

**ANALYSIS OF FACTORS AFFECTING THE TOURIST LOYALTY ON TOURISM
DESTINATION IN ACEH**

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ABSTRACT

Demand for the halal tourism industry now has been positively influenced by the growing number of Muslims globally and the positive tourism trends. The purpose of this research is to test the influence of the Islamic attribute and the service quality on tourist loyalty with the tourist satisfaction as a mediation. After survey, structural questionnaires were used to collect data from the tourists in Banda Aceh, Sabang, and Aceh Besar. The valid response from the survey is 150 with a response rate of 100%. The empirical test result of the structural model indicates that: (1) Islamic attribute affects tourist loyalty; (2) service quality affects tourist loyalty; (3) Islamic attribute affects tourist satisfaction; (4) Service quality affects tourist satisfaction; (5) tourist satisfaction affects tourist loyalty. (6) Tourist satisfaction mediates the effect of Islamic attribute on tourist loyalty; (7) Tourist satisfaction mediates the effect of service quality on tourist loyalty. Tourist satisfaction in the model functions as a partial mediator. The novelty lies in the use of Islamic attribute variable that is integrated with the other causality models, and the use of Aceh as the Islamic tourism destination. The limitation resides in the amount and scope of variables.

Keyword: Halal Tourism, Islamic Attribute, Tourist Satisfaction, Service Quality, Tourist Loyalty.

1. INTRODUCTION

Tourism is a very important part because it can solve the economic problems of the world such as poverty, employment, environmental preservation, and worthy livelihood, to develop the economics. The tourist attractions can be various types. Today, the Muslim in the world is amount to more than 1.6 billion people or 22.5% of the 7.1 billion world population (Wikipedia, 2010). The Muslim population is described as a population that has fast growth with dominant intermediate composition. In fact, the Islamic countries with a large Muslim population are noted having relatively high economic growth (above 5%), for example Indonesia, Malaysia, Saudi Arabia, Turkey, and others. (Sucipto and Andayani, 2014).

Thomson Reuters and Dinard Standard on the *State of global Islamic Economic 2016-2017* report predicted global Muslim community spending on tourism reached 151 billion in 2015 with industry revenues reaching 24 billion U.S. dollars. It also excluded Hajj and Umrah. Therefore, Muslims are very prospective to bring global economic impact. Of these, the countries of the

Gulf Region (GCC) whose population was only three percent of the world's total Muslims was the Muslim community with the largest shopping for tourism, which is 54.39 billion dollars in 2015 or equivalent to 36 percent of the world's total Muslim community spending for travel. The expenditure of Muslim communities for tourism was predicted to increase to 243 billion US dollars in 2021.

The same study was also carried out by the Master Card and Crescent Rating (2015) in the Global Muslim Travel Index (GMTI) 2015, that in 2014 there were about 108 million Muslim tourists representing the 10 percent of the entire tourism industry and this segment Value of US \$145 billion. It was estimated that in 2020 the Muslim tourists number will increase to 150 million, and it will represent the 11 percent industry segment predicted with expenditures of US \$200 billion.

Based on the data of the Global Muslim Travel Index (GMTI) 2016 in the destination Group of the Organization of Islamic Cooperation (OIC), Indonesia (Index score 72.6) peaked at number three after Malaysia (Index score 82.5), and Saudi Arabia (Index score 76.9). While Singapore was the main destination for non-OIC destinations, where Thailand, the United Kingdom, South Africa, and France are also included. GMTI study analyzed the complete data covering 100 destinations with average results based on nine criteria such as matches as a family vacation destination and security (Muslim tourist visit, family vacation destination, safe travel), availability of Muslim friendly services and facilities in tourist destinations (halal food, easy access to worship, airport services and facilities, accommodation options), Halal Awareness (prioritizing ease of communication).

As an effort to respond to the improvement of halal *tourism*, Indonesia seeks to improve the existence of Sharia hotels. The government through the Indonesian Ministry of Tourism and Creative economy has made guidelines for the implementation of Sharia hotels. In the year 2013, there were 37 Sharia hotels that have been halal-certified and 150 hotels to sharia operations. "There is a total of 2,916 restaurants and 303 of which have been halal certified, and 1,800 are preparing for certification" (Ministry of Tourism, 2015). Indonesia currently has 10 priority destinations for halal tourism development, such as Aceh, West Sumatera, Riau and Riau Islands, DKI Jakarta, West Java, Central Java, Special Region of Yogyakarta, East Java, West Nusa Tenggara, and South Sulawesi.

West Nusa Tenggara (NTB) is an integral part of Indonesian halal tourism. Data 2015-2016 showed to a considerable increase in the Middle East tourist visits that increased to 190 percent, while Malaysia jumped by 34 percent. In 2017, NTB targeted a tourist visit of 3.5 million or increased compared to the previous year which was 3 million tourists (Republika accessed in December 2017).

Bali recorded an increase of foreign tourists (Indonesian: *Wisatawan Mancanegara*, Wisman) from the Middle East region amounting to 59.38%, which was 48,824 people compared to the year 2015 reached 30,644 people. Although the number was still lost compared to Australia, Asia, and the Americas, the percentage of the increase was the highest. In comparison, the number of Australian tourists in the past year was 1.4 million, Asean 420,268 people, and Europe 1.7 million people. Based on the data obtained by the *Bisnis* from Bali Department of Tourism, Culture, Youth & Sports, the high tourist from the Middle East was supported by the state of Saudi Arabia, with the amount of 10,243 people, Egypt 7,900 people, Iran 7,785 people, Turkey 6,927 people, Kuwait 2,075 people, Lebanon 2,804 people. When compared to 2015,

tourists from Saudi Arabia experienced an increase of about 3,000 people, Iran increased by 4,327 people, Egypt Rose 3,542, Turkey climbed 2,231 people (Tourism agency of Bali province, 2017).

From an economic standpoint, Indonesia is a promising market for Islamic tourism practices. This country has the largest Muslim in the world. Population Census 2010 showed there were about 87.18% or 207 million people from a total of 238 million people of Islamic religion (Wikipedia, 2010).

Religious tourism aims to fulfill spiritual needs, including pilgrimage practice (Jaelani, 2016b) as part of tourism aspect (Jafari and Scott, 2014), it is a religious tradition which has been going on for a long time along with the historical development of Indonesian society. However, this context will differ if it is associated with a tourism field as part of an industry or business activity that can provide economic gains and is projected in government policy to increase community income (Jaelani, 2016a). In the end, halal tourism does not only include the existence of pilgrimage and religious tourism but also includes the availability of supporting facilities, such as restaurants and hotels that provide halal food and prayer places, as well as other requirements.

Aceh is one of the provinces in Indonesia that has the potential to develop halal tourism. The factor that supports the development of Aceh among others is that the area is based on Islamic Sharia. Aceh succeeded in winning three categories in the 2016 National Halal Tourism Competition organized by the Ministry of Tourism of the Republic of Indonesia (RI), namely “Aceh as the best Muslim-friendly cultural destination”, “SIM airport as the best Muslim-friendly airport” and “Baiturrahman Grand Mosque as the best tourist attraction”. In addition, Aceh also won two prestigious awards at the World Halal Tourism Award 2016. Among them are World Best Halal Cultural Destination and World Best Airline for Halal Tourists. (CNN-Indonesia, 2017).

Error! Bookmark not defined.. Foreign tourists according to nationality that entered through arrival gate in Aceh Province, June 2017

No	Nationality	2016	2017						
		Jan-June	Jan	Feb	Mar	Apr	May	June	Jan-June
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
1	Malaysia	12.014	1.979	2.410	2.645	2.137	1.790	829	11.790
2	China	328	87	77	56	76	48	27	371
3	Australia	370	41	23	36	46	15	30	191
4	France	225	43	44	35	16	20	26	184
5	Philippine	908	11	47	37	46	25	17	183
6	Germany	1.733	48	29	23	23	32	24	179
7	United States	972	28	36	41	49	12	13	179
8	England	534	38	40	13	33	19	28	171
9	Thailand	113	20	13	16	81	21	6	157
10	Singapore	180	26	13	24	19	48	3	133
11	Other	2.468	207	198	171	238	131	217	1.162
>>	Amount	19.845	2.528	2.930	3.097	2.764	2.161	1.220	14.700

Source: BPS Aceh accessed in November 2017

From the BPS data above, the Muslim tourists were the largest share of tourists coming to Aceh, there were the Malaysian tourist of 11,790 people. Therefore, if halal tourism in Aceh developed seriously by the Government and entrepreneurs in the tourism industry can attract Muslim and non-Muslim tourists both domestically and internationally to visit the famous Aceh with halal tourism and tourism.

Although Aceh is one of the provinces of halal tourist destinations in Indonesia, the tourism object has not been balanced with the concept of halal tourism. Facilities such as places of worship, lodging places, dining, and bathing, washing and toilet (Indonesian: *Mandi, Cuci, dan Kakus*: MCK) are available. Based on the results of the authors' observation, the facilities have not completely implemented the halal tourism concept. Seen from the place of worship (mushala) which is still lacking in cleanliness so it does not provide a sense of comfort for tourists who are Muslim. In addition, there are many places to eat around the beach that has not yet presented a halal certificate, and there are still many lodging places that are not yet as a Shariah concept. There are MCK facilities which are still lacking in its cleanliness and there are MCKs that have not been separated yet the women and men. This is one of the factors causing the visitor to be less comfortable and will convey it to others for its dissatisfaction. Therefore, the Government and all related parties should try to improve and develop several facilities in the tourist destinations in Aceh in order to increase the satisfaction of tourists who visit because of growth and competition on halal tourism business is necessary understanding about the factors that affect the tourists to come back and factors that provide customer satisfaction through completeness of the Islamic facilities and quality services can lead to strategies that increase entrepreneurs' profits in tourist destinations. The purpose of this research is to know the effect of the Islamic attributes and the quality of service towards tourist loyalty to tourist destinations in Sabang, Banda Aceh, and Aceh Besar with the satisfaction of tourists as mediation variables.

2. LITERATURE REVIEW

The term about Islamic tourism, halal tourism or even Muslim friendly tourism is used in the world as a reflection of the desires of Muslim tourists. Some people also use the term "sharia tourism". Several findings from the previous studies that discussed related to Islamic tourism and those related to it are as follows.

First, the research of (Rahman, 2014) entitled *Motivating factors of Islamic Tourist's Destination Loyalty: An empirical Investigation in Malaysia*. The purpose of this research was to verify the motivation effect of tourists to the satisfaction of halal tourism and also the tourist loyalty to the destination. The findings stated that the attributes of Islam and the quality of service had a significant relationship to satisfaction and tourist loyalty to halal tourism, while the destination attribute had an insignificant effect on it. Nevertheless, the overall satisfaction of halal tourism had a significant influence on tourist loyalty to halal tourism.

Furthermore, the research on (Shahraki and Ebrahimzadeh, 2015) about programming for development of tourism industry using case studies. This was a study regarding the assessment on the quality of the tourism industry and the programs for the development of Iran. In its difficult economic situation, the hypothesis grew and developed in the national economic order with support from the tourism industry. The analysis showed that the tourism industry system was

able to help macroeconomics.

Base on (Battour, Battor and Ismail, 2012) under the title *The Mediating Role of Tourist Satisfaction: A Study of Muslim Tourists In Malaysia*. This research attempted to test empirically the mediation influence of the overall tourist satisfaction in between travel motivation (push and pull) and the destination loyalty. The tourism motivation was found positively and significantly related to the tourist satisfaction. The result also confirmed that the tourist satisfaction associated with the destination loyalty positively.

(Tajzadeh-Namin, 2012) study on *Value Creation in Tourism: An Islamic Approach*. Given the rapid growth in tourist numbers and despite the large number of Muslim populations in the world (according to statistics 2009, more than 1,571 billion Muslims lived in more than 100 countries around the world make 23% of the world total population, and only about 154-200 million Muslims (about 10-13%) was Shia; (Henderson, 2010), Muslims fill only 10% of the global tourism market. In addition, it mainly entered into a number of countries such as Malaysia, Turkey, Egypt, etc. (Din, 1989) in (Battour *et al.*, 2018). However, the estimate suggested that by the year 2100, Muslims would fill about 37% of the total world population (Henderson, 2010). This theory dealt with all Muslims and the supporters of Islam.

Based on (Battour, Battor and Ismail, 2012) under the title *The Role of Destination Attributes in Islamic Tourism*. The purpose of the study was to verify the relationship between tourism motivation and tourist satisfaction, and to analyze how the 'religion' can moderate the relationship. The 'religion' variable was represented by the availability of Islamic norms and the practices that relate to tourism in the destination. The result from Partial Least Square (PLS) in this research showed that tourism motivation is positively and significantly related to tourist satisfaction. The result also showed that religion significantly moderated the relationship between attraction motivation and tourist satisfaction. However, the moderate influence of religion on the relationship between encouraging motivation and tourism satisfaction was not occurred.

(Suid, Nor and Omar, 2017) under the title *A Review on Islamic Tourism and the Practical of Islamic Attributes of Destination in Tourism Business*. The aim of this research was to investigate the constructs of Islamic tourism and also the Islamic attributes. This could be used as a reference in targeting Muslim travelers market segment. The result was the emergence of Islamic tourism concepts in global tourism business required practitioners to have clear understanding on the practices of Sharia compliance as a prerequisite for the high value tourism experiences among Muslims travelers. Thus, the consideration of Sharia compliance should be expanded to other related tourism businesses and facilities such as attractions, airports, visitor information centers and events. The assembling of related tourism components to fulfill the Muslim tourist requirement is a duty of service provider in constructing the appropriate tourism products and services. On the other hand, literatures showed there are relationship between tourism and religion.

Based on (Widjaja, Khalifa and Abuelhasan, 2020) under the title *Driving Islamic Attributes, Destination Security Guarantee & Destination Image To Predict Tourists Decision To Visit Jakarta*. This research aimed to analyze the influence of independent variables, namely Islamic attributes of destination (halalness, worship facilities and general Islamic morality) and security guarantee, on the decision to visit Jakarta among Saudi Arabians with tourism destination image serving as a mediator variable. The result showed that there was a significant

impact of Islamic attributes and destination security guarantee on the decision to visit Jakarta with tourism destination image as a mediator. In conclusion, the government must oblige all building owners to provide space for Muslims to worship, this place of worship must be available at malls, hotels, public spaces and etc. This research certainly has several limitations.

(Alves, Campón-Cerro and Hernández-Mogollón, 2019) under the title Enhancing Rural Destinations Loyalty through Relationship Quality. This study discussed the literature on the factors that generate loyalty to tourist destinations that rarely focus on marketing relationships, which have left gaps in understanding destination loyalty. This study intended to verify the effect of relationship quality on rural destination loyalty by approaching it through the variables of trust, attachment, and satisfaction. This study used quantitative methods based on online surveys conducted in Spain. The sample consisted of 464 tourists who participated in rural tourism. Analysis of the proposed model was done through the least squares partial method. The results had confirmed that the model had a substantial to moderate explanatory capacity for overall satisfaction and loyalty, where overall satisfaction acted as a mediator between the variables that shaped the quality of the relationship with respect to loyalty.

The research of (Eid, 2015) entitled Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study. This study intended to determine the dimensions of MCPV, to test the relationship between MCPV, customer satisfaction, customer loyalty and Muslim customer retention, and also to develop and test a conceptual model of the consequences of MCPV in the tourism industry. The result stated that the strength of the relationship between construction showed that the recommended features of the MCPV model were very important for achieving Muslim customer retention in the tourism industry. The findings also indicated that the availability of the recommended Islamic attribute values, along with the conventional value dimension, could satisfy Muslim tourists when they buy tour packages.

(Nasir *et al.*, 2020) under the title Testing Mediation Roles of Place Attachment and Tourist Satisfaction on Destination Attractiveness and Destination Loyalty Relationship Using Phantom Approach. The purpose of this study was to verify the mediating role of place attachment and tourist satisfaction on destination attractiveness and loyalty relationships using a phantom approach among foreign tourists visiting Langkawi Island, Malaysia. The results of an empirical study found that the attractiveness of goals did not have a significant direct effect on goal loyalty. However, this study found that tourist satisfaction and attachment fully mediated the relationship between the attractiveness of the destination and the loyalty of the destination. Destination attractiveness had an indirect influence on destination loyalty. The study also concluded that tourist satisfaction factors had a stronger mediating effect than place attachment factors in the destination loyalty relationship model. This study suggested several in-depth recommendations for the destination management office in maximizing the tourist experience with cultural appeal and adequate infrastructure, thereby increasing international tourist visits to Langkawi Island.

(Yuliviona, Alias and Abdullah, 2019) under the title The Effect of Islamic Attributes of Destination, Experiential Values on Revisit Intention among Muslim Tourists: Model Testing on the Mediating Role of Satisfaction. This paper was to reveal events related to Muslim Halal tourism experiential values in order to ensure that Muslim tourists meet with Islamic attributes during their travels. The result found suggested that tourist satisfaction was crucial in determining

the destination loyalty and the decision of revisiting certain destinations. Satisfaction should be used to assess performance of the destination products and services as the Muslim tourists may consider the availability of facilities designed to cater their religious and personal needs but they will feel most satisfied when performance exceeds necessities.

Research (Hanafiah *et al.*, 2019) under the title *The Structural Relationships of Experience Quality, Tourist Satisfaction and Destination Loyalty: The Case of Pangkor Island, Malaysia*. This study aimed to examine the experience quality of Pangkor Island tourists and its influence on their satisfaction and destination loyalty. The findings from this research contributed to the literatures of the Island tourism and enriched the knowledge regarding the experience quality components and their influence on tourist satisfaction and destination loyalty.

(Mohamad, Ghani and Nasir, 2019) under the title *The Impact of Perceived Value, Destination Service Quality and Tourist Satisfaction on Destination Loyalty among International Tourists Visiting Malaysia*. The main purpose of this research was to verify the effect of perceived value and service quality on tourist satisfaction, which in turn will affect the loyalty of the destination. The findings described that tourist satisfaction had a role as a full mediator in mediating the relationship between service quality and destination loyalty.

(Khan, Haque and Rahman, 2013) under the title *What Makes Tourists Satisfied? An Empirical Study on Malaysian Islamic Tourist Destination*. The objective of this research was to explore the influential factors that lead to the tourist satisfaction in the Islamic-based tourist destinations based in Malaysia. In the result it was stated that the destination image, religious motivation and service quality have a relation positively with the tourist satisfaction on Islamic tourist destination in Malaysia.

And research (Bazazo *et al.*, 2017) under the title *The Impact of Islamic Attributes of Destination on Destination Loyalty via the mediating effect of Tourist satisfaction*. This quantitative study examined the relationship between Islamic attributes to destinations, tourist satisfaction, and destination loyalty. The attributes of Islam to destinations consisted of four dimensions were worship facilities, halal, alcohol-free & gambling, and Islamic morality. The findings showed that the attributes of Islam to destination and tourist satisfaction had a significant effect on destination loyalty, other than that the satisfaction of tourists had a significant influence on the destination loyalty. However, the determination coefficient (R^2) for the effect from the endogenous variables on the satisfaction of tourists, and also the destination loyalty were respectively 0.41, and 0.18. This findings provided the better understanding of management of Islamic tourism in the city of Aqaba.

From this point, this research seeks to develop what the researchers started previously, by focusing on the Islamic attributes and quality of service and try to combine the satisfaction and loyalty of tourists in the tourist destinations in Sabang, Banda Aceh, and Aceh Besar.

Research Method

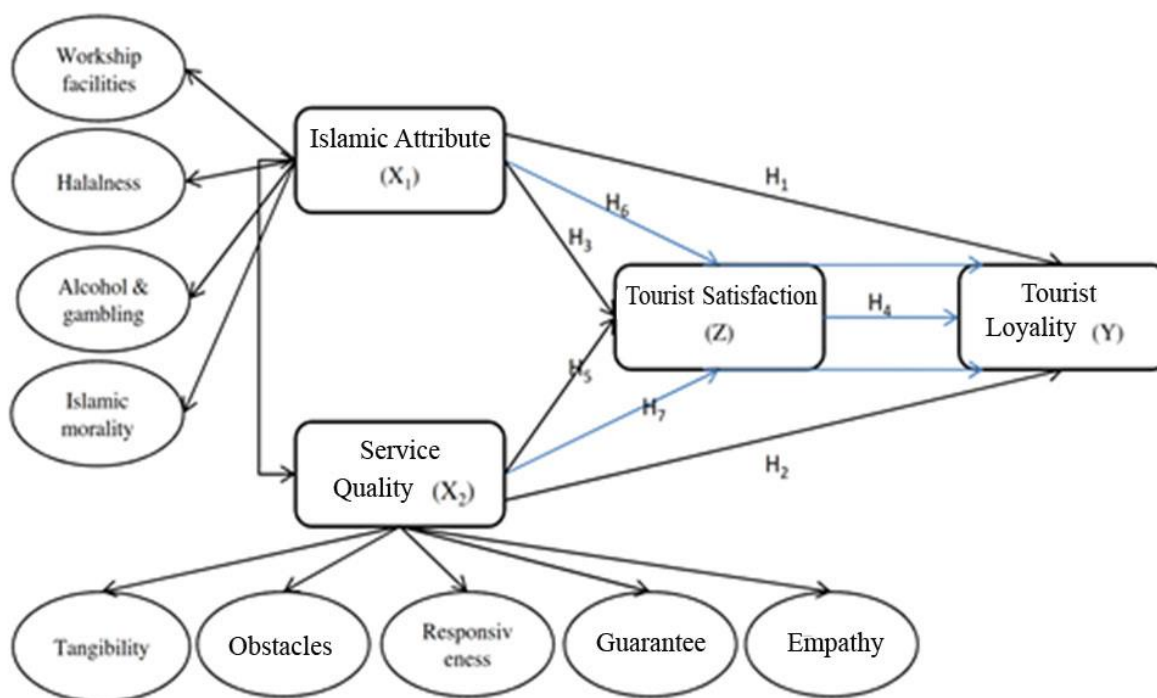
The locations of this research are :1) Banda Aceh city, focusing on Tsunami Museum and PLTD Apung; 2) Aceh Besar district, focusing on Lampuok Beach; And, 3) Sabang island, focusing on Iboih Beach, the Sumur Tiga, and Gapang beach. The population in this research is the tourists visiting those places.

To obtain the necessary data in this study, the authors collected the data by disseminating the questionnaires. This questionnaire is as a series of questions arranged to capture the information

needed in this research. To make the questions easy to understand and answered by the respondents are required a certain form/format clearly (Supriyanto, 2019). The questions are arranged in such a way to facilitate the respondent in answering the various questions. Respondents only need to answer by selecting an alternative answer that the author has provided, so it doesn't take much time to answer.

The respondent's questionnaire was asked to declare the level of approval following the measurement scale used in this study, using the Likert scale. The Likert scale is a scale designed to allow respondents to answer different levels of questions on any item that uses a product or service. On the Likert scale, answers that support the question are high scores while answers that are not or less supportive are given low scores and one option is assessed (score) with an interval distance of 1 (Sugiyono, 2007).

The operational variables in the study are divided into Islamic Attribute (X_1) and service quality (X_2) as independent variables, and tourist loyalty (Y) as dependent variable, as well as tourist satisfaction (Z) as a mediation variable.



Error! Bookmark not defined.. **Theoretical thinking Frameworks**

- H₁: Islamic attribute influence tourist loyalty
- H₂: Service quality influence tourist loyalty
- H₃: Islamic attribute influence tourist satisfaction.
- H₄: Tourist satisfaction influence tourist loyalty
- H₅: Service quality influence tourists satisfaction.
- H₆: Tourist satisfaction mediates the influence of Islamic attribute on tourist loyalty

H7: Tourist satisfaction mediates the influence of service quality on tourist loyalty
 Because the number of tourists visiting the destination was not known for sure, then the study used a Non-Probability Sampling technique, which is a sampling technique that does not provide the equal opportunity to any element or member of the population selected into a sample. The sample technically was taken with purposive sampling method, i.e. each respondent meeting the criteria of the sample was included in the study at the specified time (Nursalam, 2008). The criteria are:

1. Tourists who visit the Tsunami Museum, PLTD Apung, Lampuuk beach, Iboih Beach, Sumur Tiga, and Gapang beach (domestic tourists or foreign tourists).
2. First visit to that destination or a traveler who has visited several times.
3. Willing to be a respondent.

Given the number of unknown populations, according to the guidelines above, sample was determined by 150 respondents, the minimum amount in the study using discriminant analyzers (Hair *et al.*, 2016). According to (Sitinjak and Sugiarto, 2006) sample is a part of the selected population using certain procedures so that they are expected to represent their population.

Error! Bookmark not defined.. **Respondent Characteristics**

Description	Amount	Percentage
Gender		
Male	94	62.7%
Women	56	37.3%
Total	150	100%
Age		
20-25 year	27	18.0%
26-30 year	40	26.7%
31-35 year	18	12.0%
36-40 year	40	26.7%
> 40 years	25	16.7%
Total	150	100%
Education		
SMA/SMP/SD	76	50.7%
D3	15	10.0%
S1	53	35.3%
S2/S3	6	4.0%
Total	150	100%
Country Origin		
Afrikaans	3	2.0%
American	5	3.3%
Asia	115	76.7%
Europe	24	16.0%
Middle East	3	2.0%
Total	150	100%

Description	Amount	Percentage
Income		
< 5 million	43	28.7%
5-6 million	3	2.0%
6-7 million	52	34.7%
7-8 million	9	6.0%
> 8 million	43	28.7%
Total	150	100%

According to the table above, it can be noted that from the total 150 respondents as a sample, the number of male respondents dominated as much as 94 people (62.7%) and the remaining female respondents. Then, the average age of respondents was more than 26-30 and 36-40 years, i.e. as many as 40 people (26.7%), then, 20-25 years as many as 27 people (18.0%) and no visitors over the age of 50 years. Furthermore, the country origin of the tourists visiting Aceh, from Malaysia is the dominant one as much as 115 people (76.7%), then foreign tourists from various countries such as the European 24 people (16.0%), the American 5 people (3.3%) and Africa 3 people (2.0%).

3. RESULT AND DISCUSSION

Data Analysis

Prior to the testing of the hypothesis, it was necessary to test the assumptions first whether the data from the study was worth the analysis. The initial stage will be tested with outlier assumptions using the method of *Mahalanobis* distance, testing the normality and viewing the value of loading factors such as Confirmatory Factor Analysis (CFA) and reliability. The following data processing results are displayed:

Table 3. Loading Factor and Composite Reliability

Variable	Skewness		Kurtosis		Ave	Composite Reliability
	Value	C.R	Value	C.R		
Tourist loyalty	0.493	2.415	0.532	1.331	0.688	0.883
Tourist satisfaction	-0.255	-1.273	0.475	0.688	0.657	0.869
Islamic attribute	0.032	0.159	0.165	0.212	0.763	0.860
Service Quality	-0.630	-1.151	0.432	1.580	0.905	0.977

Source: Primary Data, 2019 (processed)

Visible from table 2 for all variables have an Average value of Validity > 0.5 and Composite Reliability > 0.6. This indicates that all dimensions and indicators of each variable are eligible for further analysis. As for the overall normality of variables in this study are distributed normally. The research variables and their dimensions have fulfilled Structural Equation Modeling (SEM) assumptions so that the next stage is to build a structural model to analyze the

influence between variables examined in the study. After going through several stages of analysis, the structural model built in the study has deemed good enough to test the influence between variables with the goodness of fit values as follows:

Table 4. Goodness of Fit

Goodness-of-Fit Index	Cut off Value	Test Result Model	Information
Degree of Freedom (DF)	Positive (+)		
χ^2 (Chi-Square)	Expected small	1172.049	Fit
Significant Probability	≥ 0.05	0.000	Not Fit
CMIN/DF	≤ 2.00	2.021	Marginal Fit
GFI	≥ 0.90	0.718	Not Fit
RMSEA	0.05 – 0.08	0.083	Marginal Fit
AGFI	≥ 0.90	0.677	Not Fit
TLI	≥ 0.90	0.822	Marginal Fit
CFI	≥ 0.90	0.836	Marginal Fit
NFI	≥ 0.90	0.723	Not Fit
PNFI	0.60 – 0.90	0.666	Fit
PGFI	≥ 0.90	0.626	Not Fit

Source: Primary Data, 2019 (processed)

After fulfilling the value of *loading factor* and carried out unidimensionality testing in each of the latent variables using *Confirmatory Factor Analysis* (CFA) and has fulfilled the assumption of normality, outliers, multicollinearity, validity and reliability of subsequent testing of structural equation models simultaneously. Here are the structural models that have been compiled for this research:

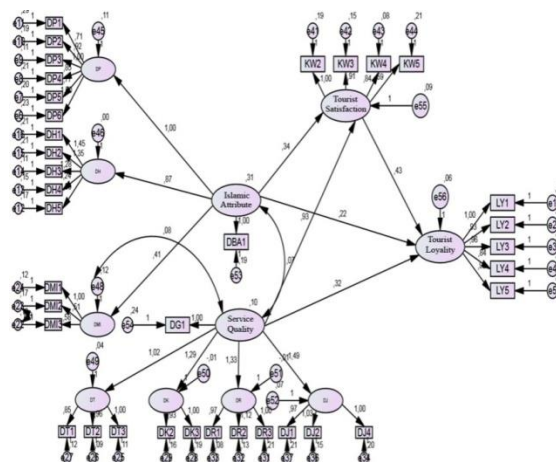


Figure Error! Bookmark not defined.. Structural Model

After obtaining the following structural model will be presented Standardized Regression Weight values obtained:

Table 5. Regression Weight

			Estimate	S.E	C.R	Q	Label
Tourist Satisfaction	<---	The Islamic attribute	.340	.067	2.908	** *	par_32
Tourist Satisfaction	<---	Service_Quality	.929	.166	5.582	** *	par_33
Loyalty	<---	Islamic_Attribute	.220	.045	3.528	** *	par_34
Loyalty	<---	Service_Quality	.320	.064	4.031	***	par_35
Loyalty	<---	Tourists_Satisfaction	.428	.087	4.922	** *	par_36

Source: Primary Data, 2019 (processed)

Hypothesis Testing

Hypothesis testing is quantitatively intended to know whether an exogenous variable has a noticeable effect on endogenous variables, here is the test result that has been done on the structural model:

Table 6. Direct and Indirect influences between variables

	Direct Influence	Indirect Influence	S. E	Sobel Test	C.R	Q
Islamic attributes → tourists' loyalty	0.220		0.045		3.528	***
Quality of service → Tourist loyalty	0.320		0.064		4.031	***
The Islamic attribute → tourists' satisfaction	0.340		0.067		2.908	***
Quality of service → Tourist satisfaction	0.929		0.166		5.582	***
Tourist satisfaction → Tourist loyalty	0.428		0.087		4.922	***
Islamic attributes → tourists' satisfaction → tourists' loyalty		0.145	0.027	3.467	5.370	***
Service quality → tourists' satisfaction → tourists' loyalty		0.397	0.039	3,506	10.179	***

	Direct Influence	Indirect Influence	S. E	Sobel Test	C.R	Q
loyalty						

Source: Primary Data, 2019 (processed)

H1 : The influence of Islamic attribute on tourist loyalty

Ho₁:Islamic attribute does not influence tourist loyalty

Ha₁:Islamic attribute influences tourist loyalty

The test result of the hypothesis 1 demonstrates that the influence of the Islamic attribute variable towards the loyalty of tourists who visit halal tourism in Aceh provides the path coefficient value of 0.220 with a value of t_{count} of 3.528. The value is greater than the t_{table} value = 1.967 (n = 150). These results indicate that the Islamic attribute has a significant influence in a positive direction on tourist loyalty. This indicates that tourists will return to Aceh because some facilities (the Islamic attributes) owned by Aceh are very attractive to the attention of tourists.

H2 : The influence of service quality on tourist loyalty

Ho₂:Service quality does not influence tourist loyalty

Ha₂:Service quality influences tourist loyalty

The test result of the hypothesis 2 demonstrates that the influence of the variable quality of service towards the loyalty of tourists who visit halal tourism in Aceh provides the path coefficient value of 0.320 with the value of t_{count} of 4.031. The value is greater than the t_{table} value = 1.967 (n = 150). These results indicate that the quality of service has a significant influence in a positive direction on tourists' loyalty. The quality of service provided greatly affects the loyalty of tourists to revisit the area.

H3 : The influence of Islamic attribute on tourist satisfaction

Ho₃:Islamic attribute does not influence tourist satisfaction

Ha₃:Islamic attribute influences tourist satisfaction

The test result of the hypothesis 3 shows that the influence of the attributes of the Islamic attribute to the satisfaction of tourists visiting halal tourism in Aceh provides a path coefficient value of 0.340 with a value of t_{count} of 2.908. The value is greater than the t_{table} value = 1.967 (n = 150). These results indicate that the Islamic attribute has a significant influence in a positive direction on the satisfaction of tourists. Tourists visiting Aceh are satisfied with the Islamic attribute which is owned by Aceh, such as the Baiturahman Grand Mosque, the unique culture of the Acehnese people who always uphold religious values.

H4 : The influence of service quality on tourist satisfaction

Ho₄:Service quality does not influence tourist satisfaction

Ha₄:Service quality influences tourist satisfaction

The test result of the hypothesis 4 shows that the influence of the variable quality service to the satisfaction of tourists visiting halal tourism in Aceh provides the line coefficient value of 0.929 with a value t_{count} of 5.582. The value is greater than the t_{table} value = 1.967 (n = 150). These results indicate that the quality of service has a significant influence in a positive direction on the satisfaction of tourists visiting Aceh.

H5 : The influence of tourist satisfaction on tourist loyalty

H₀₅:Service quality does not influence tourist satisfaction

H_{a5}:Service quality influences tourist satisfaction

The test result of the hypothesis 5 shows that the influence of tourist satisfaction variables on the loyalty of tourists who visited halal tourism in Aceh provides a line coefficient value of 0.428 with a value of t_{count} of 4.922. The value is greater than the t_{table} value = 1.967 (n = 150). These results indicate that the tourists' satisfaction has a significant influence in a positive direction on the loyalty of tourists visiting Aceh.

H6 : The influence of Islamic attribute on tourist loyalty through tourist satisfaction

H₀₆:Tourist satisfaction does not mediate the influence of Islamic attribute on tourist loyalty

H_{a6}:Tourist satisfaction mediates the influence of Islamic Attribute on Tourist Loyalty

For this hypothesis 6 testing, the results shows an indirect influence value of the Islamic attribute towards tourists' loyalty through the tourist satisfaction of 0.145 ($p= 0.000$), a direct effect of 0.220 with a value of t is $5.370 < 1.96$. These results indicate that there is an indirect influence between the Islamic attribute of tourists' loyalty through tourists' satisfaction. The tourist satisfaction variable roles as a partial mediator.

H7 : The influence of service quality on tourist loyalty through tourist satisfaction

H₀₇:Tourist satisfaction does not mediate the influence of service quality on tourist loyalty

H_{A7}:Tourist satisfaction mediates the influence of service quality on tourist loyalty

For this hypothesis 6 testing, the results shows an indirect influence on the quality of service towards tourists' loyalty through a tourist satisfaction of 0.397 ($p= 0.000$), a direct effect of 0.320 with a value of t is $10,179 < 1.96$. These results indicate that there is an indirect influence between the quality of service towards tourists' loyalty through tourist satisfaction. The tourist satisfaction variable roles as a partial mediator.

Research Implications

Based on the analysis of data that has been done, obtained the result that there is a significant influence in a positive direction of the attribute Islamic variable towards the loyalty of tourists visiting Aceh. In accordance with the results of previous research, (Rahman, 2014) revealed that the attributes of the Islamic destination and service quality have a significant relationship with the satisfaction and loyalty of foreign tourists, while the purpose attribute has no significant effect on it. Research on (Battour, Battor and Ismail, 2012) showed that the joint agreement was found regarding easy access to the place of worship (mosque/prayer room), easy to find Halal food, availability of Holy Quran and Qibla direction. Islamic toilets and Islamic entertainment were reported as tangible attributes that are highly prioritized. It was also concluded that intangible aspects are only limited to Muslim countries because these aspects were not realistic in the context of westernized non-Muslim society. In addition, the implementation of the proposed intangible aspect was mentioned as a challenge faced by the tourism industry in Muslim countries who were willing to satisfy non-Muslim tourists.

Furthermore, based on the analysis of data that has been done, obtained the result that there is a significant influence in a positive direction of service quality variable to the loyalty of tourists.

According to the research result from (Anbori *et al.*, 2010) tested the relationship of quality of service to loyalty and showed that the dimensions of empathy and assurance had a strong influence on the patient's willingness to return to the hospital. Similarly, the positive direction relationship between quality of service and customer satisfaction was confirmed by (Hu *et al.*, 2011).

The hallmarks of tourist destinations positively influence the satisfaction of tourists and destination loyalty (Khan, Haque and Rahman, 2013). Attribute purpose is an important tool to achieve the satisfaction of tourists and return intentions. The destination attribute can be created as a positive image to increase tourists to return to their destination. A strong purpose image provides a competitive advantage over competitors. The destination attribute affects tourists' satisfaction and decision-making processes. If a tourist has a positive perception of the destination attribute, they will willingly return to the destination. Better goal attributes provide mental satisfaction and loyalty goals. The destination image was an important antecedent to the satisfaction of tourists and the intention of return (Mohamad, Ali and Ghani, 2011). This supports the research result of the Islamic attributes affecting the satisfaction of tourists visiting Aceh.

Likewise, for the results of the study by (Richard and Vanessa, 2007) mentioned that from long-term satisfaction will have an impact on customer loyalty formation. (Lovelock, 1983) described that the true loyalty resides in the satisfaction of customers (tourists) who are very satisfied or the pleasure of service is likely to be a loyal supporter of the company (tourism destination). This loyalty form can combine all purchases with one service provider, in terms of tourism, by returning a visit to a similar destination, and spreading positive news related to the destination. This supports the research results conducted by researchers that the satisfaction of tourists has a significant influence in a positive direction on the loyalty of tourists who visit Aceh to see the menu tourism and his tourism.

The quantitative study was also conducted by (Bazazo *et al.*, 2017) examined the relation between Islamic attributes on destinations, tourist satisfaction, and destination loyalty. The attributes of Islam to destinations consisted of four dimensions, which were worship facilities, halal, free alcohol & gambling, and Islamic morality. The findings showed that the attributes of Islam to destination and tourist satisfaction had a significant impact on the destination loyalty, other than that the satisfaction of tourists had a significant impact on the destination loyalty.

4. CONCLUSION

From the result that has been analyzed concludes that the Islamic attribute affects positively and significantly towards tourists loyalty, service quality affects positively and significantly towards tourists loyalty, the Islamic attribute affects positively and significantly towards the tourists satisfaction, the service quality affects positively and significantly towards the tourists satisfaction, tourist satisfaction affects positively and significantly towards tourists loyalty, the satisfaction of tourists indirectly mediates the effect of Islamic attribute towards the tourists loyalty, and the satisfaction of tourists indirectly mediates the effect of service quality towards the tourists loyalty. Tourist satisfaction in the model functions as a partial mediator. The novelty lies in the use of Islamic attribute variable that is integrated with the other causality models, and the use of Aceh as the Islamic tourism destination. The limitation resides in the amount and scope of variables.

Some recommendation are provided from this research. The Islamic attributes and quality of service become the main focus in this research, so that from the results obtained in the suggest for all parties in particular (the Department of Culture and Tourism of Aceh) to continue to maintain the predicate of halal tourism and continue to improve the quality of service (cleanliness of the tourist attractions) and providethe attributes of the IS. It is also advised to the tour officers, communities and local governments to continue to promote Aceh tourism, by always promoting halal tourism and tsunami tourism in Aceh. And always keep objects and places that are the objects of tourist excursions.

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