

ABSTRACT

Most discussions in destination marketing literature have tended to revolve around the theory of push and pull motivation when they want to explain why people travel and select a specific destination. The theory assumes that people are first of all pushed by internal desires or emotional factors to travel and then they are pulled by external or tangible factors (destination attributes). Tourist satisfaction is important to market destinations successfully because it is linked directly to destination choice, consumption of products and service, and repeat visits. Recent researchers supported that these push factors and pull factors influence overall tourist satisfaction, which also has impact on destination loyalty.

The impact of religion on behaviour and purchasing decisions has been established in literature. For instance, religion influences the choice of destination, tourist product preferences, and the offering of religion related opportunities and facilities to tourists. The Islamic attributes of destination, in which tourism operators cater to religious needs of Muslim tourists, may play an important role between the travel motivations (push and pull) and overall tourist satisfaction. This study offers an integrated model to understanding Muslim tourist behaviour and attempts to extend the theoretical and empirical evidence on the causal relationships among the push and pull motivations, Islamic attributes of destination, satisfaction, and destination loyalty.

This research applied two-phase sequential method in achieving the study objectives. Phase one was to use qualitative approaches in data collection; Two FGDs and 53 individual interviews were conducted. The second phase was to use a quantitative approach; 508 true survey questionnaires were used. This research developed measures for the Islamic attributes of destination (IAD) construct. Exploratory factor analysis was conducted to identify potentially problematic items and to have a preliminary indication of unidimensionality, and discriminant and convergent validity. Using the CFA results, all constructs were tested for validity and are proven to possess validity in all tested aspects. Partial least square (PLS) is used to test the validity of the overall model and the relationships between variables hypothesized in the model. A two-stage process is employed whereby the structural model is first evaluated without the moderating variable, followed by an evaluation of the structural relationships with moderating variable.

Analysis of the structural relationships supports four out of the five hypotheses. The final PLS Structural Model results provided evidence that the relationship between push motivations and overall tourist satisfaction as well as pull motivations and overall tourist satisfaction are statistically supported. Furthermore, the relationship between overall tourist satisfaction and destination loyalty is also significant. The moderating role of Islamic attributes of destination between pull motivations and overall tourist satisfaction is supported. However, the moderating role of Islamic attributes of destination between push motivations and overall tourist satisfaction is not supported. The findings of this study should help destination marketers to develop marketing strategies to attract Muslim tourists and encourage repeat visits, and design creative programmes that harness the unique characteristics of tourism products so that Muslim tourists are satisfied and delighted.

Keywords: Destination Marketing, Islamic Attributes, Motivation, Satisfaction, Loyalty

ABSTRAK

Kebanyakan perbincangan dalam kesusasteraan bagi menjelaskan mengapa pelancong melancong, dan memilih destinasi- destinasi tertentu adalah lebih cenderung berkisar kepada teori motivasi *push* dan *pull*. Teori ini menjelaskan bahawa individu adalah didorong oleh keinginan dalaman atau faktor emosi untuk melancong dan kemudian mereka ditarik oleh faktor luaran atau nyata (ciri- ciri destinasi). Kepuasan Pelancong adalah penting bagi memastikan kejayaan destinasi kerana ianya berkait rapat dengan pemilihan destinasi, konsumsi produk dan perkhidmatan, dan kunjungan berulang. Baru- baru ini, penyelidik telah menyokong bahawa faktor *push* dan *pull* ini mempengaruhi keseluruhan kepuasan pelancong di mana ianya juga memberi kesan kepada kesetiaan kepada sesebuah destinasi.

Kesan agama kepada perilaku dan keputusan pembelian telah wujud dalam kesusasteraan. Di antaranya, agama mempengaruhi pilihan destinasi, keutamaan produk pelancongan, dan menawarkan peluang berkaitan keagamaan dan kemudahan kepada pelancong. Destinasi yang bercirikan Islamik, di mana pembekal pelancongan memenuhi keperluan keagamaan kepada pelancong Muslim, mungkin memainkan peranan penting di antara motivasi perlancongan (*push* dan *pull*) dan kepuasan pelancong secara keseluruhan. Kajian ini menawarkan sebuah model yang bersepadu di dalam memahami perilaku pelancong Muslim dan berusaha untuk memperluaskan bukti teoritis dan empirikal mengenai hubungan kausal di antara motivasi *push* dan *pull*, destinasi yang bercirikan Islamik, kepuasan, dan kesetiaan kepada destinasi.

Kajian ini menggunakan dua-tahap kaedah sequential dalam mencapai tujuan kajian. Fasa pertama menggunakan pendekatan kualitatif dalam pengumpulan data; dua perbincangan bersama fokus kumpulan FGD dan 53 wawancara individual telah dilakukan. Tahap kedua menggunakan pendekatan secara kuantitatif dan 508 tinjauan menggunakan *true questionnaire* telah digunakan. Kajian ini telah mengukur konstruk destinasi yang bercirikan Islamik (IAD). Analisa faktor telah dilakukan bagi mengenal pasti item yang mungkin bermasalah, penunjuk awal *unidimensionality*, dan kesahihan diskriminan dan konvergen. Dengan menggunakan keputusan CFA, semua konstruk telah diuji dan telah membuktikan kesahihan dalam semua aspek yang diuji. *Partial least square* (PLS) telah digunakan bagi menguji kesahihan keseluruhan model dan juga hubungan di antara hipotesis pembolehubah di dalam model. Proses dua tahap ini digunakan di mana model struktur pertama dinilai tanpa pembolehubah *moderating*, diikuti dengan penilaian hubungan struktural dengan pembolehubah *moderating*.

Analisis hubungan struktur telah menyokong empat daripada lima hipotesis. Keputusan Model Struktural *PLS* membuktikan bahawa hubungan di antara *push* motivasi dan keseluruhan kepuasan pelancong serta *Pull* motivasi dan keseluruhan kepuasan pelancong secara statistiknya adalah disokong. Selain itu, hubungan di antara keseluruhan kepuasan pelancong dan kesetiaan kepada destinasi juga signifikan. Peranan destinasi yang bercirikan Islamik sebagai moderator antara *pull* motivasi dan keseluruhan kepuasan pelancongan juga adalah disokong. Namun, peranan moderator destinasi yang bercirikan Islamik antara *push* motivasi dan keseluruhan kepuasan pelancong pula tidak disokong. Penemuan kajian ini harus membantu pemasar destinasi bagi mengembangkan strategi pemasaran bagi menarik pelancong Muslim dan menggalakkan lawatan berulang, juga merencanakan program-program kreatif yang memanfaatkan ciri-ciri unik kepada produk pelancongan bagi memastikan kepuasan dan kegembiraan bagi pelancong- pelancong Muslim.

ACKNOWLEDGEMENTS

In response to the Hadith of the Messenger of Allah peace be upon him which he said "He does not thank God, who does not thank people". So first, I would like to thank God Almighty, Who is guiding me to accomplish this humble work. Also, I would like to thank the Egyptian government for supporting me financially with full scholarship.

And I extend my sincere thanks and deep gratitude to my supervisor Prof. Dr. Mohd Nazeri Ismail, who I will be happy not publicly thanked him by my words, as far as my heart will thank him between me and my Lord. He really helped in making my PhD an enjoyable journey. Also I would like to thank the Faculty of Business and Accountancy members (academic and non-academic) with whom I interacted for their efforts and knowledgeable contributions.

My sincere thanks should go to my parents who were supporting me with their blessing Doaa. Also, my gratitude also should go to my wife and my children; Habiba, Yousef, and Maryem, for accepting my absence from home. Also, I would like to thank all my colleagues in Egypt and Malaysia for assisting me academically. Lastly, I would like to thank all people helping me to conduct the fieldwork, especially Safir company staff.

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August 2011