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MEASURING TOURISTS' SATISFACTION WITH MULTIPLE MOSQUE DESTINATION ATTRIBUTES

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ABSTRACT

The developing of the mosque in Malaysia represent the socio-cultural of Muslim people. Besides being developed as a place for religious activities, the mosque also has other roles to function such as in Malaysia, the mosque was utilized space for learning activities as well as an education center. Mosque tourism can be tourist experience of travel that retreats from the hectic life with expectation and satisfaction. The aim of this paper is to investigate the significant relationship between destination attributes and tourist satisfaction in mosques destination. This study is a quantitative in nature, whereby researcher used questionnaire to assess the tourist satisfaction and mosque destination attributes. Non-probability sampling was used in this study. This method is a convenient sampling method process which is used to select the sample. The sample size for this study was 200 respondents. Pearson Correlation was employed to identify the relationship among the variables. From the analysis it was found that destination attributes have a positive relationship with tourist satisfaction on mosque destination in Malaysia. This research is necessary to provide a better understanding of the mosque destination attributes in Malaysia focused on tourists' satisfaction in Islamic tourist destination

Keywords: Muslim friendly tourism, Mosque, Islamic Tourism, Tourism.

INTRODUCTION

In today's globalised world where seeking experience has made traveling a part and parcel of everyday life, tourism has become a broad industry for many countries. Globally, Muslims were the second largest religious group with 1.8 billion or 24% of the world population, followed by other religions such as Hindus (15%) and Buddhist (7%) (Pew Research Center 2017). The greatest growth in number was experienced by Muslims among all other religious groups including Christians. In Islam, mosque is not just the main place for Muslims to perform their religious activities, but also an institution for social gathering. In Malaysia, the development of mosque in any district has increased from time to time which represents the socio-culture of Muslims in Malaysia. Mosque functions as a place for religious and learning activities as well as an education centre. Mosque tourism can satisfy the tourists through the experience of travelling far from hectic life.

In Islamic tourism industry, mosque becomes a 'concrete symbol' of Islam and significantly turns out to be a role model and symbol in promoting Islam to other nations and races. Until today, mosque still stands up as a focal institution to the Muslim community, but the role of large-built mosque is not fully exploited and maximally used to attract new and revisit tourists, and even local people itself (Aziz, Ibrahim, Jahnkassim & Abdullah, 2016). Moreover, mosque is only appeared as the symbol of 'architectural pride' of Muslim society and does not really function to create understanding about Islam (Aziz et al., 2016). If we notice, we could find that many mosques in Malaysia have forms and structures which are similar in nature; most of them have the outer structure of big domes with minarets, the inner decorations and other similar features, for instance, the design of Masjid Putra in Putrajaya (Othman, Yazid, Yunos & Ismail, 2015). This scenario shows that mosque institution in Malaysia is just used for tourism purpose only and to receive foreign interest. Thus, this research aims to investigate the significant relationship between destination attributes and tourists' satisfaction towards mosques destination.

2.1 MOSQUE: A HUB IN ISLAMIC TOURISM

Nowadays, Islam is the world's fastest growing religion, and mosques have been built more than any other places of worship. Large, iconic and architectural mosques serve as a hub for spiritual and religious activities for communities. Moreover, heritage features and designs, unique characteristics and accessibility make them a push and pull factor for a large scale of tourist visits (Toyib, 2009). Mosque is generally known as *Masjid* in Arabic language, which is used in the Quran and it literally means as a place of prostrations. In 622 Century, the Prophet's Mosque in Medina was built after the immigration of Muslims from Mecca to Medina. Prophet Muhammad SAW himself had actively participated in the construction of the mosque which was called as Nabawi Mosque. From that moment, mosque becomes the centre of Islamic city and civilization as well as for political, religious, cultural and social activities. However, when Muslim tourists travel for more than three consecutive days, mosque is the place for them to perform the prayers. This is clearly mentioned in the Quran:

"O you who believed, when the adhan is called for the prayer on the day of Jumu'ah (Friday), then proceed to the remembrance of Allah and leave the trade. That is better for you, if you only knew" [Al Jumu'ah,62:9]

Apart from functioning as a place for worship, mosque is a central event of community and it needs to follow certain criteria in terms of site planning and design. The ideal location of mosque should be within the residential area that can be easily accessible by public transportation, its entrance needs to be visible from the street, has wide parking facilities and most importantly, it can be accessible by the visitors or the tourists. A great example of the 21st-century mosque in Arab country that blends tradition with modernity is Sultan Ahmed Mosque or popularly known as Blue Mosque in Istanbul, Turkey which was opened in 1616 and established as UNESCO World Heritage Site in 1985. This mosque is opened to Muslims and non-Muslims who want to pay a visit and are amazed with the architectural view of Blue Mosque. It allows Muslims to pray, offers seminars and lectures on the religious topics as well as permits tourists to visit the mosque outside the prayer time. Tourists are also welcome to talk with the mosque tour guide on the topic related to mosque and Islam. Henderson (2003) suggested that unique mosque with different values could be considered as the tourist attraction.

2.2 TOURISTS' SATISFACTION

Tourism is one of the fastest growing industries in the world. The tourist satisfaction is very important for tourism businesses. It is because unsatisfied tourists are unlikely to return visit. Since the rise of tourism websites and apps like TripAdvisor, Traveloka and others, it is easier for the tourists to share their experience at particular destination by giving feedback and rating (Verain, 2015). These might influence the motivation of other tourists. If other tourists read about the experiences of unsatisfied tourists, it could affect and stop them from coming to that particular destination. Tourists' satisfaction is vital to successful destination marketing because it influences the choice of the destination, the purchasing of goods and services and the decision to revisit (Gok & Sayin, 2015). There are many different definitions of satisfaction which are used by different researchers. According to Ryan, (1995), satisfaction is seen as an analogy of need and performance. Moreover, tourists' satisfaction is related to the tourists' mental and psychology compared to their physical state. The tourists can sign their satisfaction when they visit their favourite destinations (Yoon & Uysal, 2005). Pizam and his friend claimed that the satisfaction of each attribute in tourism destination has to be identified in order to investigate the satisfaction of tourism destination. There are quite many attributes which could affect the tourist' satisfaction related to the destination such as transportation, accommodation, food and beverages services, entertainment services, the quality and price of the services, communication with local community and tour operator. This statement was supported by Voon & Lee, (2009) which highlighted that tourists' satisfaction with destination was determined by the following criteria: travel services, facilities, access, cleanliness, safety, and experience.

3.1 RESEARCH METHODOLOGY

This study was quantitative which used descriptive analysis and inferential analysis. Three mosques were selected for the study which were National Mosque in Kuala Lumpur, Jamek Mosque in Kuala Lumpur and Putra Mosque in Putrajaya. The questionnaire were distributed to the tourists in these three places.

Non-probability sampling was used in this study. This method is a convenient sampling method process which is used to select the sample. The sample size for this study was 200 respondents. Meanwhile, this study used a Likert scale questionnaire where the visitors needed to rate the questions. The data was also collected through journal articles. The data was analysed using Statistical Package for Social Science (SPSS) 25th edition. The response rate for this study was 20 % which meet the minimum requirement.

4.1 FINDING

4.3 RESPONDENT DEMORAPHIC

Based on the Table 4.1, it can be seen that 47.5% (n=95) of the respondents are from group age of 18-24 years old and followed by group age 25-40 years old which is 43% (n=86), the age 41-60 years old is 12% (n=12), then age of above 60 years old is 3% (n=6). While, the group age 13-17 years old is the least number of respondents which is 0.5% (n=1).

Table 1 Table of Respondent Demographic : Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
13-17 years old	1	.5	.5	.5
18-24 years old	95	47.5	47.5	48.0
25-40 years old	86	43.0	43.0	91.0
Valid 41-60 years old	12	6.0	6.0	97.0
Above 60 years old	6	3.0	3.0	100.0
Total	200	100.0	100.0	

From the Table 2, there is 76% (n=152) of the respondents female and 24% (n=48) of the respondents were male.

Table 4.2 Table of Respondent Demographic : Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	48	24.0	24.0	24.0
Valid Female	152	76.0	76.0	100.0
Total	200	100.0	100.0	

THE RELATIONSHIP BETWEEN DESTINATION ATTRIBUTES AND TOURIST SATISFACTION

The Table 4.11 shows that there are correlations between the variables. A Pearson correlation was run to assess the relationship between destination attributes and tourist satisfaction. There was a moderate correlation as $r = 0.435$ with $p < 0.001$ based on $n=200$ that reflects the destination attractiveness have relationships with tourist satisfaction.

Furthermore, the results correlation test between religious motivation and tourist satisfaction shows that there was strong correlation between religious motivation and tourist satisfaction as $r = 0.505$ with $p < 0.001$ based on $n = 200$ that shows religious motivation have relationships with tourist satisfaction.

Table 4.11: Correlation score between destination attributes and tourist satisfaction

Correlations				
		Destination Attractiveness	Religious Motivation	Tourist Satisfaction
Destination Attractiveness	Pearson	1	.774**	.435**
	Correlation			
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Religious Motivation	Pearson	.774**	1	.505**
	Correlation			
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Tourist Satisfaction	Pearson	.435**	.505**	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

In general, it can be implied that if the level of destination attractiveness and religious motivations about the mosque destination increases, the tourist satisfaction towards mosque tourism tend to increase as well. Based on the correlation analysis, it can be found that there is a positive relationship between destination attractiveness and religious motivations as independent variables and tourist satisfaction towards mosque tourism as

dependent variables. Hence, all of the hypothesis testing in this study is accepted and supported. To fully convince with the relationship between independent variables (destination attractiveness and religious motivation) and tourists satisfaction in mosque tourism as dependent variable, the regression analysis was performed.

5.1 CONCLUSION

In conclusion, this study proves that destination attractiveness and religious motivation of mosque destination is closely related with tourists' satisfaction. The researcher was able to identify which factor that influenced tourists' satisfaction the most towards particular destination. This study will become a stepping stone to the great experimental study with the use of complex correlation designs. The first major practical contribution of the study is that it has significant contribution to the policy and management of Islamic tourism such as Islamic Tourism Centre of Malaysia (ITC) under the Ministry of Tourism and Culture Malaysia as well as National Mosque, Putrajaya Mosque and Jamek Mosque in promoting mosque as successful mosque tourism attraction in Malay.

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