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Factors influencing travel to Islamic destinations: an empirical analysis of Sunan Ampel religious tourism area Surabaya

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ABSTRACT: The purpose of this paper is to analyze the influence of travel motivation, Muslim-friendly amenities and lifestyle, destination image, and quality of service on Indonesian travelers' intentions to visit Sunan Ampel religious tourism area Surabaya. Data were collected through self-administrated questionnaires that were distributed randomly to Indonesian travelers at Sunan Ampel Religious Tourism Area Surabaya and some tourist areas around Surabaya. Statistical analyses such as multiple linear regression and descriptive analysis were used to analyze the data. Travel motivation and destination image had significant effects on the Indonesian travelers' intention to visit Sunan Ampel religious tourism area Surabaya. Meanwhile, Muslim-friendly amenities and quality of service did not affect Indonesians' travel intentions..

1 INTRODUCTION

Today, tourism is becoming a popular global leisure activity and very important for many countries. The tourism business flow is massive to meet the needs of tourist goods and services (Ukessays 2014; Khan et al. 2013). These services include taxis, airlines, buses, accommodation, foods, hotels and resorts, entertainment, and shopping centers (Rahman 2014).

Tourism becomes a major asset and international attention. Each country has its tourism ministry and council. Each country counts the number of tourists each year, how much money is spent and how long the tourists stay in a certain place (Al-Amin 2002). Tourism raises cultural exchanges and learns the customs and traditions of people while traveling to other countries. Tourists recognize culture, customs and traditions, and encourage interactions among nations in the world. Religious tourism is a form of tourism that is exclusively motivated for religious reasons (Duman 2012, in Bazazo et al. 2017).

Religious tourism has been very popular in recent decades, as well as being an important segment of international tourism. Consistent growth in this market segment has become a global tourism trend (Jaelani 2017).

Nowadays, Muslim tourists are rising faster than the global tourist growth rate. The value of Muslim tourist spending was US\$ 126 billion in 2011, and is estimated to reach US\$ 192 billion by 2020. The

Muslim population is projected to grow around 35% from 2010 - 2030 (Jafari & Scott 2013 in Eid & El-Gohary 2015).

The trends of Islamic tourism make product development and marketing efforts are designed and directed for Muslims. Muslim tourists' motivation is not always or entirely religious. Participants may join the same holiday experience as non-Muslims, although within the parameters set by Islam. In addition, the destination does not have to be the location where full Sharia (i.e. Islamic law) is enforced (Zamani-Farahani & Henderson 2010 in Bazazo et al. 2017).

Islam is regarded as a comprehensive way of life because its teachings cover all possible affairs of human life. The Quran in various ways gives special attention to tourism, and its attitude towards tourism is considered one of the great blessings of God. In the Quran, Muslims travel to appreciate the beauty of the world as God's creation as well as visit friends and family. Religious buildings, rituals, festivals and religious events are important tourist attractions for those who join certain belief system Henderson (2003) in Fahim & Dooty (2014).

The Muslim tourism segment is currently considered to be the marketer's target market. Religion is an important factor in the decision making related to travel destination (Collins & Tisdell 2002). To do so, ensuring that the Islam attributes are available at the destination is very critical. The availability of

these attributes can satisfy Muslim tourists and encourage return visits. Muslims who strive to the teachings of Islam directly and indirectly have an impact on their decisions regarding vacation and travel plans (Zamani-Farahani & Henderson 2010). Planning on Muslim tourist market should be in accordance with Sharia in regulating all matters relating to tourism activities (Ismail & Bator 2010).

This research was based on Nassar et al. (2015) who analyzes the influence of travel motivation; muslim-friendly amenities and lifestyle; cognitive and affective destination image and service quality towards Kuwait tourist intention to visit Islamic tourist destinations. Nassar et al. (2015) shows that travel motivation as well as cognitive and affective image have the greatest influence on the desire of Kuwait tourists to visit Islamic destinations. In contrast, Muslim-friendly amenities and quality of service have no effect on Kuwait tourist decisions.

Referring to Nassar et al. (2015), this research focused on Sunan Ampel religious tourism area in Surabaya city. This area is an Islamic tourism area in East Java visited by tourists from various countries and regions in Indonesia. The facilities in this area are: Sunan Ampel tomb, five Archways, Holy Ampel Gubah market, Sunan wells, and Ampel Mosque. In this area, there are so many street vendors or places to eat that serve a variety of typical Arab foods (<http://national.news.viva.co.id>).

Many tourists visit the area. At the end of Ramadan month, for example, the area is visited by 10,000 - 20,000 people in one day. In addition to intending prayer and dhikr in a quiet place, many come for a pilgrimage to the Sunan Ampel tomb. Foreign tourists come from China, France, Netherlands, Italy, Malaysia, Saudi Arabia, Japan, Brunei Darussalam, Philippines, Germany, Greece, New Zealand, Korea, and Japan. Generally, they see the Ampel mosque building and conduct a pilgrimage to the Sunan Ampel tomb (<http://duniamasjid.islamic-center.or.id/>). Many tourists come just to shop Muslims' various kinds of good needs.

Based on the Sunan Ampel religious tourism area conditions, many visiting tourists are motivated to make a pilgrimage and pray. The high number of tourists visiting Sunan Ampel urged the government to rearrange this area in order to satisfy the tourists. Various facilities including the trade area of Islamic attributes are prepared to make tourists feel comfortable visiting this area. According to Din (1989), Muslims travel to Islamic historic places aims to relax and learn about the history of Islam. According to Eickelman & Piscatori (1990), Muslims travel to visit friends and family, appreciate the beauty of God's creation and encourage unity among the Muslim community. According to Henderson (2003), they also often travel for holiday (Nassar et al. 2015).

Based on the Sunan Ampel religious tourism area conditions, this research focused on the influence of travel motivation, muslim-friendly amenities and lifestyle, cognitive and affective destination image and service quality to domestic tourist intention to visit Islamic tourism destinations in Sunan Ampel religious tourism area Surabaya

1.1 Research Purpose

The purpose of this research is to know the influence of travel motivation; Muslim-friendly amenities and lifestyle; cognitive and affective destination image and service quality towards the intention of domestic tourists to visit Islamic tourism destination of Sunan Ampel religious tourism area Surabaya. This study is expected to provide an explanation of some variables that influence the desire of tourists visiting this area. This will facilitate the management of this tourist area to prepare various facilities for the comfort and satisfaction of visitors.

2 RESEARCH METHODS

This research is a causal research to know the influence of destination image, Muslim-friendly amenities and lifestyle, service quality to travel intention. The data used was primary data. Data were obtained through questionnaires to get respondents' responses to questions in the questionnaire.

The data was then processed by multiple regressions. Dependent variable in this research is travel intention, while the independent variables are destination image, Muslim-friendly amenities and lifestyle, and service quality.

The population in this study was domestic tourists who visited the Sunan Ampel religious tourism area Surabaya. Characteristics of respondents in this study were male and female with minimum education level of high school, domiciled in Surabaya and outside Surabaya and at least visited Sunan Ampel area once in the past year.

3 RESULT AND DISCUSSION

3.1 Analysis of the coefficient of determination of Multiple Linear Regression

Table 1 shows the coefficient of determination value (R-square) in this study of 0.286. This figure shows that travel motivation, Muslim-friendly amenities and lifestyle, destination image (cognitive and affective image), and service quality have an influence on travel intention of 28.6%. The rest is influenced by other variables outside this regression model.

Table 1. Result of the Five-Factor Model Regression Testing

Variable	Coefficient	t-statistic	prob.
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C	0.00	1.43	0.06
RMRF	0.95	9.56	0.00***
SMB	-0.33	-3.23	0.00***
HML	0.18	2.70	0.01***
RMW	0.00	0.03	0.98
CMA	0.17	3.30	0.00***

*** Significance level at 1%.

$$RIRF = 0.00 + 0.95(RMRF) - 0.33(SMB) + 0.18(HML) + 0.18(RMW) + 0.17(CMA) \quad (1)$$

This equation has a constant value of 0.00447 which signifies that if all independent variables are considered constant then excess return (Ri-Rf) will increase by 0.00447. The coefficient (Rm-Rf) has a value of 0.95318 which shows that each variable (Rm-Rf) has increased or decreased by 1 point. Thus, the variable (Ri-Rf) will increase or decrease by 0.95318 points with the assumption that other variables remain constant. The coefficient (SMB) has a value of - 0.333013.

This shows that each variable (SMB) has increased or decreased by 1 point. Thereby, the variable (Ri-Rf) will increase or decrease by - 0.333013 points with the assumption that other variables remain constant. The coefficient (HML) has a value of 0.1792. This shows that each variable (HML) has an increase or decrease of 1 point. Thus, the variable (Ri-Rf) will increase or decrease by 0.1792 points with the assumption that other variables remain constant.

The coefficient (RMW) has a value of 0.002222. This shows that each variable (RMW) has increased or decreased by 1 point. Then, the variable (Ri-Rf) will increase or decrease by 0.002222 points with the assumption that other variables remain constant. The coefficient (CMA) has a value of 0.16758. This shows that each variable (CMA) has increased or decreased by 1 point. Thereby, the variable (Ri-Rf) will increase or decrease by 0.16758 points with the assumption that other variables remain constant.

Table 2. Result of the Fama & French Three-Factor Model Regression Testing

Variable	Coefficient	t-statistic	prob.
C	0.00	1.33	0.31
RMRF	0.93	15.41	0.00***
SMB	-0.27	-6.95	0.03**
HML	0.15	2.65	0.10*

*** Significance level at 1%, ** Significance level at 5%,

* Significance level at 10%

Table 2 shows that market risk premium and book-to-market equity have a significant positive effect on excess return. While size has a significant negative effect to excess return. $Ri-Rf = 0.003006 + 0.931058 (RM-RF) - 0.273072 (SMB) + 0.150433 (HML)$. Constant has a value of 0.003006. This shows that if all independent variables are considered constant then the excess return (Ri-Rf) will decrease by 0.003006. The coefficient (Rm-Rf) has a

value of 0.931058. This shows that each variable (Rm-Rf) has increased or decreased by 1 point. Thus, the variable (Ri-Rf) will increase or decrease by 0.931058 points with the assumption that other variables remain constant.

The coefficient (SMB) has a value of -0.273072. This indicates that each variable (SMB) has an increase or decrease of 1 point. Thereby, the variable (Ri-Rf) will increase or decrease by -0.273072 points with the assumption that other variables remain fixed. The coefficient (HML) has a value of 0.150433. This shows that each variable (HML) has an increase or decrease of 1 point. Then, the variable (Ri-Rf) will increase or decrease by 0.150433 points assuming the other variable remains constant.

4 CONCLUSION

Eviews 8 software was used for data processing of this research. Based on simultaneous test result, using F test, it is obtained that independent market risk (Rm-Rf), size (SMB), book-to-market (HML), profitability (RMW), and investment (CMA) simultaneously affect the portfolio returns formed on the basis of stocks listed in the LQ-45 Index over the January 2013 - December 2015 period. Judging from the coefficient of determination, the 5FF model can describe the change of return equal to 58.2096% and the 3FF model can describe return change equal to 54.9121%.

This study also performed the regression test per portfolio. Out of a total of 18 portfolios, only 2 portfolios show the coefficient of determination of the 3FF model is higher than the 5FF model. The coefficient of determination of the 5FF model for all portfolios is in a range 37% - 83%, while for the 3FF model is 24% - 81%. For companies that are in the consumer goods sector, this research can be used for consideration to make decisions about future company performance and prevent the company from the possibility of being in financial distress.

In addition, these factors can also be used for consideration for Malaysian, Thailand, Singapore, Vietnam, and Philippine companies in predicting future company performance and the possibility of the company being in financial distress. Based on the coefficient of determination, we can observe the ability of each model in describing the return. The coefficient of determination is only as high as 58.2096% for the 5FF model and 54.9121% for the 3FF model. While the coefficient of determination of the 5FF model for the test per portfolio is in a range of 37% - 83%, and for the 3FF model is 24% - 81%. In addition, if observed further and calculated its average, the coefficient of determination for the portfolio of small size companies is higher than large size companies which indicate the 5FF and

3FF models have not been able to explain the large firm return accurately.

Therefore, it is advisable for the next researcher to add some factors to be used as independent variables, in order to describe the return better. This study also shows that in the selection of stock investments or the establishment of a portfolio, there are several factors which are characteristics of the company that can be considered by investors to earn a higher return. These factors include; firm size (calculated by market capitalization), book-to-market ratio, profitability level, and level of company investment.

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