# WHAT HAPPENS WITH RELIGIOUS TOURISM DESTINATIONS? STUDY OF IMAGE, PLACE ATTACHMENT, VALUE AND TOURIST SATISFACTION IN GRESIK CITY REGENCY INDONESIA

*by* Universitas Internasional Semen Indonesia

# WHAT HAPPENS WITH RELIGIOUS TOURISM DESTINATIONS? STUDY OF IMAGE, PLACE ATTACHMENT, VALUE AND TOURIST SATISFACTION IN GRESIK CITY REGENCY INDONESIA

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**Abstract**

The purpose of this study is to analyze whether there is an influence of Destination Image, Place Attachment and Perceived Value on visitor satisfaction of religious tourism destinations and this research leads to Islamic religious destinations. The research used a quantitative approach with the application of smartPLS from questionnaire dissemination data. Tourist satisfaction is largely due to the availability of tourist confidence in the destination. Perceived value plays an important role in influencing the level of tourist satisfaction. The more valuable value travellers gain from their travel experience in that destination, the higher their level of satisfaction will be.

**Keywords**: image destination, place attachments, value, satisfaction, religious tourism

## INTRODUCTION

Destination Image is a belief or knowledge about a destination and what tourists feel during a trip. Kotler (2000) says "The set of beliefs, ideas and impressions a person holds regarding an object. People's attitudes and actions toward an object are highly conditioned by that object's image". Another factor so that the development of tourism destinations in accordance with what is needed by tourists is to pay attention to things that can affect tourist satisfaction, including Place Attachment.

The attachment of positive emotions that are strong enough for a person to an area (place attachment) that is a tourist destination, can be formed in a person when knowing a tourist attraction and the length of time spent in the area visited (Low and Altman, 1992). Customer value is a comparison between the benefits felt by customers with what customers spend (costs) to obtain or consume products, services and experiences (Kotler, 2000). So that customer value is a preference felt by customers and an evaluation of product attributes and various consequences arising from using a product to achieve customer goals and intentions (Mathwik et al, 2000). If the value obtained is greater than what is expected, it will cause satisfaction. This assessment is related to the quality of tourism distenation. The development of good tourism destinations, forming a picture or destination brand (Marso and Gunawan, 2018), which ultimately affects tourist satisfaction. Coban's research (2012) proves that the image of a destination that is considered positive can make tourists feel better satisfaction.

Tourism is a strategic sector in national development efforts. Therefore, it is important for a person to make a plan to develop the tourism sector owned by the city (Jaffe & Pasternak,

2004). Gresik is a regency city with an area of 1,174.07 KM covering land in Java covering an area of 977.80 KM and Bawean island area of 196.72 K M (Mustakim, 2007). Gresik Regency revealed its identity with the slogan, "Gresik City Mayor, Gresik City Santri and Gresik Decorated with Faith". Potential related to nature and religion in Gresik Regency, including pre-historic relics in the spread of Islam in Gresik. However, this potential has not received attention from the local government, especially Islamic religious tourism, namely sunan tourism. One example is the lack of information media provided by the government and the development sector that is less noticed. Therefore, the interest in visiting tourists is reduced because the facilities provided by the city government are inadequate.

Based on temporary observations, the author sees several problems in sunan tourism in Gresik Regency, including the lack of facilities provided to visitors or consumers. Such as lodging places that are far from tourist attractions and inadequate development sectors for the disabled and elderly as well as problems in disseminating information in tourist destinations (information media about history, directions and so on).

According to the Law on Tourism Number 9 of 1990 concerning Tourism, it is stated that the state of nature, flora and fauna, ancient relics, historical relics and art and culture owned by the Indonesian nation are large resources and capital for efforts to develop and increase tourism (President of the Republic of Indonesia, October 18, 1990). In its development, tourism has an important role in expanding and leveling businesses, enlarging nationally revenue and can even encourage regional development. Likewise with tourist activities, tourists who visit a tourist area are expected to feel a satisfaction (Arizandy and Ridho, 2015).

## LITERATURE REVIEW

Place attachment is a bond that positively grows with the length of time humans move in the place (Low and Altman, 1992). Several studies and theories have discussed the scope of Place Attachment. Some of them are repositories that have contexts that are interpersonal, group and have binding socio-cultural relationships.

Perceived value is a consumer assessment of products, services, employees and the image that consumers receive from the company in order to satisfy their needs (Kotler, 2000). The same thing was also conveyed by Zeithaml (1988) that perceived value as the overall assessment of consumers of a product based on perceptions of what is received and what is given.

Customer satisfaction has become a key concept in every company's endeavor and satisfaction is a key factor for success in the tourism industry (Sadeh et al, 2012). The concept of customer satisfaction is not a simple process because consumers have a role in service encounters and affect the satisfaction formed. Consumers are the main focus in the discussion of satisfaction in the service process. Then Vuuren (201: 1) states that satisfaction is the customer's emotional response when evaluating the difference between expectations regarding service and perception of actual performance, and perception of performance obtained through the customer's physical interaction with business products and services.

In a tourism context, of course, the most concerned thing is tourist satisfaction. With the achievement of tourist satisfaction, it is hoped that it will be able to make these tourists visit again. To get customer satisfaction in this case is tourists, it would be better if you apply or pay attention to the destintion image, perceived value and place attachment. In a previous study conducted by Marso and Gunawan (2018) suggested that there is a significant relationship between one variable and another. Based on the research hypothesis described above, the framework of this study is as follows:
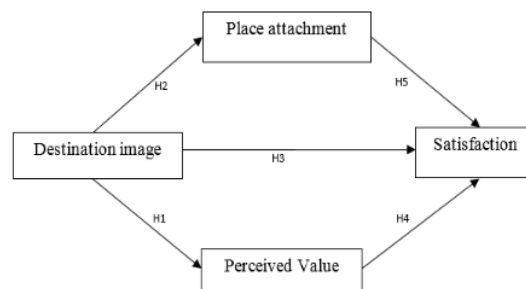


**Figure 1: Frame of Mind**

## RESEARCH METHODOLOGY

In this study using descriptive quantitative research. The population in this study is the cell of Sunan tourist visitors visiting Gresik. The number of samples taken in this study was 97 respondents by non-probability sampling. By determining the characteristics of the research sample, namely Muslims and have visited religious tourism in Gresik.

This study used primary data by distributing questionnaires online. The measurement scale used for all variables in this study uses the Likert scale by giving scores of 1-5 as a measurement scale. The data collection technique in this study used data analysis techniques with Partial Least Square (PLS).

## RESEARCH RESULTS

The results of dissemination of research samples collected as many as 105 questionnaires but only 100 questionnaires met the required data criteria. The following is a description of the profile of research respondents based on questionnaires distributed and it can be seen that 65.3% of respondents are male and 34.7% of respondents are female. Thereare several age ranges of respondents and it is known that respondents aged 15-24 years as much as 89%, while respondents aged 25-34 as much as 9% and respondents aged 35-44 years as much as 2%.

This test uses the Partial Least Square (PLS) approach with smartPLS 3.0 Convergent Validity and Measurement Model test tools which can be seen from the correlation of item scores with variable scores. An indicator measurement parameter is considered valid if it has a correlation

value above 0.7. However, at the development stage research the loading scale of 0.5 to 0.6 is still acceptable (Ghozali, 2008). Here are the test results:

**Table 1: Outer Loading Tester Results**

|      | Destination Image | Perceived Value | Place Attachment | Satisfaction | Information |
|------|-------------------|-----------------|------------------|--------------|-------------|
| D.1  | 0,832             |                 |                  |              | Valid       |
| D.2  | 0,853             |                 |                  |              | Valid       |
| D.3  | 0,782             |                 |                  |              | Valid       |
| D.4  | 0,859             |                 |                  |              | Valid       |
| D.5  | 0,763             |                 |                  |              | Valid       |
| PI.1 |                   |                 | 0,684            |              | Valid       |
| PI.2 |                   |                 | 0,807            |              | Valid       |
| PI.3 |                   |                 | 0,664            |              | Valid       |
| PI.4 |                   |                 | 0,745            |              | Valid       |
| PI.5 |                   |                 | 0,716            |              | Valid       |
| PI.6 |                   |                 | 0,810            |              | Valid       |
| PK.1 |                   |                 | 0,637            |              | Valid       |
| PK.2 |                   |                 | 0,639            |              | Valid       |
| PK.3 |                   |                 | 0,721            |              | Valid       |
| PK.4 |                   |                 | 0,753            |              | Valid       |
| PK.5 |                   |                 | 0,583            |              | Valid       |
| PK.6 |                   |                 | 0,700            |              | Valid       |
| PV.1 |                   | 0,817           |                  |              | Valid       |
| PV.2 |                   | 0,890           |                  |              | Valid       |
| PV.3 |                   | 0,837           |                  |              | Valid       |
| PV.4 |                   | 0,784           |                  |              | Valid       |
| PV.5 |                   | 0,764           |                  |              | Valid       |
| PV.6 |                   | 0,772           |                  |              | Valid       |
| S.1  |                   |                 |                  | 0,888        | Valid       |
| S.2  |                   |                 |                  | 0,875        | Valid       |
| S.3  |                   |                 |                  | 0,862        | Valid       |

Based on the results of the presentation on Table 1, it can be seen that the outer loading value of each item has a correlation greater than 0.5. So that shows that variables can be said to be valid and can measure these variables precisely. As for the test results from composite reliability, it is said to be good if the value is above 0.7. Based on the results of smarts shows that the value of composted reliability for all variables is above 0.6. Thus, the variable model has good reliability. Here are the test results:

**Table 2: Cronbach's alpha and Composite Reliability scores**

|  | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Destination Image | 0,876 | 0,910 |
| Perceived Value | 0,896 | 0,920 |
| Place Attachment | 0,910 | 0,923 |
| Satisfaction | 0,847 | 0,908 |

Source: Data processed (2020)

Based on Table 3 below it can be explained that the variable Perceived Value has an R-square value of 0.654. This shows that the Destination Image variable is able to influence the Perceived Value variable by 65.4% and the other 34.6% is influenced by other variables outside the variables studied.

Meanwhile, the Place Attachment variable has an R-square value of 0.463. This shows that the Destination Image variable is able to influence the Place Attachment variable by 46.3% and for 53.7% it is influenced by other variables outside the variables studied.

Likewise, the Satisfaction variable has an R-square value of 0.586. This shows that the Destination Image Variable, able to influence the Satisfaction variable by 58.6% and for 41.4% influenced by other variables outside the variables studied.

**Table 3: R-square value**

|  | R Square |
|---|---|
| Perceived Value | 0,654 |
| Place Attachment | 0,463 |
| Satisfaction | 0,586 |

Source: Data processed (2020)

Then testing the hypothesis is done by determining the level of significance or α which is 5%, then by comparing the value of t-statistics with t-tables. The t-table value for alpha is 0.5 the t-table value used is 1.96. Here are the results of the PLS smart output after the model is bootstrapped:
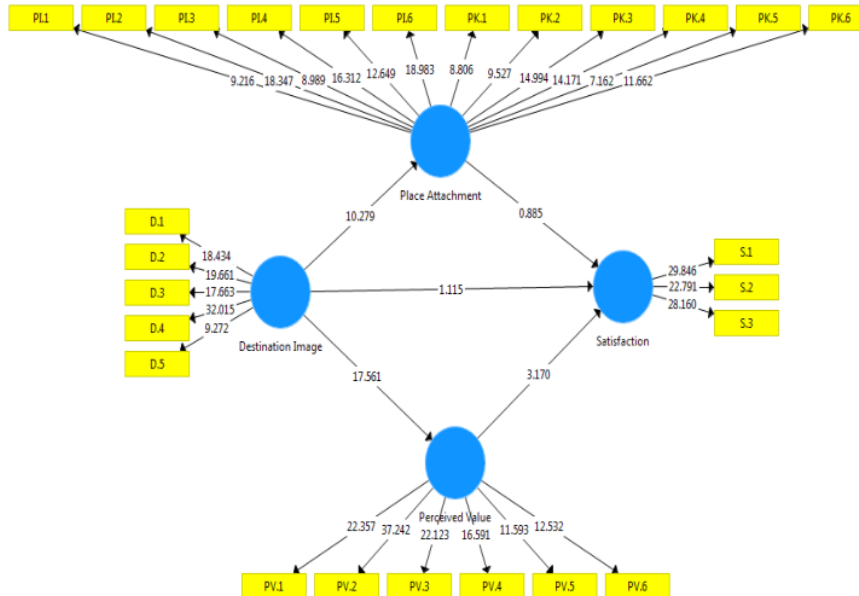
**Figure 2: Structural Model (Inner Model)**

Based on the results of the path diagram, it can be explained that the value of the path coefficient shows the influence between variables. Here are the test results:

**Table 4: Hypothesis Testing Results**

| | Original Sample (O) | T Statistics (\| O/STDEV\|) | P Values | Information |
|---|---|---|---|---|
| IN → PV | 0.808 | 18.498 | 0.000 | Significant |
| IN → PA | 0.680 | 10.483 | 0.000 | Significant |
| IN → ST | 0.154 | 1.056 | 0.291 | Insignificant |
| PV → ST | 0.540 | 3.069 | 0.002 | Significant |
| PA → ST | 0.119 | 0.869 | 0.385 | Insignificant |

Source: Data processed (2020)

In Table 4 above shows the t-statistic result has exceeded 1.96. Based on the table, it can be interpreted as follows:

**a. Testing Hypothesis 1 (the effect of Destination Image on the Perceived Value of sunan tourism in Java Témur, Gresik)**

Based on testing, the p-value of the effect of Destination Image on Perceived Value (DI → PV) is 0.000 with a t-statistic of 18,498. This shows that the t-statistic value of 18,498 at 5%

significance is greater than the t-table value (1.96). It can be concluded that Destination Image has an effect on Perceived Value. Therefore, the greater the level of Destination Image, the better the level of value felt by religious tourists in Gresik. This supports hypothesis 1, hence it can be concluded that $H_0$ is rejected and H1 is accepted.

### b. Testing Hypothesis 2 (the effect of Destination Image on the Place Attachment of sunan tourism in Java Imur, Gresik)

The p-value of the effect of Destination Image on Place Attachment (DI → PA) is 0.000 with a t-statistic value of 10,483. This shows that the t-statistic value of 10.483 at 5% significance is greater than the t-table value (1.96). From this value, it can be concluded that the Destination Image has a positive effect on Place Attachment. So, the greater the level of Destination Image of sunan tourism, the better the level of attachment felt by tourist wan to the tourist destination. This supports hypothesis 2, hence it is concluded that $H_0$ is rejected and H2 is accepted.

### c. Testing Hypothesis 3 (the effect of Destination Image on the satisfaction of wan sunan tourism in Java Témur, Gresik)

The p-value of the effect of Destination Image on satisfaction (DI → ST) is 0.291 with a t-statistic value of 1.056. This shows that the t-statistic value of 1.056 at 5% significance is less than the t-table value (1.96). From this value, it can be concluded that the Destination Image felt by sunan tourists does not have a positive effect on visiting satisfaction. So, the greater the Destination Image of Sunan tourists, the better the level of tourist satisfaction with the tourist destination. This does not support hypothesis 3, hence it is concluded that $H_0$ is accepted and H3 is rejected.

### d. Hypothesis 4 Testing (the effect of Perceived Value on tourism satisfaction wan sunan in Jawa Timur, Gresik)

The p-value of the effect of Perceived Value on satisfaction (PV → ST) is 0.002 with a t-statistic value of 3.069. This shows that the t-statistic value of 3.069 at 5% significance is greater than the t-table value (1.96). From this value, it can be concluded that the Perceived Value or value felt by tourists has a positive effect on visiting satisfaction (Satisfaction). So, the greater the value felt by tourists, the better the level of tourist satisfaction with the tourist destination. This supports hypothesis 4, hence it is concluded that $H_0$ is rejected and H4 is accepted.

### e. Testing Hypothesis 5 (the effect of Place Attachment on tourist satisfaction wan sunan in Jawa Timur, Gresik)

The p-value of the effect of Place Attachment on satisfaction (PA → ST) is 0.385 with a t-statistic value of 0.869. This shows that the t-statistic value of 0.869 at 5% significance is less than the t-table value (1.96). From this value, it can be concluded that the Place Attachment felt by sunan tourists does not have a positive effect on visiting satisfaction. So, the greater the attachment of the place (place attachment) by tourists, the less good the level of tourist satisfaction with the tourist destination. This does not support hypothesis 5, hence it is concluded that $H_0$ is accepted and H5 is rejected.

**f. Testing Hypothesis 6 (the effect of destination image on satisfaction with the suitability of placing perceived value as an intervening variable)**

<div align="center">

**Table 5: Perceived Value as Variable Intervening**

</div>

| | Original Sample (O) | account | Hypothetical results |
|---|---|---|---|
| IN → ST | 0.154 | 0,155 | |
| PV → ST | 0,54 | 0,43632 | 0.44 > 0.155 received |
| IN → PV | 0,808 | | |

Source: Data processed (2020)

Based on the results of data processing in Table 5, it can be seen that the value of direct influence between destination image variables on satisfaction is smaller than the value of indirect influence, namely through perceived value. Thus, it can be proven that perceived value is an intervening variable for the relationship between destination image and satisfaction in sunan tourism.

**g. Testing Hypothesis 7 (effect of destination image on satisfaction with suitability of place attachment placement as intervening variable)**

<div align="center">

**Table 6: Place Attachment as Variable Intervening**

</div>

| | Original Sample (O) | account | Hypothetical results |
|---|---|---|---|
| PA → ST | 0,119 | 0,08092 | |
| IN → PA | 0,68 | | 0.08 < 0.155 rejected |
| IN → ST | 0.154 | 0,155 | |

Source: Data processed (2020)

Based on the results of data management in Table 6, it can be seen that the value of direct influence between destination image variables on satisfaction is greater than the value of indirect influence, namely through place attachment. Thus, it can be proven that place attachment cannot be an intervening variable for the relationship between destination image and satisfaction in sunan tourism.

## DISCUSSION

Based on the results of hypothesis testing, it was found that the significant influence of Destination Image on Perceived Value. The level of perception from tourists towards a sunan tourist destination involving various products and high attributes will increase the perceived value as the overall assessment of consumers of a product based on perceptions of what is received and what is given will also increase. Basiya R and Hasan Abdul Rozak (2012) said that the value felt by tourists can continue to increase in various ways and consider or maintain factors in increasing perceived value as well as the sensational value of the destination, such as social value, price and quality or performance because creating perceived value for customers is a key success factor for the company.

The results of the Destination Image test had a significant effect on Place Attachment and the second hypothesis in this study was accepted. Destination Image or the perception of tourists towards a sunan tourist destination that involves various products and high attributes will increase the bond formed by tourists with the place well. A good level of Destination Image will increase Place Attachment in Sunan tourist attractions well too. Therefore, it is important for the Tourism Office to understand and apply knowledge about destination image and place attachment in tourist objects. By increasing the positive perception of good tourists, the bond formed by tourists towards Sunan tourism will also be good. Debenedetti et al (201: 4) explain that place attachment itself fosters personal returns, including well-being, life satisfaction, security, detachment from social or personal pressures and social development. Next, place attachment will manifest in behavior aimed at preserving and visitors who have attachment to a place are willing to protect and protect the place from various things that are destructive in various ways to preserve the place.

Affecting the image of the destination on tourist satisfaction does not have a significant influence. This means that destination image is not important for visitor satisfaction. So that visitor satisfaction does not only depend on the positive or negative destination image of the tourist attraction, but there are other factors such as the beauty of the tourist attraction that can make visitors feel their own satisfaction. The findings suggest that destination image has a direct influence on traveller satisfaction, however that influence is meaningless. The tourists who visit the tourist attraction sare not entirely dependent on that destination. Even though Sunan is very dirty because of garbage from home, parking lots far from the location and also the smell of horse manure from the mode of transportation provided. Many tourists still come to enjoy this destination because they have emotional satisfaction with the satisfaction of tourists largely due to the availability of trust that previous tourists have in the destination.

Based on the test results in this study, it was found that perceived value had a significant effect on satisfaction and the fourth hypothesis in this study was accepted. The level of perception from tourists towards a sunan tourist destination that involves various products and high attributes will increase the satisfaction value in visiting. The local Tourism Office can continue to increase satisfaction in visiting through various ways, one of which is by paying attention to the concept of satisfaction. Lupiyoadi and Hamdani (2011) suggest that in the concept of satisfaction there are factors of product quality, price, service quality, emotional factors. Consumer satisfaction provides many benefits for the company and a higher level of customer satisfaction will result in greater loyalty. In the long run, it will be more profitable to retain consumers than to continuously attract new consumers to replace those who leave.

Furthermore, the place attachment does not have a significant effect on the satisfaction of tourist's sunan tourism objects. This means that there is no significant relationship related to place attachment with the satisfaction of tourists in this tourist attraction. According to Scannel and Gifford (2010) stated that place attachment is divided into three components, namely person, process and place. In the place attachment component will be further divided into several items, the first person has individual and group items, in the relationship of place attachment with satisfaction, tourists will get experience when visiting. So tourists will also get

culture, because basically the tourist attraction is a tour that upholds the culture of the Java community. In the nature of carrying out pilgrimages in Sunan tourist attractions, tourists will get a positive or negative story when visiting tourist destinations Sunan. In fact, Sunan tourism does not facilitate visitors well such as a long parking lot and to get to the location also need to climb several stairs. This can potentially give a negative impression or story on visitor satisfaction.

The second component of place attachment is a place that has physical and social items. In the case of this second component, tourists will get both items. They will get social and physical value. There are several activities related to social events that are positive among the "rebowekasan" event and the thick commercial atmosphere in the tourist attraction. There is also a social value that has a negative impact among them is that there are still many beggars in the tourist attraction, as well as expensive transportation to the location. Research proves because at the time of observation, in fact there are still many visitors who still walk to the location. Then in physical value a visitor will be spoiled with a view of the city from a place that extends high from the tourist attraction coupled with shady plants around it. However, it is very unfortunate because the manager at the location of the tourist attraction does not pay attention to the cleanliness of tourist attractions, as well as commercial places that are not neatly arranged. This can also affect tourist satisfaction when visiting.

The final part is the process. This component has 3 items, including affect, cognition and behavior. In the process stage, it will involve the previous components, namely person and place. If visitors in person and place get good grades, it will lead to a sense of happiness and love. On the contrary, if a visitor judges badly from the person and place, a visitor will feel disappointed and sad. In a process that determines how the overall feeling felt by visitors (place attachment) to satisfaction after visiting a tourist attraction. However, tourists still come to enjoy this destination because they already have their own emotional satisfaction. Tourist satisfaction is largely due to tourists' trust in the destination.

The results of this study also support the research of Ramseook-Munhurrun et al (2015) that the image of the destination indirectly affects satisfaction through perceived value as a moderation variable. This finding confirms the argument from a previous study conducted by Marso and Gunawan (2018) which states that tourists who consider visiting Sunan tourism very valuable and have made the right decision to choose the tourist destination. Thus, perceived value plays an important role in influencing the level of tourist satisfaction. The more valuable tourists understand their travel experience in the tourist destination, the higher their level of satisfaction and will affect their intention to recommend sunan tours to others. Current studies show that a destination's image and perceived value are direct determinants of satisfaction.

## CONCLUSION

Tourist perception involves various products and high attributes that will increase the value and bond between visitors (tourists) and tourist destinations. Social and physical attachment needs to be considered, especially with the environment of security and comfort. Tourism managers must pay attention to how to make tourists feel bound to other tourism objects.

Things thatcan be done include improving a place arrangement, cleanliness of the place and also adequate facilities. With these improvements, it is hoped that it will create a positive impression on tourists that can cause a sense of satisfaction in visiting. Higher consumer satisfaction will result in greater loyalty. In the long run, it will be more profitable to retain consumers than to continuously attract new consumers to replace those who leave.

Future research may consider destinations from different contexts such as industrial tourism, education or regional culture. The next variable approach to pre-visit or post-visit behavior is interesting to be examined. Regional limitations need to be considered to be expanded, considering that each region has different peculiarities.

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