootstrapping Assessment

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4.   Discussions

The study is focus on Muslim amenities and lifestyle, cognitive destination image and quality of service to predict on the traveler's behavior to revisit. These factors are likely will effect on the traveler's intention to revisit to an Islamic tourism destination. The results suggest that travelers are mostly likely to be influenced by muslim-friendly amenities and lifestyle in order to revisit to an Islamic tourism destination. They were feel that muslim-friendly amenities and lifestyle is so much important to them, followed by the service quality of the destination provided and also by image of the Islamic destination. In addition, the analysis also concluded that, the purposed model was valid to modelling the travelers' intention since the SRMR and NFI indices were meet the minimum requirement of the analysis. Hence, it is indicated that, people may revisit to an Islamic tourism destination due to of easy to access to emergency services, the quality of physical facilities, good services from people in an Islamic tourism destination, the responsiveness of the employees in the hotel, the professional knowledge of the hotel's employees and their satisfaction towards the services provided.

Figure 4 indicated that, Service Quality construct is the very important construct to increase the Satisfaction level, since it having a highest total effect value as compare to Involvement construct (i.e. refer to X-axis reading). Besides that, Involvement construct can be considered having a highest performance values toward Satisfaction level as compare to Service Quality constructs (i.e. refers to Y-axis reading). Therefore, the analysis indicated that, Service Quality play the importance roles to increase the Satisfaction levels, whereas Involvement give an additional force to increase the Satisfaction level due it having a good performance level.

5.   Limitations and Future Research

The limitation of this study was conducted towards Muslim and non-Muslim travelers in Klang Valley area which only more focused on airport and Kuala Lumpur's integrated rail transportation center area because of the availability of the researcher. Other than that, the sample size also may small because of the population that focused on Klang Valley area. Hence, it is recommended that, for the future study may be conducted and be focus on the population around Peninsular Malaysia to get more accurate result. In addition, the future study also can be more focus on which religion of the travelers which mostly travel to an Islamic destination.

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