

THE INFLUENCE FACTORS OF PILGRIM'S SATISFACTION AND ITS IMPACT TOWARD REVISIT INTENTION (THE STUDY OF SUNAN DRAJAT RELIGIOUS TOURISM)

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ABSTRACT

This research intends to identify the influence factors of pilgrim satisfaction on religious tourism and its impact toward pilgrim's intention to revisit that destination. This research was conducted through survey with 145 respondents. The result of this research indicates that destination image and service quality have positive influence toward pilgrim's satisfaction, and satisfaction had a positive impact on pilgrim intentions to revisit religious tourism. The findings provide theoretical contribution to the development of marketing theory, especially regarding to the religious tourism, and it could be a reference for tourism practitioners to increase the attractiveness of pilgrimage tourism in maximizing visitor satisfaction by the aim of increasing the number of tourists.

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1. INTRODUCTION

Religious tourism is one of the large and growing segment of tourism market in the world both in national and international level [1]. According to Verified Market Research, the measurement of religious tourism market globally is 1,071 million USD in 2020, and it is projected will obtain 1,704.2 million USD in 2028, it grows at a Compound Annual Growth Rate (CAGR) of 6% from 2021 to 2028 [2]. Indonesia as a country with a predominantly Muslim population have a lot of religious tourism that are able to attract tourists that reach percentage of 20% from the totally of cultural tourism which has a projection of 60% and it occupies the first rank as the most visited tourist destination. [3]. The most popular religious tourism in Indonesia, especially on the Java Island is *Wali Songo* pilgrimage tourism [4]. Wali Songo is the guardian who include nine (songo) people who spread out Islam religion in the land of Java or commonly called sunan. Sunan Drajat religious tourism was located in Lamongan, East Java, and it is one part of the Wali Songo. In 2020 the number of visitors in Sunan Drajat religious tourism has decreased sharply due to pandemic Covid-19, but in 2021 it has increased even though not as much as before pandemic (table 1).

Table 1. The Number of Visitors in Sunan Drajat Religious Tourism from 2017 to 2021

Year	Number of Visitors	
	Local	Overseas
2017	515,578	0
2018	490,712	54
2019	510,370	44
2020	109,249	0
2021	277,067	0

Source: Tourism and Culture of Lamongan Regency Office, 2022

Based on the data of the visitor's number of Wali Songo tourism that has been collected, the number of visitors in Sunan Drajat religious tourism is still relatively low that is compared by the other Wali Songo tombs in East Java, namely *Sunan Maulana Malik Ibrahim, Sunan Ampel, Sunan Giri, and Sunan Bonang*. The number of visitors to Sunan Drajat religious tourism in the last 5 years is an average of 380,595 visitors in each year [5]. This number is still underneath than the number of visitors to the tomb of *Wali Songo* in East Java, that shows the average number of visitors in Sunan Maulana Malik Ibrahim obtaining 920,524 visitors, Sunan Giri is 1,335,986 visitors [6], Sunan Ampel is 1.675.252 visitors [7], and Sunan Bonang is 2.019.206 visitors [8]. Therefore, it can be said that Sunan Drajat religious tourism is still considered as deserted

destination. This fact becomes the researcher's reason in choosing Sunan Drajat Religious tourism as the object of the research. Moreover, this circumstance can be challenge for tourism manager to be able in reattracting the visitors by optimizing the factors that will be considered by tourists to revisit tourism destinations, one of them are through tourist satisfaction.

Several previous studies related to pilgrimage tourism have been conducted by some researchers. Mora-Jácome et al. (2018) analyzed the motivation and satisfaction of pilgrim tourists towards the series of factors that shape the supply, infrastructure, and super-structure of religious tourism in Ecuador. [9]. Handriana et al. (2020) examines the motives and interests of religious tourists, satisfaction and intention to revisit and see business opportunities in this tourism sector through qualitative approach [10]. Štefko et al. (2015) conducted research of marketing communications strategy on pilgrimage tourism in Slovakia by using quantitative approach [11]. Vijayanand (2013) examines appropriate and effective promotional strategies to promote pilgrimage tourism in India by quantitative approach [12]. Meanwhile, Mawarni and Puspitasari (2020) conducted research of optimizing religious tourism as a tourist attraction in an effort to increase cultural resilience in Indonesia. [13]. The related research of religious tourism in Indonesia that focuses on the factors that influence pilgrim satisfaction through quantitative approach is still limited. In addition, in recent years there has been an increasing number of researchers that exploring the topics related to religious tourism, but based on Web of Science data, articles that fall into the Management category only contribute 9%, still under the categories of Hospitality, Leisure, Sport, and Tourism (38 %), and Religion category (11%) [14]. Research topics related to pilgrimage tourism in the field of management are still not too considerable yet that compared by other topics, so that it provides the opportunities for researchers.

Vijayanand (2013) asserted that in developing new products and new markets, the regional pilgrimage tourism attractions should be more serious in devising the elements of pilgrimage tourism that are currently in demand. Hence, the study on the development of pilgrimage tourism is required to attract tourists. Several previous researches indicate that the interest of Muslims in Indonesia to take part in the Wali Songo pilgrimage tour is very high and it will continue to increase in the future. The pilgrims said that they were satisfied with the Wali Songo pilgrimage tourist destination and they intend to continue to take part in pilgrimage tours [10]. Khan et al. (2013) found three factors that influence tourist satisfaction in Islamic tourist destinations in Malaysia, namely destination image, religious motivation and service quality. [15]. Nguyen-Viet and Nguyen-Van (2021) examined the key factors of satisfaction and intention to revisit pilgrimage tourists in Vietnam from three factors, namely pilgrimage destination image, cultural contact and spirituality [16]. The result of the study shows that all of these factors have a significant relationship to tourist satisfaction and it play the important role in encouraging of repeat intention among tourists. This study uses destination image, spirituality, motivation and service quality factors.

Destination Image

Destination image in line with visitor's satisfaction according to Jang and Feng (2007) in M et al. (2020) stated that the formation of product or destination image which is positive will encourage more visits and increases visitor's satisfaction [17]. When tourists have positive experiences toward the destination, they are more likely to be satisfied [18]. In other hand, the decreasing of visitor satisfaction will make visitors go away from the destination where the service is obtained. Previous studies have found that destination image is an important predictor of pilgrimage tourist satisfaction [19,17,20,21]. In further, it is assumed that the increasing satisfaction gained from the unique experience of visiting a pilgrimage tour leads to a better perception of the tourist destination.

H1: Destination image has a positive effect on satisfaction

Spirituality

Spirituality as according to Mitroff & Denton (1999) in Haq & Jackson (2006) is a desire and necessity to find meaning and purpose in one's life to live in harmonious life [22]. In relation to tourist satisfaction, in pilgrimage tourism generally satisfaction is not based on attractive objects, facilities, services or attractions [23], but due to the attainment of their spiritual goals [24]. Tourists who visit pilgrimage tours feel psychologically satisfied when they obtain or feel spiritual values in their visiting experiences such as being able to forget the worries and anxieties in their lives, and being able to protect them from danger and provide the luckiness. [25]. Previous research found that spirituality has a significant impact on tourist satisfaction [16,25].

H2: Spirituality has a positive effect on satisfaction

Motivation

Tourist motivation as according to Dann (1981) is a state of mind that direct lead person or group to travel adequately, and it is then interpreted by others as the reason for that decision. [26]. Related to tourist satisfaction, motivation has a significant effect on satisfaction, which means that the higher the driving factors or tourist motives such as seeking knowledge, interests and needs by tourists, the higher tourist satisfaction. Previous research has found that motivation has a positive relationship with satisfaction [27,28,29,30].

H3: Motivation has a positive effect on satisfaction

Service Quality

Service quality is defined as the discrepancy between customer expectations of service and customer perceptions of the service received [31]. Al-Ababneh (2013) said that service quality (such as destination facilities, destination accessibility, destination attractions) has major effect on tourist satisfaction overallly. [32]. Service quality has a positive relationship with tourist satisfaction. The higher of service quality that is provided will increase visitor's satisfaction [33]. Previous research found that service quality affects tourist satisfaction [34,35,17,15,32].

H4: Motivation has a positive effect on satisfaction

Satisfaction dan Revisit Intention

Empirically, the relationship between tourist satisfaction and revisit intention is closely related. According to Um et al. (2000) in Viet et al. (2020) the intention to revisit is considered as an extension of satisfaction [36]. When the tourists derive a pleasant feeling from a destination, they are likely to be satisfied with that place, leading to increasing the intention to revisit. The result of previous finding indicates that the intention to revisit is directly influenced by tourist satisfaction with different research objects [23,37,38,39,40,]. Literature review from Asri et al. (2021) also presents that the most variable that influences revisit intention is satisfaction [41]. Research that is conducted by Viet et al. (2020) and Choo et al. (2016) showed that satisfaction was found as the strongest predictor of visitor intention to revisit [19,42].

H5: Satisfaction has a positive effect on revisit intention

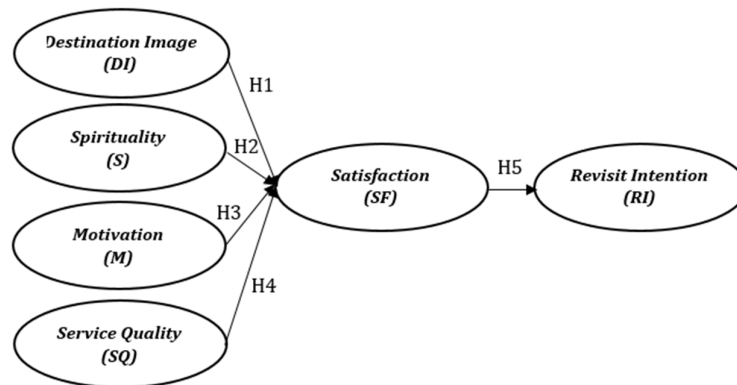


Figure 1. Framework

This research is expected to provide the theoretical contribution to the development of marketing theory, especially regarding pilgrimage tourism. It is also hoped that it can become a reference for tourism practitioners to increase the attractiveness of pilgrimage tourism in maximizing the satisfaction of pilgrimage tourism visitors through factors that influence pilgrim satisfaction by the aim of increasing the number of tourists.

2. METHOD

The populations of this research were domestic tourists who had ever visited Sunan Drajat religious tourism. The sampling technique in this research uses a non-probability sampling technique, it is kind of sampling technique that the samples are selected based on certain criteria or assessments. The criteria of sample in this research are domestic tourists who had ever visited Sunan Drajat religious tourism. The other criteria are over 18 years of age. The age of 18 years is considered as capable of providing a subjective

assessment toward the experience gained since visiting religious tourism of Sunan Drajat. The number of samples that is required in this research is a minimum of indicators number are multiplied by 5. The indicators that are used in this research is totally 27, thus the minimum of samples is 135. The number of samples that is obtained in this research were 145 respondents. Therefore, it has been fulfilled the sample requirement as the minimum sample that is recommended.

The data analysis technique uses in this research is a quantitative data analysis method. Data analysis in this study used Structural Equation Modeling (SEM) analysis or structural equation models. SEM analysis in this study uses Partial Least Square (PLS) as a general approach to data analysis, using SmartPLS 3 software.

3. RESULT AND DISCUSSION

The survey was conducted independently via online through the Google form. The results of the survey conducted showed that the majority of respondents were women (57.93%), aged 25-34 years (44.14%), undergraduate (66.21%), and the monthly expenditure range was IDR 1,000,000 - IDR 5,000,000 each person (66.21%).

Table 2. Characteristic of sample (n = 145)

Variable	Category	Frequency	Percentage (%)
Gender	Male	61	42.07
	Female	84	57.93
Age	18-24	20	13.79
	25-34	64	44.14
	35-54	56	38.62
	55-64	5	3.45
	>64	0	0.00
Final Education	Elementary School	1	0.69
	Junior High School	2	1.38
	Senior High School	15	10.34
	D1-D3	5	3.45
	Bachelor/D4	96	66.21
	Post-graduate	26	17.93
Outcome each month	< Rp 1.000.000	33	22.76
	Rp 1.000.000 - Rp 5.000.000	96	66.21
	Rp 5.000.000 - Rp 10.000.000	12	8.28
	> Rp 10.000.000	4	2.76

Test on the measurement model consist of convergent validity, discriminant validity and reliability (composite reliability). Convergent validity testing is used to assess whether indicator is able to have a positive correlation with other indicators on the variable that represents. To see this, it can be seen from the loading factor value is greater than 0.7 and the AVE value is greater than 0.5 [43]. The result of the convergent validity test in Table 3 shows that all variables in this research have fulfilled the convergent validity requirements.

Table 3. The result of convergent validity test

Variable	Indicator	Convergent Validity		
		Loading Factor	AVE	Conclusion
Destination Image (DI)	DI1	0.771	0.624	Valid
	DI2	0.847		Valid
	DI3	0.747		Valid
	DI4	0.790		Valid
Spirituality (S)	S1	0.810	0.715	Valid
	S2	0.886		Valid
	S3	0.839		Valid
Motivation (M)	M1	0.706	0.570	Valid
	M2	0.811		Valid
	M3	0.733		Valid

	M4	0.767		Valid
Service Quality (SQ)	SQ1	0.717	0.623	Valid
	SQ2	0.811		Valid
	SQ3	0.697		Valid
	SQ4	0.802		Valid
	SQ5	0.733		Valid
	SQ6	0.782		Valid
	SQ7	0.856		Valid
	SQ8	0.874		Valid
	SQ9	0.807		Valid
	SQ10	0.798		Valid
Satisfaction (SF)	SF1	0.949	0.895	Valid
	SF2	0.956		Valid
	SF3	0.933		Valid
Revisit Intention (RI)	RI1	0.931	0.883	Valid
	RI2	0.946		Valid
	RI3	0.942		Valid

To assess whether the indicator has differences between other variables, it is conducted discriminant validity test, thus, it can be seen that there are no similarities among the variables. To determine the discriminant value, the AVE square root value of a construct must be greater than the correlation value with other constructs [43]. The result of the discriminant validity test shown in Table 4 that explains the AVE square root value of a variable is higher than the other variables, hence, it can be concluded that the variables in this research model have fulfilled discriminant validity.

Table 4. The result of discriminant validity test

	DI	S	M	SQ	SF	RI	Conclusion
DI	0.790						Valid
S	0.709	0.846					Valid
M	0.634	0.736	0.755				Valid
SQ	0.722	0.601	0.574	0.789			Valid
SF	0.704	0.584	0.586	0.713	0.946		Valid
RI	0.618	0.563	0.613	0.565	0.709	0.939	Valid

The next test of the measurement model is test whether the measured indicators are consistent with the measuring instruments used. If the test result varies greatly, it is said to be unreliable due to it has no consistency. In PLS, to assess reliability it can be seen in the value of composite reliability, it must be greater than 0.7 [43]. In Table 5 the test result shows that all variables have a composite reliability value that is greater than 0.7, so that it can be concluded that all variables are reliable.

Table 5. Composite Reliability Coefficient

Variable	Composite Reliability	Conclusion
Destination Image (DI)	0.869	Reliable
Spirituality (S)	0.883	Reliable
Motivation (M)	0.841	Reliable
Service Quality (SQ)	0.943	Reliable
Satisfaction (SF)	0.962	Reliable
Revisit Intention (RI)	0.958	Reliable

The next test of measurement model is the structural model measurement. The measurement of the PLS SEM structural model can be concluded based on the value of the R-square, which indicates how much influence among the variables of research model. R² value of 0.75 is categorized as strong, R² value of 0.50 is categorized as moderate, and an R² value of 0.25 is categorized as weak. There are two dependent variables in this research, namely satisfaction and revisit intention. The results of the test for the coefficient of determination can be seen in Table 6. Based on the analysis of the R Square value (R²), it can be concluded

that the model is in the moderate category or in other words the model is good enough to be able to explain the variables studied.

Table 6. R Square (R^2) value

Variable	R Square (R^2)	Level of prediction
Satisfaction (SF)	0.587	Moderat
Revisit Intention (RI)	0.500	Moderat

The satisfaction variables in this research are explained by destination image, spirituality, motivation, and service quality. The R Square value of the satisfaction variable is 0.587 or it can be interpreted that the percentage of these four variables in explaining the satisfaction variable is 58.7% while the remaining of 41.3% is the contribution of other variables that are not discussed in this research. Whereas the value of R Square for revisit intention variable is 0.500, this indicates that the variable of revisit intention can be explained by the satisfaction variable of 50%, while the remaining 50% is the contribution of other variables not discussed in this study.

Table 7. The result of hypothesis test

Hypothesis	Path Coefficient	p-value	Result
H1 <i>Destination Image</i> → <i>satisfaction</i>	3.155	0.002	supported
H2 <i>Spirituality</i> → <i>Satisfaction</i>	0.127	0.899	unsupported
H3 <i>Motivation</i> → <i>Satisfaction</i>	1.595	0.103	unsupported
H4 <i>Service Quality</i> → <i>Satisfaction</i>	4.276	0.000	supported
H5 <i>Satisfaction</i> → <i>Revisit Intention</i>	12.537	0.000	supported

In the Table 7 presents the results of hypothesis testing. From the table above it can be seen that H2 and H3 are unsupported due to the p-value is greater than 0.05, while H1, H4 and H5 are supported by discerning at the p-value less than 0.05. The result of the hypothesis findings can be concluded that spirituality and motivation do not have a positive effect on pilgrim satisfaction. The result of the research is contradictory with the findings of Long & Nguyen (2018), it also has contradicted with the findings of Santoso (2019) and Zhang & Yan (2016) who observe that motivation has a positive effect on tourist satisfaction [25,28,29]. Meanwhile, destination image and service quality have a positive effect on pilgrim satisfaction. This result is in line with the findings of Khan et al. (2013) and Nguyen & Nguyen (2021) [15,16]. This research also found that satisfaction has a positive effect on revisit intention, which is also in line with the research of Barkah & Febriasari (2021), Asiku et al. (2020) and Santoso (2019) [44,45,28].

4. CONCLUSION

The result of this research implies that the image of the destination has an important influence toward the satisfaction of pilgrims. A positive image in religious tourism will increase the satisfaction of pilgrims, when pilgrims gain a positive experience in accordance with the image of the destination they previously got, they will feel more satisfied. Therefore, the effort to improve the image of religious tourism are very important. Beside the image of the destination, service quality is also important in increasing the satisfaction of pilgrims. Pilgrims who feel high quality of service will feel greater satisfaction. Pilgrim satisfaction will also have the impact on increasing the intention of pilgrims to revisit. The finding in this research is expected to be a reference for managers of religious tourism, especially in maximizing the satisfaction of pilgrimage tourism visitors by the aim of increasing the number of tourists. This research has limitations due to it only examines the pilgrim satisfaction factors from four variables. Hence, in further research can add other factors besides destination image, spirituality, motivation and service quality. In addition, it can also conduct research in different religious tourist spots.

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