

Analysis on Tourist Satisfaction with Tabek Patah Panorama Tourism Attraction in Tanah Datar Regency Based on Servqual Dimensions

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Abstract

This research aims to identify the efforts conducted by the organizer of Tabek Patah Tourism in realizing tour services. In addition, the research also aims to describe the satisfaction of the tourists in general through Service Quality Dimensions which consists of tangible, reliability, responsiveness, assurance and empathy. The method of data analysis that is used in this research is descriptive analysis by calculating the average and the median. The data analysis technique used is calculating the level of respondent's achievement to measure the service quality based on each service quality dimension. The results of the research find that the average of satisfaction index of Panorama Tabek Patah Visitors, based on 5 dimensions of Service Quality, is 69.76%. The highest score of respondent's satisfaction is reliability, 72.15%. The lowest score of respondent's satisfaction is responsiveness, 67.08%.

Keywords: tangibles; reliability; responsiveness; assurance; empathy

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Introduction

West Sumatra Province has been one of the most visited province in Indonesia due to the uniqueness of culture and tradition in each region. In addition to its natural beauty, culinary and cultural diversity, it is also well known for the concept of halal tourism which is based on the philosophy of the Minangkabau people of West Sumatra. The concept is called "Adat Basandi Syarak. Syarak basandi Kitabullah (Customs are based on religion. Religion is based on the Qur'an and Sunnah (Irda et al., 2019). Tanah Datar Regency as one of the regencies in West Sumatra Province, with the capital city Batusangkar, is very potential in the tourism sector. It is also known as Luhak Nan Tuo, another name for Tanah Datar Regency because there is a belief for the Minangkabau people that the origin of the Minangkabau people comes from Tanah Datar Regency. The potentials in the tourism sector include several tourism sites, ranging from nature tourism to cultural tourism, including the Pagaruyung Palace, Batu Batikam Cultural

Heritage, Ngalau Pangian Cave and Tabek Patah Panorama.

Observing from the number of of tourist visits, both domestic and foreign to Tanah Datar Regency, the number fluctuates from year to year, as from the data, the number of domestic tourists visiting this area is higher than foreign tourists, as shown in table 1. However, there has been a decline since 2020 due to the COVID-19 outbreak that hit the world and has severely affected the tourism sector.

Table 1. Number of Tourists visiting Tanah Datar Regency

Year	Foreign Tourist	Domestic Tourist
2016	142.424	1.046.749
2017	53.152	1.223.727
2018	62.926	1.268.364
2019	42.489	1.176.087
2020	9.602	656.178

Source: The Website of Tanah Datar Regency

The tourism sector is one of the potential sectors that can be developed as a source of income for the region. The implementation of tourism is aimed at increasing national income in order to improve the welfare and prosperity of the

people. In addition, the tourism sector is capable of expanding and equalizing business opportunities as well as creating employment opportunities and encourages regional development (Baharuddin et al., 2017) . The COVID-19 has caused a decrease in Regional Original Income (PAD) in 2020 from the tourism sector since the beginning of 2020; however the decline in PAD is not only from the tourism sector but also from all sectors.

In Tanah Datar Regency, among the many well-known tourist attractions is the Tabek Patah Panorama which is located in Salimpaung District. Due to its strategic location and easy access, this tourist attraction offers visitors to enjoy beautiful natural scenery in the form of green rice fields that stretch against the background of mountain silhouettes from a distance. This tourist attraction is located at high altitude and the air is cool and fresh. In order to increase the number of tourists visiting the Tabek Patah Panorama tourist attraction, the site manager must be able to provide excellent tourist services. The services provided are expected to provide and increase the tourist satisfaction.

Assessment and Measurement of the level of tourist satisfaction can be used as an indicator of the success of tourism development (Masjhoer & Dzulkifli, 2019). Research conducted by (Soebiyantoro, 2009) suggests that the development of tourism in an area cannot be separated from the availability of facilities and infrastructure that support tourism objects. This will also affect tourist entertainment and attractions in tourism objects that will provide good experience and satisfaction to visiting tourists.

Evaluating satisfaction or dissatisfaction with the services provided and knowing the gap between expectations and satisfaction experienced by visitors at the Tabek Patah Panorama tourist attraction is very important for the managers of the tourism attraction. By evaluating, the advantages and disadvantages of the existing condition in the management can be identified.

Feedback from visitors can also be used as evaluation material which later can be developed into programs or plans for physical and non-physical improvement. (Riyanto et al., 2021). Assessment of tourist objects has an important role in determining the development and progress of tourist objects, such as the quality of service. If the service quality is perceived as good by visitors, it will result on satisfaction for tourists. Conversely, if a tourist attraction provides poor service, visitors will no longer want to visit the place. The perceived service and the expected service must be a top priority by the manager (Jajang et al., 2018) The service perceived by visitors must be higher than the service expected by visitors. Therefore, tourism object managers must pay attention to the dimensions of service quality so that visitors feel satisfied (Amanah et all, 2018)

Various studies have been carried out on the quality of tourism services, in addition to the problem of the location of tourist objects, the problem of service is also equally important. The managers of attractions must prioritize providing satisfactory service to visitors as this condition will make tourists feel more interested and excited to visit these attractions. By providing fast service and a welcoming appearance, visitors will be interested in returning to these locations and recommending it to others (Handika, 2020). The research conducted by (Yuliviona et al., 2019), (Yuliviona et al., 2021) on the decision of tourists to visit during the COVID 19 aims to analyze the influence of local tourist attractions, locations and promotions on tourist decisions amidst the COVID-19 pandemic and is useful for the government in formulating the local tourism marketing strategies. Research conducted by (Junaedi, 2018), (Rukmi et al., 2013) and (Jajang et al., 2018) evaluates the quality of tourism services with the SERVQUAL and QFD methods with the aim of knowing the perceived service quality gap with what is expected. Assessing and measuring tourist satisfaction are important elements in providing better service to visitors to

the Tabek Patah Panorama tourist attraction. Precise and accurate information is needed about how satisfied tourists are with all the efforts that have been made by the manager of the Tabek Patah Panorama tourist attraction using the SERVQUAL dimension.

The objectives of this research are:

1. Identifying the efforts made by the Tabek Patah Panorama Tourism Object Manager in realizing better services to visiting tourists.
2. Describing in general about tourist satisfaction through the SERVQUAL dimension, which includes aspects of Tangible, Reliability, Responsiveness, Assurance and Empathy.

Method

The population of this study is the number of visitors to Tabek Patah Panorama Tourism Object in Tanah Datar Regency. The sampling technique in this study used accidental sampling, namely the technique of determining the sample based on chance. The point of this sampling is that anyone who happens to meet with the researcher can be used as a sample, if it is deemed that the person fits the criteria and she or he is suitable to be used as a data source (Sugiyono, 2014).

The samples in this study were visitors to Tabek Patah Panorama Tourism Object in Tanah Datar district. Furthermore, in this study the population is very large, therefore the determination of the number of samples in this study refers to (Sugiyono, 2014) in determining the sample in a very large population (Hair, 2014)

Variable Operational Definition

How satisfied tourists are with the services at the Tabek Patah Panorama tourist attraction is measured using 5 dimensions of Service Quality (SERVQUAL) according to Parasuraman (Kotler and Keller, 2013). Reliability, the ability of officers to provide the type of service that has been promised to tourists appropriately and properly.

1. Responsiveness, awareness or desire to assist the tourists and provide fast service.
2. Assurance, knowledge or insight, courtesy, confidence from service providers.
3. Empathy, willingness to provide attentive services, protection, and to explore the wishes and needs of tourists or giving individual attention to visitors.
4. Tangibles, appearance and other physical facilities, such as: equipment or equipment that supports tourist objects

Respondents were later asked to express their satisfaction in the form of a Likert scale which uses 5 levels, namely: Very Dissatisfied (1), Dissatisfied (2), Quite Satisfied (3), Satisfied (4) and Very Satisfied (5) on each measurement item.

The type of research used is descriptive research. This research is focused on measuring tourist satisfaction with the SERVQUAL method. The data analysis method used to measure visitor satisfaction is by means of a centralized trend measurement analysis. According to (Cooper, & Schindler, 2006) summarizing the information of a data often requires a description of the typical values. Typical is defined as the average response (mean), the median value of the distribution arranged from the lowest value to the highest value or the value with the most frequent mode. The research instrument used was data collection techniques, namely by questionnaires and interviews.

According to (Sugiyono, 2014) descriptive analysis is used to analyze data by describing or describing the data that has been collected as well as to make applicable conclusions. Descriptive analysis is carried out by calculating the mean, median value, and the value that occurs frequently (mode). The analysis technique used is to calculate the Respondent's Achievement Level (TCR) to measure service quality .

Results and Discussion

Profiles of Respondents

Questionnaires were distributed to 95 visitors visiting Panorama Tabek Patah from a target of 100 respondents. Based on the results of the questionnaire distribution, a descriptive profile of the respondents was obtained based on age. The youngest respondent is 15 years old as many as 2 people, the oldest is 61 years old as many as 1 person. Most respondents were 21 years old as many as 10 people.

Based on gender, 52 people or 54.7% of respondents who visited Panorama Tabek Patah were male while 43 people or 45.3% of respondents were female. Based on the occupation, the majority of respondents are students and college students as many as 34 people with income ranging from IDR 1 million to Rp. 2 million. Then there are 26 private employees and 22 entrepreneurs. Income ranges from 1 million – 2 million as many as 55 people, 3 million to 4 million 15 people

Based on the place of origin, the majority of tourists are from West Sumatra by 87 people (91.58%) and outside of West Sumatra only 8 people (8.42%). This situation is due to the pandemic conditions during

2021, making tourist visits are dominated by local tourists.

Based on the sources of information obtained, in general, tourists received information from relatives as many as 35 people (36.84%), from friends 33 people (34.74%), from social media 26 people (27.37%) while only 1 person (1.05%) received information from print/electronic media advertisements.

Research Instrument Test

In this study, validity testing was carried out using the construct model or factor validity testing. Testing the validity of the construct means that each question item is declared valid if in the rotation matrix table each variable is represented by a coefficient value or loading factor 0.40 and is confirmed valid (Hair, 2014)

Reliability testing was performed by using the one shot method or measuring only once. Measurement of reliability with Cronbach Alpha. A variable is said to be reliable, if the value of > 0.60 and if the value of < 0.60 is declared unreliable. The measurement results from this study are all Cronbach Alpha values for all dimensions above 0.60.

Table 2. Recapitulation of Validity and Reliability Test

Dimensi	Number of item	Loading factor		Cronbach alpha
		Minimum	Maximum	
Tangible	5	0,717	0,931	0,896
Reability	4	0,573	0,879	0,753
Responsiveness	4	0,794	0,850	0,84
Assurance	4	0,505	0,812	0,674
Empathy	4	0,457	0,854	0,746

Source: Primary Data Processing

Descriptive analysis of satisfaction per dimension
SERVQUAL

1. The satisfaction aspect from the Tangible
Dimension

Based on the results of the analysis of the tangible dimension, the results of the data description regarding tourist satisfaction are as follows:

Table 3. Distribution of Tourist Satisfaction by Tangible Dimensions.

No	Statement	Mean	Tcr (%)	Category
1	Panorama Tabek Patah is a representative tourism attraction.	3,84	76,8	Fairly Good
2	It has adequate parking space.	3,38	67,6	Fairly Good
3	The cleanliness of the tourist area is well maintained.	3,32	66,4	Fairly Good
4	The toilets in the tourist attraction area are clean and well maintained.	3,05	61	Poor
5	The facilities and supporting facilities provided are adequate.	3,26	65,2	Fairly Good
	Average	3,37	67,4	Fairly Good

Source: Primary Data Processing

Based on the results of the analysis of questioners' response in table 3, it can be concluded that the average score of satisfaction from the tangible aspect is 67.4% which is in the fairly good category. This means that overall tourist experience and satisfaction is in the fairly good category.

The lowest level of achievement is in the statement item on toilet facility category, in which the satisfaction level of tourists is in the poor category (61%) while in the statement item about facilities and supporting facilities, the level of satisfaction of visiting tourists is also in the fairly good category. The highest level of achievement is in the statement item about tourist attraction category in which the level of visitor satisfaction is in the fairly good category (76.8%).

2. Satisfaction Aspect from Reliability
Dimension.

Based on the results of the analysis of the Reliability dimension, the results of the data description regarding tourist satisfaction are as follows:

Based on the results of the analysis of the tourists' answers in table 4 information is obtained that the average score of satisfaction from the reliability aspect is 72,15% which is in the fairly good category. This means that the total tourist satisfaction on the reliability dimension is in the fairly good category.

The highest level of achievement is in the statement item about affordable ticket prices, where the level of visitor satisfaction is in the good category (81%). The second lowest level of achievement is in the statement item about giving thoughtful attention to visitors who have problems or get into problems, where the satisfaction level of tourists is in the fairly good category (69.2%). The statement item about the reliability of officers has the lowest value, (67.4%), which is still in the fairly good category.

3. Satisfaction Aspect from Responsiveness
Dimension.

Based on the results of the analysis of the responsiveness dimension, the results of the data description regarding tourist satisfaction are as follows:

Table 4. Distribution of Tourist Satisfaction by Dimension of Reliability

No	Statement	Mean	Tcr (%)	Category
1	Affordable ticket price.	4,02	81	Good
2	The services provided are in accordance with the promises offered.	3,58	71,6	Fairly Good
3	Thoughtful attention to visitors who get into trouble.	3,46	69,2	Fairly Good
4	Officers have reliability in providing immediate service to visitors	3,37	67,4	Fairly Good
Average		3,61	72,15	Fairly Good

Source: Primary Data Processing

Table 5. Distribution of Tourist Satisfaction based on Responsiveness Dimension

No	Statement	Mean	Tcr (%)	Category
1	Tourist attraction officers are quick to respond in handling visitor requests.	3,44	68,8	Fairly Good
2	Tourist attraction officers can provide clear and complete information.	3,41	68,2	Fairly Good
3	Tourist attraction officers are quick to respond to visitor difficulties.	3,36	67,2	Fairly Good
4	The services provided by the tourist attraction officers are in accordance with the rules.	3,35	67	Fairly Good
Average		3,39	67,8	Fairly Good

Source: Primary Data Processing

Based on the results of the analysis of the tourists' answers in table 5, the information obtained is that the average score of satisfaction from the responsiveness aspect is 67.8% which is in the fairly good category. This means that the overall tourist satisfaction on the responsiveness dimension is in the fairly good category. The highest level of achievement is in the statement item about tourist attraction officers being responsive in handling visitor requests, where the level of visitor satisfaction is in the good category

(68.8%) while The lowest level of achievement is in the statement item about the service provided by the officer in accordance with the rules, where the tourist satisfaction level is in the fairly good category (67%).

4. The Satisfaction Aspect from the Assurance Dimension

Based on the analysis of the assurance dimension, the results of the data description regarding tourist satisfaction are as follows:

Table 6. Distribution of Tourist Satisfaction by Dimension of Assurance

No	Statement	Mean	Tcr (%)	Category
1	Tourist attraction officers are friendly and polite to visitors.	3,67	73,4	Fairly Good
2	Tourist attraction officers have adequate skills and knowledge in providing services.	3,38	67,6	Fairly Good
3	The safety and peace of visitors while in the tourist attraction is guaranteed.	3,51	70,2	Fairly Good
4	Visitors feel safe when leaving their vehicle in the space provided.	3,61	72,2	Fairly Good
	Average	3,54	70,85	Fairly Good

Source: Primary Data Processing

Based on the results of the analysis of the tourists' answers, in table 6, information obtained is that the average score of satisfaction with the assurance dimension is 70.85% which is in the fairly good category. From these results, it can be concluded that the overall tourist satisfaction on the assurance dimension is in the fairly good category. The highest level of achievement is in the statement item about tourist attraction officers being friendly, which is in the good category (73.4%) while the lowest level of achievement on the assurance dimension is in the statement about tourist.

attraction officers having adequate skills and knowledge in providing services where the level of satisfaction is in the fairly good category with a score of 67.6%.

5. The Satisfactory Aspect from the Empathy Dimension

Based on the results of the analysis of the dimensions of empathy, the results of the data description regarding tourist satisfaction are as follows

Table 7. Distribution of Tourist Satisfaction Based on Empathy Dimensions

No	Statement	Mean	Tcr (%)	Category
1	The tourist attraction officers pay attention to all visitor complaints.	3,46	69,2	Fairly Good
2	The managers and officer understand the needs and expectations of visitors.	3,43	68,6	Fairly Good
3	Tourist attraction officers are easy to contact.	3,43	68,6	Fairly Good
4	Tourist attraction officers respect visitors.	3,83	76,6	Fairly Good
	Rata-rata	3,53	70,75	Fairly Good

Source: Primary Data Processing

Based on the results of the analysis of the tourists' answers, which can be seen in table 7, information obtained is that the average score of satisfaction with the empathy dimension is 70.75% which is in the fairly good category. From

these results it can be concluded that the overall tourist satisfaction on the empathy dimension is in the fairly good category.

The highest level of achievement is in the statement item about tourist attraction officers respecting visitors, where the level of visitor satisfaction is in the good category (76.6%) while the lowest level of achievement in the empathy dimension is in 2 statements number 2 and 3,

namely in statements about tourist attraction officers understanding the needs and expectations of visitors, as well as statements by officers who are easy to contact. The level of satisfaction is in the fairly good category with a score of 68.6%.

SERVQUAL Descriptive Analysis

Table 8. Recapitulation Result of Visitor Satisfaction Response on Tourism Object of Tabek Patah Panorama in Tanah Datar Regency

No	Statement	Mean	TCR (%)	Conclusion
1	<i>Tangible</i> (Bukti fisik)	3,37	67,40	Fairly Good
2	<i>Reliability</i> (Keandalan)	3,61	72,15	Fairly Good
3	<i>Responsiveness</i> (Daya Tanggap)	3,39	67,08	Fairly Good
4	<i>Assurance</i> (Jaminana)	3,54	70,85	Fairly Good
5	<i>Empathy</i>	3,53	70,75	Fairly Good
	Average	3,49	69,76	Fairly Good

Source: Primary Data Processing

Conclusions and Suggestions

Conclusion

Based on the results of the study, the conclusions of tourist satisfaction with Tabek Patah Panorama Tourism Object in Tanah Datar Regency Based on Servqual Dimensions are as follow:

1. Tangible dimensions received a fairly good rating from visitors with a score of 67.40%. The value of the tangible dimension is the second lowest score compared to other dimensions.
2. The reliability dimension received a fairly good rating from visitors of 72,15%. The highest visitor satisfaction value is for the reliability dimension. This shows that the highest visitor satisfaction is in the reliability dimension.
3. The Responsiveness dimension received a fairly good rating from visitors of 67.08%. The value of the responsiveness dimension is the lowest value compared to other dimensions. This means that visitor satisfaction is the

lowest for this dimension compared to other dimensions.

4. The Assurance dimension received a fairly good rating from visitors. The score of the assurance dimension is 70.85% which is the second highest score compared to other dimensions
5. Tangible dimensions received a fairly good rating from visitors with a score of 67.40%. The value of the tangible dimension is the second lowest score compared to other dimensions.
6. The reliability dimension received a fairly good rating from visitors of 72,15%. The highest visitor satisfaction value is for the reliability dimension. This shows that the highest visitor satisfaction is in the reliability dimension.
7. The Responsiveness dimension received a fairly good rating from visitors of 67.08%. The value of the responsiveness dimension is the lowest value compared to other dimensions. This means that visitor satisfaction is the

lowest for this dimension compared to other dimensions.

8. The Assurance dimension received a fairly good rating from visitors. The score of the assurance dimension is 70.85% which is the second highest score compared to other dimensions.
9. The Empathy dimension received a fairly good rating from visitors of 70.75% which is the third highest score compared to other dimensions.

The average level of visitor satisfaction of Tabek Patah Panorama based on 5 SERVQUAL dimensions is at a fairly good with a score of 69.76%.

Suggestion

Based on the results of the research conducted, it can be suggested to the managers of the Panorama Tabek Patah tourist attraction in this case the local government to pay more attention and improves the facilities of the tourism attraction site locations such as building smooth road access to locations, providing adequate and safe parking locations. Toilet hygiene facilities must be a concern as tourist attractions require clean, neat and comfortable toilets with adequate facilities. Officials in charge at the tourism object must be prepared and trained to be responsive in serving visitor complaints.

Research Limitations

Due to the COVID 19 pandemic, the majority of questionnaires were distributed only to domestic tourists and the number of respondents was limited.

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